



JMUCC

JOHN MOLSON UNDERGRADUATE CASE COMPETITION

2024 - 2025

INFORMATION PACKAGE

PRESENTED BY
JMUCC AT
JOHN  MOLSON
SCHOOL OF BUSINESS

Concordia University
Montreal, Quebec, Canada
1450 Guy St, Montreal, Quebec H3H 0A1



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PRIME MINISTER'S MESSAGE



JUSTIN TRUDEAU
23RD PRIME MINISTER OF CANADA

I am pleased to extend my warmest greetings to everyone taking part in the 2025 John Molson Undergraduate Case Competition, presented by the John Molson School of Business at Concordia University in Montreal. Since the inaugural event in 2009, this competition has grown every year, to become the largest international business case competition. The format provides an opportunity for business undergraduates to put their problem-solving and critical thinking abilities to the test in a business case competition that is both challenging and exciting. As they vie for a place in the final round, students hone important professional skills and develop confidence while benefiting from the evaluations of adjudicators chosen from leading Canadian businesses.

I would like to thank the organizing committee, sponsors and faculty members for making this competition such a success. I am sure that, in years to come, the participants will look back on this invaluable learning experience with fond memories and pride in their accomplishments.

On behalf of the Government of Canada, I offer my best wishes for a successful competition.

DEAN'S MESSAGE

I am excited to announce that the 17th edition of the John Molson Undergraduate Case Competition (JMUCC), hosted by Concordia University's John Molson School of Business, will take place from February 23rd to March 1st, 2025.

With its proud case competition history, the organizers are, once again, ready to design an innovative, engaging, and exciting competition program. Two years ago, JMUCC hosted its first virtual case competition, which was a resounding success. This event provided invaluable learning for the organizers who continue to build upon their predecessors' experience in planning and hosting immersive, challenging, and safe case competitions. I can assure you that this competition will provide you with an extraordinary experience.

JMUCC helps students develop important business competencies, think critically and creatively and offer them the opportunity to connect with one another, as well as with industry professionals.

The international character of the competition is very much in line with the John Molson School of Business' strategic plan, which empowers us to achieve our greatest potential for the betterment of business and society.

I encourage you to seize the opportunity to take part in this outstanding event and look forward to welcoming you to the John Molson School of Business soon.



**ANNE-MARIE CROTEAU, PhD,
CDir**
DEAN, JOHN MOLSON SCHOOL OF
BUSINESS

JMUCC PRESIDENTS' MESSAGE



ALEX SIRIWARDHANA & SHAWN NAYERI

16TH CO-PRESIDENTS OF JMUCC

On behalf of the entire organizing committee, we are delighted to invite you to the 17th edition of the John Molson Undergraduate Case Competition (JMUCC). As the largest and most prestigious international undergraduate case competition of its kind, JMUCC places its sponsors and partners at the core of the event, recognizing that their invaluable support makes this competition possible.

For 16 years, we have hosted a competition that encourage delegates to challenge themselves and grow both academically and personally. With spirit, passion, and dynamism as our pillars, we are thrilled to welcome delegates to the vibrant city of Montreal.

JMUCC serves as a platform to showcase the talents of the next generation of business leaders, offering a unique

opportunity to elevate the experience for competing students. We are committed to working closely with our sponsors to develop innovative ways to integrate their presence into the competition, providing visibility and opportunities to engage with and recruit the brightest young minds from the most prestigious business schools worldwide.

We eagerly anticipate partnering with you and welcoming you to the 17th edition of JMUCC!

OVERALL FORMAT

THE JMUCC EXPERIENCE

The John Molson Undergraduate Case Competition is an annual, multi-round case competition organized by a committee of students from the John Molson School of Business at Concordia University. Set in the heart of downtown Montreal, this exciting, week-long event brings together 24 undergraduate case competition teams from around the globe to showcase the talent and skills of their students for the last 15 years. For our 16th edition, we are extremely pleased to return to an in-person format and deliver an unforgettable experience event for all participants.

ACADEMIC

JMUCC offers participants unique, challenging, and dynamic cases paired with world-class networking opportunities and one-of-a-kind social events inspired by the city of Montreal. It is a once-in-a-lifetime case competition that allows undergraduate students from around the world to test their creative, analytical, and critical thinking skills using real-world business scenarios. Throughout the week, teams must go beyond skills and theory learned in the classroom and put their business acumen to the test by solving live and actual business cases. Their analysis will then be presented to a panel of revered industry professionals, who will carefully evaluate each presentation and determine one winning team.



SOCIAL

The city of Montreal plays a pivotal role in each year's edition of the competition. Outside of providing students with a world class case competition, one of the committee's main objectives is to give every student from our participating universities the opportunity to discover one of the world's most vibrant cities, Montreal, Quebec. When participants are not cracking cases, they can soak up all the action the city has to offer through networking cocktails, social events, and dinners. Each evening of the competition, JMUCC will allow students to explore a new area of the city. A curated guide will be distributed at the beginning of the match to offer an in-depth look at what to expect in this once-in-a-lifetime competition.



FEBRUARY 23RD TO MARCH 1ST

WEEK OVERVIEW:

DAY 1

SUNDAY,
FEB 23RD

12:00
Check-In and
Meet & Greet

18:30
Opening
Cocktail

20:00
Opening
Ceremony

DAY 2

MONDAY,
FEB 24TH

7:30
Case #1
Preperation

12:00
Round-Robin
Tournament

19:00
Social
Activity

DAY 3

TUESDAY,
FEB 25TH

7:30
Case #2
Preperation

12:00
Round-Robin
Tournament

19:00
Social
Activity

DAY 4

WEDNESDAY,
FEB 26TH

7:30
Case #3
Preperation

12:00
Round-Robin
Tournament

19:00
Social
Activity

22:30
After
Party

DAY 5

THURSDAY,
FEB 27TH

Day Off

After three intense days of competing, teams enjoy a full day off to rest, recover, and explore the city. Team ambassadors serve as guides, and participants have the opportunity to mingle and get to know their peers better. Enjoy the day freely!

DAY 6

FRIDAY,
FEB 28TH

24-HOUR Case Preparations

DAY 7

SATURDAY,
MAR 1ST

8:30
24hr Case
Presenations

12:30
Final Round
Presentations

18:00
Closing
Ceremony

18:30
Closing
Cocktail

23:00
JMUCC After
Party

COMPETITION FORMAT

JMUCC consists of three distinct stages: the 3-day Round-Robin Tournament, the 24-Hour Case, and the Final Presentations. Participating teams will have the opportunity to solve a total of 4 business cases; three 3-Hour cases and one 24-Hour case. Each case will tackle different topics and industries, offering unique challenges to the delegates. The 24 teams are randomly divided into six (6) divisions of four (4) universities. Teams will accumulate points during each round, and the university with the highest cumulative score in their respective division after all four cases will advance to the finals. The points system is further explained in the rulebook. JMUCC cases are among the most challenging and grounded in the real issues partnering organizations face.



A UNIQUE EXPERIENCE

JMUCC is more than just a competition; it is an interactive, self-driven international business event. Students, alumni, faculty across the world, and the local community alike come to watch the presentations and participate. The international community can participate online via JMUCC TV using our live streaming, multimedia content, and interactive technologies. Each day of the competition is intertwined with networking opportunities, making JMUCC a unique event for both participants and attendees.

STAGES OF COMPETITION



ROUND-ROBIN

The Round-Robin lasts three days where teams (4) within a division face-off, head-to-head, each day in a 3-hour live case. A different case is given each day, ensuring each team competes against all three other teams in its division. Judges allocate points based on solution quality, with each group receiving the number of points earned in that case. The points from the 3 cases are added for a cumulative score by the Round Robin Tournament's end. Each Round-Robin case weighs 20% of the final score ($20\% \times 3 = 60\%$).



24HR CASE

Teams get 24 hours to prepare a highly detailed solution for the fourth live case. Little information is provided on the case itself, requiring students to use their research skills and available tools (i.e., internet and textbooks) to understand the situation and propose solutions. After the deadline, teams present their solutions to a panel of business executives, who rank them within each division based on solution quality. The challenging 24-hour case offers a dynamic, enjoyable, and thrilling experience for delegates. Each team receives points based on their divisional ranking, added to the cumulative score from the Round-Robin Tournament. The 24-hour case weighs 40% of the final score, and teams with the highest cumulative score in their division will advance to the finals.



FINAL PRESENTATION

The final stage of JMUCC pits the best teams from each division against one another. The respective winners of each division (i.e., the teams with the highest cumulative score of the week) will move on to the final round. Immediately following the 24-Hours Case, teams will present their 24-hour case solution a second time to a new, extensive panel of prominent business executives who will ultimately decide their final rankings. Each team will start with a clean state whereby “the winner takes all,” regardless of the points accumulated in the previous round. The first, second, and third place winners and the recognition awards for outstanding performances will be announced later that evening at the Closing Ceremony.

HOTEL ACCOMMODATIONS

Located in the heart of downtown Montréal, Le Centre Sheraton Montreal Hotel comes from the best offerings in the city. All 825 comfortable and attractively appointed guest rooms and suites feature contemporary comforts, modern decor, and beautiful city views. During your stay, you will get a feel for Quebec's rich history and the city's joie de vivre. The hotel's location places you near the best shopping, dining, and entertainment along St. Catherine's Street and a short walk from the cobblestone streets of Old Montreal.

Le Centre Sheraton offers very high quality service and accommodations. You will have access to a complete fitness centre and a heated indoor pool to relax after your hard work. The hotel also offers Internet access on every floor to keep you connected and delicious foods and drinks meticulously prepared by the hotel's team of culinary professionals.

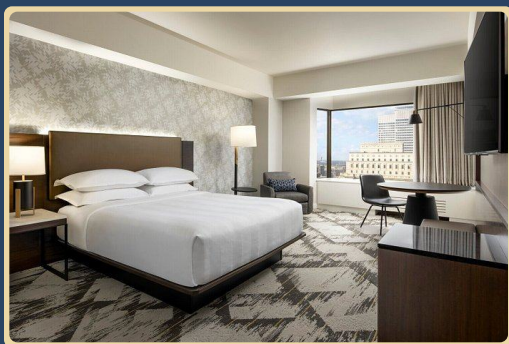
Please note that hotel accommodations will not be included in the registration fee. You will need to reserve a stay at the hotel for a total of 7 nights: Sunday, February 23rd to Sunday, March 1st, 2025. We have reserved special rates for all those participating in JMUCC 2024.

For the purpose of the 24-Hours case, please note that coaches are obligated to stay in a separate room from their delegates. The rates are as follows:

Single occupancy
Double occupancy **\$199 / night**

** Your hotel cost will include a full buffet breakfast from Monday to Wednesday and Friday, along with access to many of the hotel's facilities. A number of activities surrounding the competition will be taking place at Le Centre Sheraton.

Please be advised that all hotel accommodations at the Hotel "Le Centre Sheraton" must be finalized before **DECEMBER 19th, 2024. It is mandatory to register at Le Centre Sheraton in order to participate in JMUCC. The form to have access to the training facility and the pool will be sent a week prior to the arrival of all the participants.**



* In the event that the pandemic restricts any in-person or international travel, the Hotel will refund your reservation as per our contractual agreement.

SELECTION PROCESS

This fall, we will be selecting 24 top-ranked Canadian and international universities to participate in this unique case competition. Universities are invited to apply for the opportunity to compete at JMUCC via e-mail, and the organizing committees will select the 2025 participating universities based on specific criteria, including presence and success in national/international case competitions, case-based curriculum, and reputation of business school. Furthermore, schools participating in JMUCC must embody our three pillars: **passion, spirit** and **dynamism**.



PASSION

Our Driving Force

Passion is the driving force of JMUCC. All individuals involved from far and near JMUCC are related by this common thread, from our board of directors to our volunteers. Our delegates are passionate about competing, learning and improving.



SPIRIT

Our Focus

We are looking for schools that embody excitement, liveliness, and open-mindedness. JMUCC is an incredible opportunity that allows its participants to network and meet with business leaders from different industries and students from all over the world. Our delegates, enthusiastic and full of energy, are always ready for new challenges.



DYNAMISM

Our Quality

During JMUCC, some of the greatest minds come together to solve real-world business problems. Our stimulating competition allows delegates to showcase their innovative, powerful, and creative problem-solving skills.

APPLICATION PROCESS:

To nominate your team for JMUCC, we kindly ask that you complete the registration form below the package. The application deadline is Saturday, August 31st, and universities will be notified of their application status by Friday, October 4th. Selected universities will form a team of FOUR undergraduate students and ONE faculty advisor that will attend JMUCC. Team members should know numerous business disciplines, including economics, finance, management, marketing, strategy, and international business issues.

Application Deadline: Tuesday, August 31st 2024

* Please ensure to show us in-depth how your school incorporates these values in your application, as we take this into strong consideration in our selection process.

REGISTRATION PROCESS

Once your school is selected to come to JMUCC 2025, you will receive a form to register your team and academic advisor. Before registering your delegation, we will update you with the most recent Canadian travel regulations.

If your school's delegates require a visa to enter Canada, please apply well in advance to ensure smooth travel arrangements for the JMUCC event. Don't forget to plan ahead for visa processing times. We are excited to welcome you to JMUCC!

1. NAMES OF PARTICIPANTS

Once the Organizing Committee has officially accepted your university, we will contact you to obtain the names of the participants. It is important to note that faculty advisors must submit all participants' names to the Organizing Committee by Wednesday, December 6th.

2. REGISTRATION FEE

The registration fee to attend the event is CAD \$3,000 for a team of FOUR students and ONE faculty advisor. This fee will include your registration and the cost of planned activities and meals unless otherwise notified. This does not include the cost of the hotel accommodation.

3. METHOD OF PAYMENT

Once your university has been selected, the Organizing Committee will send you a document with payment instructions. To reserve your spot, you must make the first payment of CAD \$1,000 by Wednesday, November 15th 2024.

The remaining registration fee balance, CAD \$2,000, will be due by Friday, January 10th 2025.



IMPORTANT DATES

Monday, July 19, 2024

LAUNCH OF SCHOOL
APPLICATIONS

Saturday, Aug 31, 2024

APPLICATION DEADLINE

Friday, Nov 15, 2024

FIRST PAYMENT/
DEPOSIT

Friday, Oct 4, 2024

NOTIFICATION OF
UNIVERSITIES

Friday, Dec 6, 2024

DELEGATE
CONFIRMATION

Friday, Dec 13, 2024

DELEGATE/FA
INFORMATION FORM

Friday, Jan 15, 2025

SECOND PAYMENT/
BALANCE DUE

Thursday, Dec 19, 2024

HOTEL REGISTRATION
DEADLINE



JMUCC
JOHN MOLSON UNDERGRADUATE CASE COMPETITION

**Sunday, February 23rd,
2025**

PREVIOUS PARTICIPANTS

6 CONTINENTS

26 COUNTRIES

78 UNIVERSITIES

AMERICA

CANADA

- ▶ UNIVERSITY OF BRITISH COLUMBIA
- ▶ UNIVERSITY OF TORONTO
- ▶ QUEEN'S UNIVERSITY
- ▶ HEC MONTREAL
- ▶ CONCORDIA UNIVERSITY
- ▶ VANCOUVER ISLAND UNIVERSITY
- ▶ UNIVERSITY OF OTTAWA
- ▶ CARLETON UNIVERSITY
- ▶ UNIVERSITY OF WESTERN ONTARIO
- ▶ WILFRIED LAURIER UNIVERSITY
- ▶ UNIVERSITY OF ALBERTA
- ▶ NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY
- ▶ YORK UNIVERSITY
- ▶ SIMON FRASER UNIVERSITY
- ▶ ROYAL ROADS UNIVERSITY

GUATEMALA

- ▶ UNIVERSITY OF THE ISTHMUS

UNITED STATES

- ▶ UNIVERSITY OF CALIFORNIA, BERKELEY
- ▶ UNIVERSITY OF FLORIDA
- ▶ UNIVERSITY OF PENNSYLVANIA
- ▶ UNIVERSITY OF SOUTH CALIFORNIA
- ▶ UNIVERSITY OF WASHINGTON
- ▶ UNIVERSITY OF NORTH CAROLINA
- ▶ PURDUE UNIVERSITY

BRAZIL

- ▶ UNIVERSITY OF SÃO PAULO

EUROPE

ENGLAND

- ▶ UNIVERSITY OF WARWICK

SERBIA

- ▶ UNIVERSITY OF BELGRADE

ROMANIA

- ▶ BABEȘ-BOLYAI UNIVERSITY

GERMANY

- ▶ UNIVERSITY OF MÜNSTER

SPAIN

- ▶ UNIVERSITY OF NAVARRA

SWITZERLAND

- ▶ UNIVERSITY OF ST-GALLEN

IRELAND

- ▶ TECHNOLOGICAL UNIVERSITY DUBLIN
- ▶ TRINITY COLLEGE DUBLIN
- ▶ UNIVERSITY COLLEGE CORK

NETHERLANDS

- ▶ MAASTRICHT UNIVERSITY
- ▶ ROTTERDAM SCHOOL OF MANAGEMENT
- ▶ UNIVERSITY OF AMSTERDAM

ASIA

LEBANON

- ▶ AMERICAN UNIVERSITY OF BEIRUT

SINGAPORE

- ▶ NANYANG TECHNOLOGICAL UNIVERSITY
- ▶ NATIONAL UNIVERSITY OF SINGAPORE

HONG KONG

- ▶ HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

THAILAND

- ▶ CHULALONGKORN UNIVERSITY
- ▶ THAMMASAT UNIVERSITY

AFRICA

EGYPT

- ▶ AMERICAN UNIVERSITY IN CAIRO

OCEANIA

AUSTRALIA

- ▶ UNIVERSITY OF NEW SOUTH WALES

***Listed above are only a few of the participating schools in previous iterations of JMUCC

PREVIOUS IMPRESSIONS

WHY JMUCC?

"JMUCC was my first international case competition. Representing JMSB in front of schools from all around the world is already a privilege, but it made it particularly special to do that in Montreal as the host school.

I enjoy competing. The thrill, the stress, the months of preparation, meeting new people. But JMUCC is another ball game. It's the big stage, the aspect of knowing schools from around the world sent some of their best talent, and you're going to have to match up.

"It's not so much what you say, but how you say and who you say it to". [Anamaria Testani]. This quote was pronounced by a member of the jury before announcing the best speaker award. I couldn't agree more. JMUCC is an opportunity to push all aspects of case competition to the next level. For me, it was the ability to learn how to deliver a story with every word. For my teammates and I to make people dream of what is possible with a business solution."

Romain Germond

Winner of Best Speaker and 3rd Place JMUCC 2024

"JMUCC 2024 will forever go down as an unforgettable moment in my undergraduate and competing experience. With it being both my first International Case Competition, as well as my first time in Montreal, I can't say I expected much.

Yet at each turn, every day at JMUCC was filled with as many new experiences as there were challenges. From my team's incredible TA to the other competitors I met, we built lasting friendships and connected with the best and brightest from around the world. The organizing team did an incredible job of not only organizing the competition but also picking the best spots to show off much of what Montreal had to offer!

When it came to the competition, each case was striking in its own way. Each case balanced novelty with our own expertise, forcing us to make changes on the fly and truly testing our abilities. Each round-robin gave us a new chance to make our mark, and to put our skills to the test, while the final was perhaps the best and most challenging work I've done for a competition.

You know it's been an unforgettable experience and competition when you are both happy and sad that it's over. The JMUCC 2024 competition left everyone with so many emotions because of how action-packed it had been. From the highs and lows of the round-robin to the novelty and excitement of each new venue. I can't wait to see what the JMUCC 2025 Organizing Committee will do, what they will showcase, and how they will challenge you all. Good luck, put your best foot forward, and remember to savour each second."

Ethaniel Tan

1st Place Winner JMUCC 2024

CONTACT INFORMATION



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