



180Degrees
CONSULTING
— SGGSCC —



NAAC COMPENDIUM UHOE

FIRST EDITION (2025)



MENTORED BY: MS. SHIRI AGARWAL

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ABOUT US

Founded in 2019, we, at 180 DC SGGSCC, offer a broad range of consulting services, including strategic planning, financial management, communications, and social impact analysis.

We are known for our regional expertise, connections to the non-profit, and development sectors, as well as an impact-driven and socially conscious student body.

Some of our past clients include:

- | | |
|---------------------|--------------------------|
| 1. Pestalozzi World | 5. Audiopedia Foundation |
| 2. GRINsta | 6. SKF |
| 3. Safexpress | 7. Unnati Foundation |
| 4. One Express Fund | 8. CanSupport |

MILESTONES



6 Years Completed



33+ Projects Completed



200+ Consultants Trained



50+ Deliverables Completed



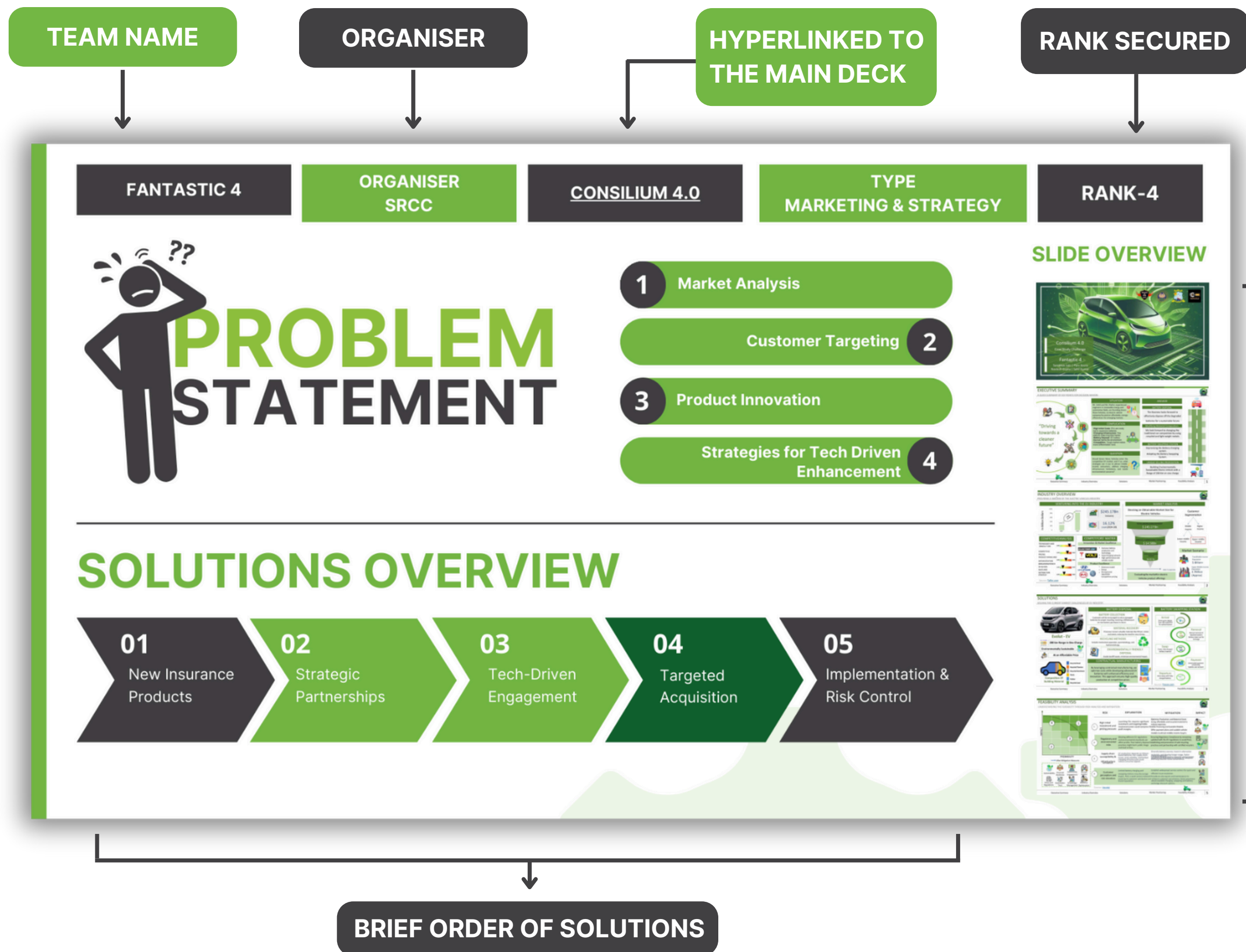
1M Lives Touched

ABOUT CASE COMPENDIUM

A case compendium is a cohesive collection of different case studies which provides a wide range of scenarios for analysis and learning. It provides essential frameworks, tools, and materials to assist the users to understand complex situations, develop essential skills such as decision-making, and explore alternative perspectives.

It is ideal for people who are willing to learn or even improve their consultancy knowledge. It is a bridge that connects theory and practice. Case compendium also expose learners to different types of situations, fostering a deeper understanding of the situation. It is a key to facilitate interactive learning and serves as a valuable guide for people wishing to participate in case competitions or even develop knowledge for practical applications.

HOW TO USE THIS GUIDE





Dr. Jatinder Bir Singh
(Principal, Sri Guru Gobind Singh
College of Commerce)

PRINCIPAL'S NOTE

I am pleased to introduce, "Case Compendium 1.0", the First edition of the case competition guide book curated by 180DC SGGSCC. This is a valuable resource for all of our students, and it has been carefully created to provide students with information about case solving and developing hypothesis and solutions.

As you walk through this Case Compendium, I encourage students to approach each case with an open mind and a willingness to learn. These cases are designed to challenge them and help them to develop the critical thinking skills essential for their success in Case Competitions

I hope that students will find this Case Compendium a useful tool in their consulting journey and I look forward to the insights and ideas they will generate after developing an analytical perspective. I congratulate the team, 180 DC SGGSCC that has worked tirelessly to develop this Case Compendium.



Prof. (Dr.) Kawal Gill
(Department of Commerce)

CONVENOR'S NOTE

I am thrilled by the launch of our upcoming case competition guide book, 'Case Compendium 1.0'. This resource has been designed to give students an in-depth understanding of the case competitions and facilitate an experiential learning process.

Case Compendium 1.0 is a compilation of well-structured frameworks, 30+ winning decks and other essential information that aims to make students well-versed in the competition process.

I hope that this compendium will be resourceful and will help students to sharpen their critical thinking and enhance their problem-solving and communication skills essential to success in case competitions.



Ms. Shiri Agarwal

Product Specialist at Telstra
Unstop Top Mentor
34+ National Podiums

MENTOR'S NOTE

Nearly five years ago, I participated in a case competition for the first time and unfortunately, I did not advance to the final round. At that time, I was unable to identify the shortcomings in the deck I had created, which left me uncertain about what needed improvement for future competitions. It was only when I started MBA that I observed the decks created by seniors and that was a Eureka moment!

Participating in case competition is not solely about presenting a solution; it encompasses everything from selecting right team members to adding those final touches on your deck. It's a whole process; it's an art and one lesson that I have learned on this journey is that some things can be learnt only by doing. So, while this compendium will provide you with a head start, ideas, and structure, the path to success begins when YOU move beyond the overthinking stage and start doing.

I wish I had something like this when I first started, and I sincerely hope that other students who currently feel the same will benefit greatly from this compendium!

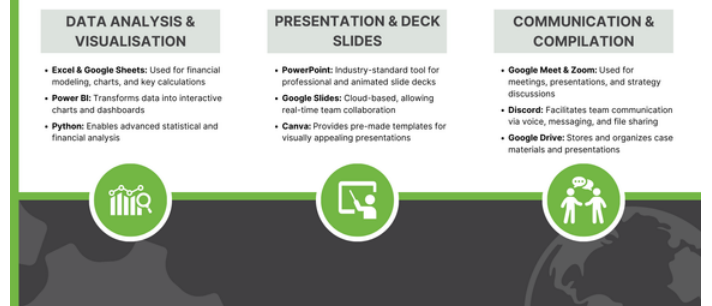
CASE COMPETITIONS

//101

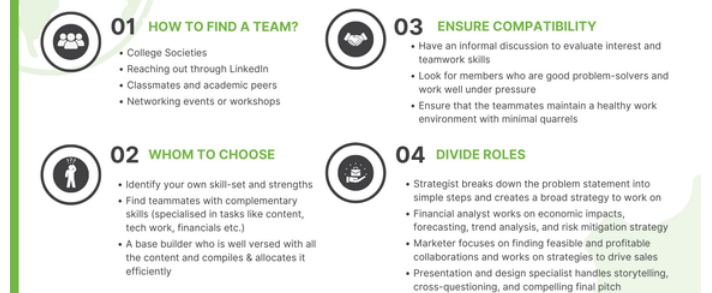
BRIEF OVERVIEW



WHAT SOFTWARES TO USE?



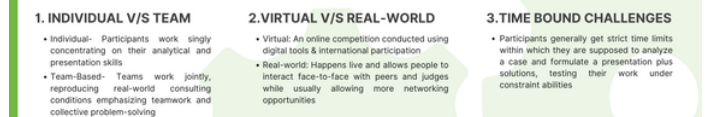
HOW TO CHOOSE A TEAM



TYPES OF CASE COMPETITIONS



FORMATS OF CASE COMPETITIONS



GENERAL COMPETITION FLOW

ROUND 1

Typically a quiz, short video submission, or simulation challenge to test basic business knowledge

ROUND 2

Case study analysis where teams submit a PowerPoint presentation with their solution

ROUND 3

Shortlisted teams present their case (offline/online) to judges, followed by a Q&A session

08. LEVERAGING THE EXPERIENCE

Update your resume, network with judges and peers, and apply learnings in future competitions and career opportunities

07. RECEIVING FEEDBACK & RESULTS

Analyze feedback, identify areas for improvement, celebrate achievements, and apply learnings to future competitions

06. PRESENTING THE SOLUTION

Practice confident delivery, anticipate questions, and engage judges with data-driven insights and compelling storytelling. Adapt effectively to offline or online presentation formats

05. PREPARING THE SUBMISSION

Create structured, visually appealing slides, refine insights, rehearse delivery, and submit before the deadline after thorough quality checks

04. DEVELOPING A SOLUTION

Brainstorm innovative ideas, apply structured frameworks, validate solutions with data, and ensure feasibility and assign tasks effectively and refine the solution collaboratively

03. UNDERSTANDING THE CASE

Analyze the problem statement, research the industry, identify objectives, and break down key problem areas

02. FORMING A TEAM

Build a team with complementary skills, ensure commitment, register on time, and assign roles based on expertise and interest

01. IDENTIFYING COMPETITIONS

Use platforms like Unstop, LinkedIn, and college websites to find competitions, check eligibility, understand the structure, identify case types, and choose a niche



CALENDAR

UNDERGRADUATE

- **Caseblitz** (SRCC) - Mar
- **Business conclave** (SRCC) - Mar
- **Case 180** (SRCC) - Mar
- **Curious case** (Hansraj) - Feb
- **Just case it** (Hindu) - Feb
- **Enigma** (SSCBS) - Apr or May
- **Indian case challenge** (IITK) - Jan
- **Ignite 180** (KMC) - Oct
- **Case Union** (MU) - Nov or Dec

POSTGRADUATE

- **Confluence** (IIM A) - Oct
- **Armageddon** (IIMA) - Nov or Dec
- **Foresight** (IIMB) - July or Sep
- **7 lakes Fest** (IIMC) - Nov
- **Varchasva (IIML)** - Feb
- **Backwaters** (IIMK) - Jan
- **Advaita** (ISB) - Oct

CORPORATE

- **BrAINwars** - May
- **Amazon Ace** - Jul
- **P&G CEO Challenge** - Jul
- **Flipkart WiRED** - Aug
- **Google Case Challenge** - Aug
- **ITC Interrobang** - Aug
- **L'Oréal Sustainability Challenge** - Sep
- **Accenture B-School Challenge** - Sep
- **EY CAFTA** - Sep
- **HUL FinAce** - Oct
- **Capgemini L'Innovateur** - Oct
- **Samsung E.D.G.E** - Oct
- **Hero Campus Challenge** - Nov
- **HUL TechTonic** - Nov
- **OYO The Catalyst** - Nov

NOTE: This is not a comprehensive list but just includes some examples. The dates may change every year.

TYPES OF CASE COMPETITIONS

01

**MARKETING
BASED**

02

**FINANCE
BASED**

03

**STRATEGY
BASED**

04

**CRISIS
CONSULTING**

05

**POLICY
CONSULTING**

06

**MANAGEMENT
CONSULTING**

FORMATS OF CASE COMPETITIONS

1. INDIVIDUAL V/S TEAM

- Individual- Participants work singly concentrating on their analytical and presentation skills
- Team-Based- Teams work jointly, reproducing real-world consulting conditions emphasizing teamwork and collective problem-solving

2. VIRTUAL V/S REAL-WORLD

- Virtual: An online competition conducted using digital tools & international participation
- Real-world: Happens live and allows people to interact face-to-face with peers and judges while usually allowing more networking opportunities

3. TIME BOUND CHALLENGES

- Participants generally get strict time limits within which they are supposed to analyze a case and formulate a presentation plus solutions, testing their work under constraint abilities

HOW TO CHOOSE A TEAM



01 HOW TO FIND A TEAM?

- College Societies
- Reaching out through LinkedIn
- Classmates and academic peers
- Networking events or workshops



03 ENSURE COMPATIBILITY

- Have an informal discussion to evaluate interest and teamwork skills
- Look for members who are good problem-solvers and work well under pressure
- Ensure that the teammates maintain a healthy work environment with minimal quarrels



02 WHOM TO CHOOSE

- Identify your own skill-set and strengths
- Find teammates with complementary skills (specialised in tasks like content, tech work, financials etc.)
- A base builder who is well versed with all the content and compiles & allocates it efficiently



04 DIVIDE ROLES

- Strategist creates a broad strategy by breaking down the problem & the Financial analyst works on forecasting & trend analysis.
- Marketer finds profitable collaborations & creates strategies to drive sales while the design specialist renders storytelling in a deck
- Each individual must participate in all steps to review each other's work.

RESOURCES & DATA

COMPANY FINANCIALS & MARKET DATA

- **MCA**
- **NSE India / BSE India** – Stock data, company reports, and investor presentations
- **Screener.in** – Best for quick financial analysis, stock ratios, and company comparisons
- **Tijori Finance** – Industry-specific financial insights



INDUSTRY REPORTS & MARKET RESEARCH

- **IBEF** – Govt backed reports on industries and trade
- **Statista India** – Best for statistical data across various sectors
- **NASSCOM Reports** – The best source for IT and technology industry insights
- **McKinsey, BCG, Deloitte Industry Reports**



BUSINESS NEWS & ECONOMIC ANALYSIS

- **The Economic Times** - Business insights, market trends, financial news and corporate updates.
- **Mint** - In-depth economic analysis, policy updates and financial perspectives.
- **The Ken** - Analytical business storytelling, deep dives and startup ecosystem coverage.



STARTUPS & PRIVATE MARKET DATA

- **Tracxn** - Startup research platform tracking companies, investors, emerging sectors.
- **Crunchbase** - Global database of startups, funding rounds, investor information.
- **YourStory** - Platform sharing startup stories, entrepreneurship insights, ecosystem news.



WHAT SOFTWARES TO USE?

DATA ANALYSIS & VISUALISATION

- **Excel & Google Sheets:** Used for financial modeling, charts, and key calculations
- **Power BI:** Transforms data into interactive charts and dashboards
- **Python:** Enables advanced statistical and financial analysis



PRESENTATION & DECK SLIDES

- **PowerPoint:** Industry-standard tool for professional and animated slide decks
- **Google Slides:** Cloud-based, allowing real-time team collaboration
- **Canva:** Provides pre-made templates for visually appealing presentations



COMMUNICATION & COMPILATION

- **Google Meet & Zoom:** Used for meetings, presentations, and strategy discussions
- **Discord:** Facilitates team communication via voice, messaging, and file sharing
- **Google Drive:** Stores and organizes case materials and presentations



PRESENTATION TIPS

01 FIRST

CONFIDENCE IS KEY

- Judges prioritize understanding, confidence, and organization over perfection
- Speak clearly at a steady pace. Engage the audience with body language and eye contact
- Use hand gestures, but avoid excessive movement, as it can be distracting

02 SECOND

DATA-BACKED SOLUTIONS

- The solution should be directly relevant to the case problem and backed by strong financial projections and metrics
- Support recommendations with hard evidence like facts, statistics, and trends
- Use reliable sources for accuracy and credibility

03 THIRD

STRUCTURED PRESENTATION

- The pitch should be well-organized, following a clear outline
- Keep slides clean - minimize text and use charts, graphs, and tables to communicate data effectively
- Establish a consistent theme with a font set, color palette, and icons. Avoid hard-to-read colors like yellow and unprofessional fonts like Comic Sans

04 FOURTH

STRONG OPENING & CONCLUSION

- Start with a compelling hook - a quote, statistic, or a thought-provoking question to capture attention
- Conclude with a strong summary, going over the key recommendations and ending with a confident call to action

05 FIFTH

REASONABLE & FOCUSED RECOMMENDATIONS

- Ensure each recommendation is feasible and practical with clear implementation steps
- Overloading recommendations can distract from the main idea - focus on a few well thought out solutions for better clarity

06 SIXTH

USE STORYTELLING & REAL-LIFE EXAMPLES

- Not every slide needs to be spoken about in detail, but your narrative should flow
- Use real-life examples and rhetorical questions to build relatability and spark reflection
- Rehearse your pitch 2–3 times within the time limit to ensure clarity, pace, and confidence.

JUDGING CRITERIA

01 FIRST

IDENTIFICATION OF KEY ISSUES

- Is the **core problem clearly defined**?
- Are the subtopics clearly stated?
- Are the challenges well structured and properly categorised?

02 SECOND

DEPTH OF ANALYSIS

- Does the analysis incorporate both the **qualitative and quantitative factors**?
- Does the data have logical backing to it?
- Is there evidence present to support the key insights?

03 THIRD

EVALUATION OF SOLUTIONS

- Are the proposed solutions **practical**?
- Are the recommendations well-supported with **logical reasoning**?
- Is there an **establishment of connection** between problem, analysis and proposed solutions?

04 FOURTH

IMPLEMENTATION

- Have the **costs and resources** been considered?
- Are the potential **risks and challenges** involved?
- Is there a realistic timeline for execution?

05 FIFTH

QUESTION-AND-ANSWER SESSION

- Is the team able to **justify** and defend their approach?
- Is there a balance in contributions from all members?
- Are the team members able to be consistent with their presentation while addressing judges' concerns?

06 SIXTH

PRESENTATION DELIVERY AND STYLE

- Are communication skills **clear, engaging and professional**?
- Is the presentation creative and **structured**?
- Has the team effectively managed their time within the allotted limit?

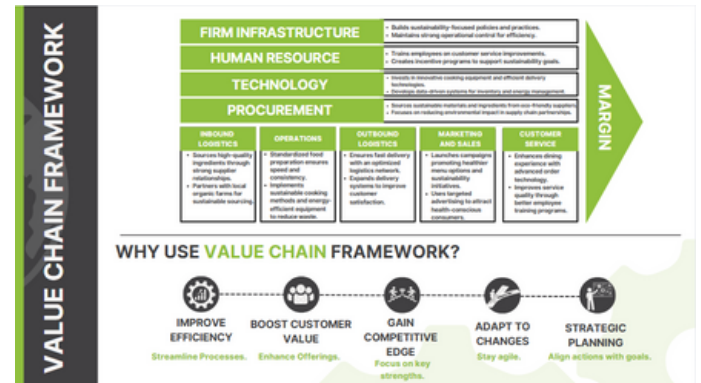
CONSULTING FRAMEWORKS //101

BRIEF OVERVIEW

SWOT ANALYSIS

SWOT (Strengths, Weaknesses, Opportunities, and Threats) is a strategic tool that helps businesses assess internal and external factors affecting success. It aids in market positioning, strategic planning, risk mitigation, and resource allocation by evaluating internal capabilities and external conditions.

By leveraging SWOT analysis, businesses can adapt, innovate, and maintain a competitive edge in a dynamic market.



BCG MATRIX

This framework helps businesses evaluate their products based on growth rate and market share to decide where to invest. Products fall into four categories:



PORTER'S FIVE FORCES

Porter's 5 forces is a market analysis framework that helps businesses understand their competitive environment and plan their strategies for profitability.



PESTLE ANALYSIS

POLITICAL

Government policies, trade tariffs, regulations, and political stability

Example: A company relocating operations to a country with lower tax rates to reduce costs

LEGAL

Employment laws, consumer protection, industry regulations, and IP rights

Example: A tech firm evaluating IP protection risks in international markets

ENVIRONMENTAL

Climate change, sustainability, resource scarcity, and CSR

Example: A company improving its ESG reporting to meet new environmental regulations

ECONOMIC

Economic growth, inflation, interest rates, and consumer spending

Example: A financial analyst adjusting valuation models based on changing interest rates

SOCIAL

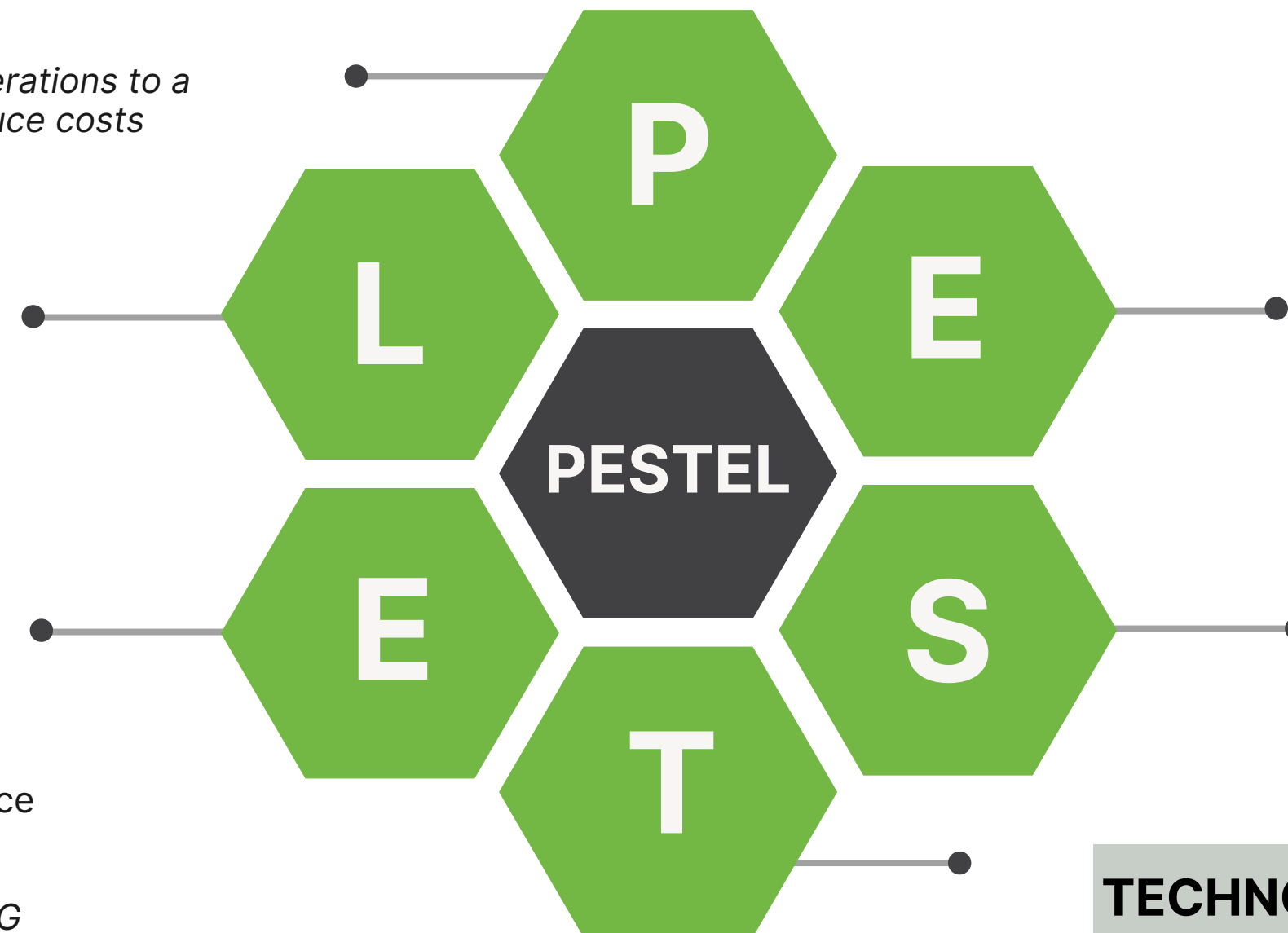
Demographics, lifestyle trends, consumer behavior, and health consciousness

Example: Companies adapting to increased demand for remote work after the pandemic

TECHNOLOGICAL

Innovation, automation, R&D, cybersecurity, and digital advancements

Example: Transitioning from on-site servers to cloud-based data storage



SWOT ANALYSIS

SWOT (Strengths, Weaknesses, Opportunities, and Threats) is a strategic tool that helps businesses assess internal and external factors affecting success.

It aids in market positioning, strategic planning, risk mitigation, and resource allocation by evaluating internal capabilities and external conditions.

By leveraging SWOT analysis, businesses can adapt, innovate, and maintain a competitive edge in a dynamic market.



S

Strengths (Internal)

Competitive advantages like strong branding, skilled workforce, or advanced technology



W

Weaknesses (Internal)

Limitations such as outdated systems, high costs, or skill gaps



O

Opportunities (External)

Growth prospects like emerging markets, new partnerships, or technological advancements

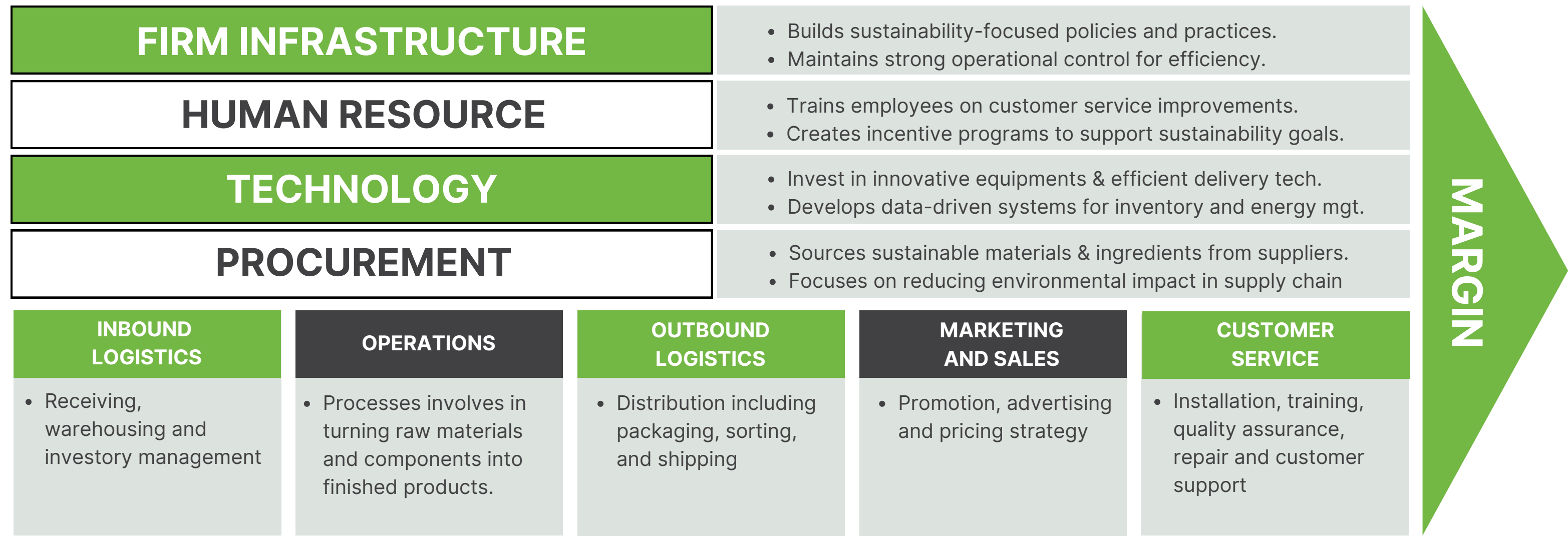


T

Threats (External)

Challenges like competition, economic downturns, or regulatory changes

VALUE CHAIN FRAMEWORK



WHY USE VALUE CHAIN FRAMEWORK?



BCG MATRIX

*This framework helps businesses evaluate their products based on growth rate and market share to decide where to invest.
Products fall into four categories:*

	HIGH	LOW
HIGH	 STARS	 QUESTION MARKS
LOW	 CASH COWS	 DOGS

STARS:

High-growth and market-leading products that require significant investment but have the potential to become major revenue generators

QUESTION MARKS:

Rapidly growing products with uncertain market dominance. With the right investment, they can become Stars but if they don't show promise, they should be dropped

CASH COWS:

Established products with high market share but slow growth. They generate steady profits with minimal investment, making them the financial backbone of a business

DOGS:

Low-growth, low-market-share products that add little value and drain resources. Businesses should consider discontinuing them

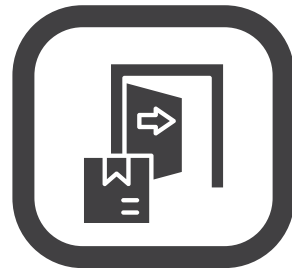
PORTER'S FIVE FORCES

Porter's 5 forces is a market analysis framework that helps businesses understand their competitive environment and plan their strategies for profitability.



Competitive Rivalry

The intensity of competition among existing players. High rivalry can lead to price wars, aggressive marketing and constant innovation, thereby reducing profitability



Threat of New Entrants

If entering the market is easy due to low barriers like minimal regulations or costs, new competitors can increase competition and disrupt existing businesses



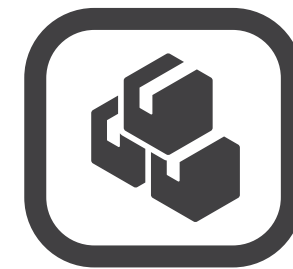
Bargaining Power of Suppliers

When suppliers have strong control over resources or pricing, they can demand higher prices or lower product quality, affecting business profits



Bargaining Power of Buyers

Customers with many alternatives can negotiate for lower prices or higher quality, forcing businesses to stay competitive



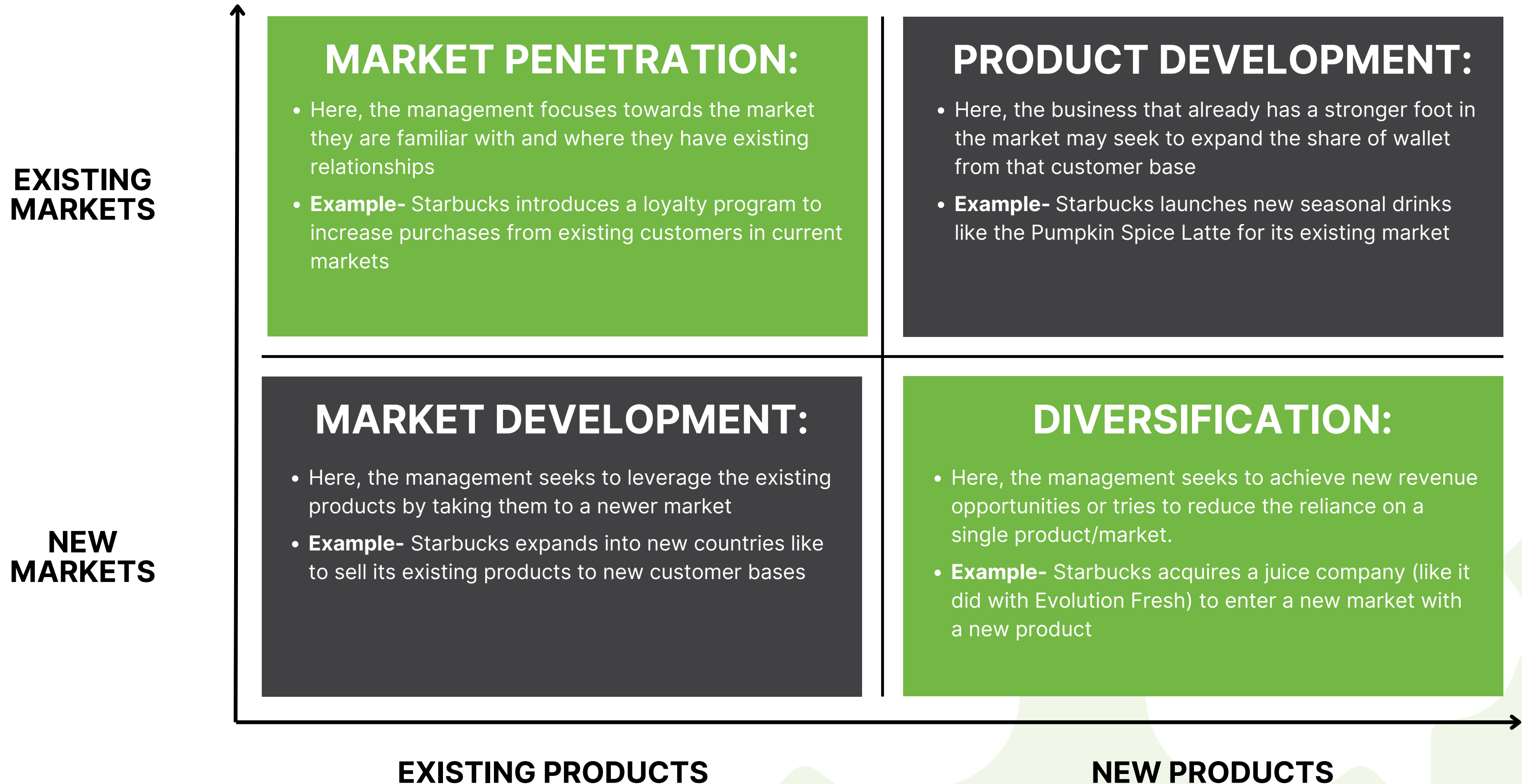
Threat of Substitutes

The availability of alternative products or services can reduce demand for existing offerings, pushing businesses to innovate and differentiate

7 P'S OF MARKETING



ANSOFF MATRIX



4 A's OF MARKETING

01

ACCEPTABILITY

- It is the extent to which the product or the service provided by the business meets the expectations of the customers.
- **Example-** Starbucks offers a customizable menu (e.g., plant-based milk) to suit varied tastes and dietary needs

02

AFFORDABILITY

- It is the willingness of a customer to buy a product and the ability of a customer to pay for the product.
- **Example-** While premium-priced, Starbucks introduces smaller cup sizes and combo deals in certain markets

03

ACCESSIBILITY

- It is the extent of convenience offered by a business to its customers to have access to a product or service.
- **Example-** With stores in malls, airports, colleges, Starbucks ensures easy access for consumers

04

AWARENESS

- It refers to expanding reach of a product or service to both existing customer base and potential customers.
- **Example-** Strong global branding, social media presence, and seasonal campaigns keep Starbucks top-of-mind

UNDERGRADUATE COMPETITIONS



FANTASTIC 4

ORGANISER
SRCC

CONSILIUM 4.0

TYPE
MARKETING & STRATEGY

RANK-4



PROBLEM STATEMENT

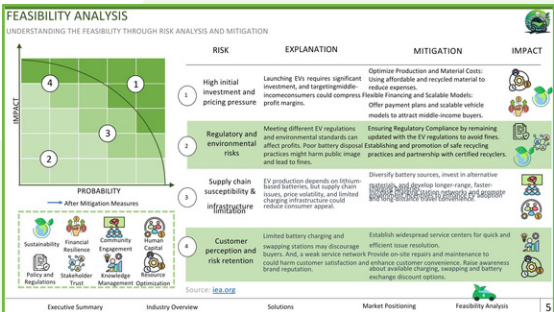
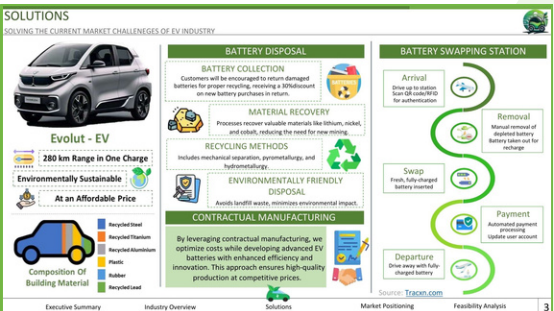
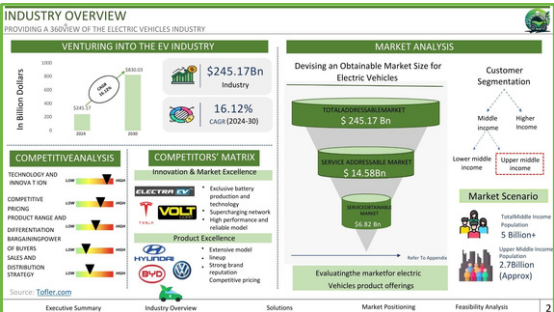
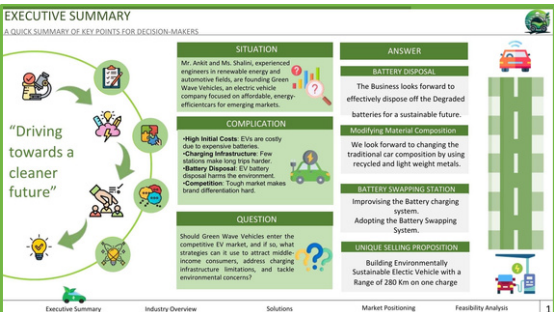
1 Strategic consumer market analysis

Focused Customer Outreach Strategy

3 Product Enhancement through Innovation

Strategies for Tech Driven Enhancement

SLIDE OVERVIEW



SOLUTIONS OVERVIEW

01

New Insurance Products

02

Strategic Partnerships

03

Tech-Driven Engagement

04

Targeted Acquisition

05

Implementation & Risk Control

APPROACH

Company Overview, Industry and Competitors

- Analysis of **existing positioning** in respect of income groups and market scenario.
- Using a **competitive analysis** to assess the company's strengths & weaknesses that are key to gaining **market advantage**.
- Inclusion of a **Competitors' Matrix** to identify competitors and their strengths.
- **Reasoning:** This section analyzes Green Wave Vehicles' **customer segmentation, competition, and industry trends**, highlighting pricing as a key challenge and the strengths of major competitors.

Market Positioning and Customer Persona

- **Highlighting our USP**—280km range per charge—as a **sustainable, affordable solution** to current EV market challenges.
- A **Positioning Matrix** that maps brands by **affordability and value**, showing Green Wave Vehicles' place among competitors.
- Providing an **ideal customer profile** to relate the target market with real people and their needs.
- **Reasoning:** By creating an **ideal customer profile** this section ensures a **precise targeting and repositioning strategy**. The Positioning Matrix better explains the differentiating factor of Green Wave Vehicles.

Expansion Plan and Feasibility Analysis

- Devising an **implementation plan** from establishing brand and market presence to transitioning into in-house manufacturing and expanding to new regions in the long run.
- Assessing feasibility with a **Risk Matrix (Impact vs. Probability)** and evaluating challenges in terms of **profitability & impact**.
- **Reasoning:** To support sustainable growth, the roadmap prioritizes a strong foundation, wider reach, and better customer experience. The **Risk Matrix** outlines potential challenges and mitigation strategies.

Appendix

- Breakdown of the **Service Obtainable Market** and **customer lifecycle** using a **growth funnel framework**.
- Inclusion of the **Price Reduction to Composition Analysis** as well as the Cost Comparison with Strom Motors R3.
- Projection of the annual revenue, costs and profit/loss for the upcoming years.
- **Reasoning:** This section boosts credibility with a comprehensive budget analysis, growth funnel assessment, and breakdown of the serviceable market. These data-driven insights validate the proposed strategies' feasibility and effectiveness.

AMI SHRIVASTAVA

ORGANISER
DDUC

PRODUCT ARENA 1.0

TYPE
MARKETING AND STRATEGY

RANK-1



PROBLEM STATEMENT

1

Lack of a clear USP for WhatsApp Pay

Limited Trust among users

2

3

Inadequate Differentiation from competitors

SOLUTIONS OVERVIEW

01

Root cause & Perception Analysis

02

Competitor Analysis and Brand Positioning

03

Strategies & Feasibility Analysis

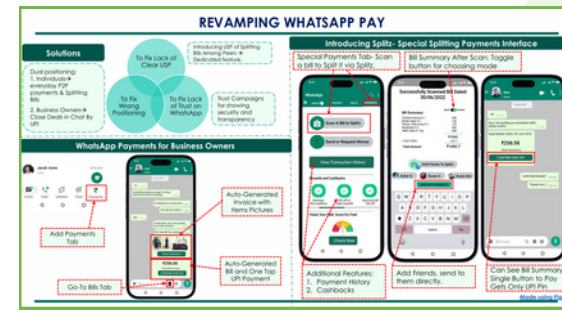
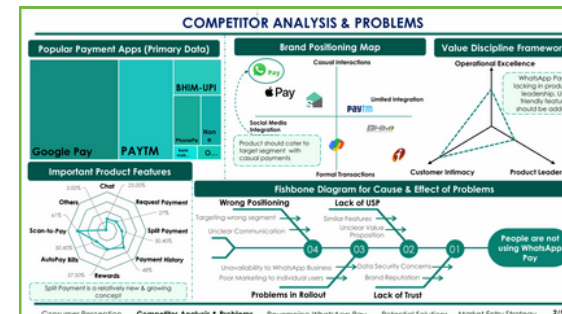
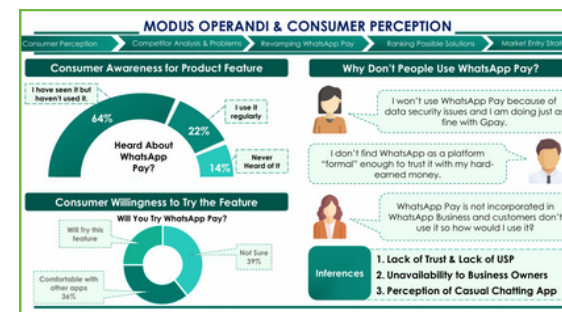
04

Market Entry Strategies and Success Metrics

05

Appendix

SLIDE OVERVIEW



APPROACH

Modus Operandi & Consumer Perception

- **Consumer awareness** and **Consumer willingness** to use the product feature has been presented via a graph.
- **Consumer responses** for not using WA pay have been displayed.
- **Inferences** include Lack of Trust & Lack of USP, Unavailability to Business Owners, Perception of Casual Chatting App.
- **Reasoning:** Primary data helps understand consumer awareness and willingness to use WA pay while a consumer perception analysis has been carried out to **understand root problems** as to why customers are not using this feature.

Competitor Analysis & RCA

- Popular payment apps among people & a **brand positioning map for WA pay** as a casual & social integration payments app is shown.
- A **lack in product leadership** has been identified and a spider chart is shown to display the importance of various features.
- Lastly, a **fishbone diagram** is used to display the various problems being faced by WA pay.
- **Reasoning:** Market analysis showcasing WA pay's market standing & a brand positioning map help in **identifying areas of development & direction** to work in. The VDF is signaling for innovation and the spider chart helps **identify necessary features**.

Problems & Solution Overview

- The **lack of clear USP, limited user trust** and **insufficient differentiation** is resulting in lower adoption rates and reduced confidence.
- **"Impact, Confidence, Ease" model** is used to prioritize solutions.
- Higher-scoring solutions are prioritized for implementation while lower-scoring ones may be further refined.
- **Reasoning :** Understanding WhatsApp Pay adoption challenges, market positioning and competitive landscape is crucial for **formulating effective strategies**. The ICE (Impact, Confidence and Ease) Model systematically prioritises solutions.

Market Entry Strategy

- **Correct Positioning** of WA Pay, Generating Trust and ease in payments are the focus.
- It is planned to launch a **Trust Campaign**, Promote Splitz and Relaunch WhatsApp Pay with Splitz.
- Measuring effectiveness by various metric for **Splitz**.
- **Reasoning:** A well-defined market entry strategy helps to **overcome adoption barriers**. Strategies underlined help in building **credibility**, foster user confidence and create a **competitive edge** in the digital payments landscape.

Appendix

- Leveraging data and **Utilizing Figma** to present a redesigned WA interface with an a new payments tab and free CIBIL score checker.
- Applying the **Value Discipline Framework** to assess strategic positioning and visualizing insights with **pivot charts**.
- Implementing the **ICE Scoring Model** for feature prioritization.
- **Reasoning:** This section **enhances credibility** by incorporating data-driven insights from secondary and primary sources, visual prototypes of WhatsApp's revamped interface, and analytical tools like the Value Discipline Framework and ICE Scoring Model.

BIZWIZARDS

ORGANISER
SRCC

FAinCeption

TYPE
FINANCE

RANK-1



PROBLEM STATEMENT

1 High EMI limits flexibility

Equity SIP Overexposure

3 Returns Assumption - Too Optimistic

Emergency Fund - Too Low

SOLUTIONS OVERVIEW

01

Restructure loan to ease EMI

02

Diversify portfolio for stability

03

Set realistic return expectations

04

Boost emergency fund reserves

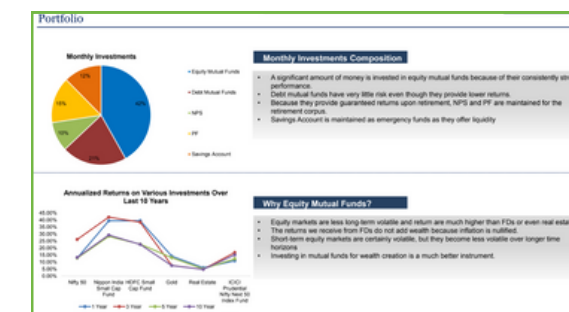
05

Trim spends, optimize cash flow

SLIDE OVERVIEW

Understanding The Case		
Financial Goals	Tax Liability	Income From Assets Held
Short Term Goals <ul style="list-style-type: none">Required in Next 1-3 years<ul style="list-style-type: none">Bigger house	Ashwin Gross Total Income: 11,56,800 Less - Standard Deduction: (50,000) Less - Deductions on BIC and up to 80 CCO (Rs): (1,67,331) Taxable Income: 9,79,469 Taxable Income Tax: 1,06,158 Equity & Education Cess (8.64%): 8,326 Total Tax: 1,14,484	Sumedha Gross Total Income: 11,56,800 Less - Standard Deduction: (50,000) Less - Deductions on BIC and up to 80 CCO (Rs): (1,67,331) Taxable Income: 9,79,469 Taxable Income Tax: 1,06,158 Equity & Education Cess (8.64%): 8,326 Total Tax: 1,14,484
Medium Term Goals <ul style="list-style-type: none">Required in Next 3-15 years<ul style="list-style-type: none">Marriage FundChildren's Education Expenses		Income From Assets Held PFY (@ 7% p.a.): 20,000 Equity Mutual Funds: 65,770 Balanced Mutual Funds: 29,820 Debt Mutual Funds: 12,110 Equity Portfolios: 69,520 Bank F.D.: 10,000 Total Yearly Income From Assets: 1,17,220
Long Term Goals <ul style="list-style-type: none">Required in 15 Years and Beyond<ul style="list-style-type: none">Retirement CorpusChildren's Marriage Expenses		Income From Various Sources Salary: 10,00,000 PFY: 1,17,220 Total: 11,17,220

Financial Planning	Medium Term Goals	Long Term Goals
Short Term Goals <ul style="list-style-type: none">Required Funds After 1 Year - Rs. 6,30,000<ul style="list-style-type: none">SIP in equity mutual funds for Rs. 1,200 per month from now for 10 yearsLiquidate Equity Portfolio & F.D. after 1 Year @ Rs. 1,21,500 and Rs. 2,60,000 (incl. interest) rep.Repayment of Current Home Loan From These FundsClose Home Loan @ 5% payable in 25 years for Rs. 35,10,000 to get a Bigger House. Loan EM: 25,300	Medium Term Goals <ul style="list-style-type: none">Vacation Fund Requirements - Rs. 3,42,000<ul style="list-style-type: none">SIP in equity mutual funds for Rs. 1,200 per month from now for 10 yearsExpected Corpus - Rs. 3,48,000Education Expenses Requirements - Rs. 55,95,000<ul style="list-style-type: none">Proceeds From maturity of Money Back Policy - Rs. 2,40,000SIP in equity mutual funds for 14 years at the rate of Rs. 100 per month. Anticipated Corpus: Rs. 23,49,000Alisa - Rs. 30,22,000Proceeds From maturity of Money Back Policy - Rs. 80,000	Long Term Goals <ul style="list-style-type: none">Marriage Expenses<ul style="list-style-type: none">Proceeds - Rs. 51,20,000Gold currently held at assets to be sold @ Rs. 22,27,000. 23 years from nowMaturity of Prateek's Child Life Insurance, to be reinvested for 4 years to India ETFs. Expected Corpus - Rs. 30,36,000Retirement Planning<ul style="list-style-type: none">Withdrawal of current debt mutual funds held. Anticipated Corpus: Rs. 19,04,000To cover the remaining amount, start a 20 year SIP in equity mutual funds at a rate of Rs. 600 per month. Anticipated Corpus: Rs. 41,85,000



References

1. Gross Total Income

	Ashwin	Sumedha
Gross Salary	48,000	30,000
Dearness Allowance	24,000	9,000
House Rent Allowance	12,000	6,000
Transport Allowance	800	800
Employment Allowance	600	600
PF Contribution	(570)	(360)
Interest on F.D.	15,000	
Total	98,730	51,000

2. Deductions on BIC and up to 80 CCO (Rs)

Annual Premium of Money Back Insurance Policy - Rs. 17,504

Annual Premium of Child Plan - Life Insurance - Rs. 48,347

Annual Contribution to NPSI each - Rs. 36,000

Annual Contribution to PF - Ashwin - Rs. 69,120; Sumedha - Rs. 43,200

3. Education Expenses

Funds Required at the end of respective age of 18 Proseak - Rs. 6,30,000; Alisa - Rs. 7,45,000

Funds required for subsequent 4 years - Proseak - Rs. 15,50,000; Alisa - Rs. 22,77,000

4. Proceeds From Money Back Policy

40% Amount receivable on Maturity - Rs. 1,60,000

20% Amount receivable at the end of 10th Year - Rs. 80,000

5. Net Savings (CF Bulk)

Gross Monthly Income (incl. D.A. & PF) - Rs. 1,18,300

Less: Monthly Income Tax (D.A. & PF) - Rs. 10,000

Less: Monthly Expenses - Rs. 28,300

NPS Contribution - Rs. 6,000

Income Tax - Rs. 17,500

Insurance Premiums - Rs. 1,000

Total Savings - Rs. 7,728

Rate Assumptions

1. 20 Year Home Loan

Assumed Rate - 8.50% p.a.

Source - [BankBazaar](#)

2. Provident Fund (PF)

Assumed Rate - 7% p.a.

Source - [Equinox Capital](#)

3. Equity Mutual Funds

Assumed rate for 10 years - 15% p.a.

Assumed rate for 15 years - 10% p.a.

Source - [MoneyControl](#)

4. Housing Loan EMI

Assumed Rate - 8.50%

Source - [MoneyControl](#)

5. Employee Provident Fund (EPF)

Assumed Rate - 8.12% p.a.

Source - [NPS](#)

6. National Pension System (NPS)

Rate Assumed - 12% p.a.

Source - [NPS](#)

7. Bank Fixed Deposits

Rate Assumed - As per Case



Understanding the Case

- A **list of financial goals** with their timelines & outlining the annual **tax liability, deductions, and taxable income breakdown**.
- Due to diverse asset classes & existing liabilities; their **wealth is spread across** real estate, mutual funds , PPF, FDs and gold.
- A **comprehensive timeline** presenting the time-segmented fund requirements.
- **Reasoning:** A structured **financial plan aligns goals with timelines** for wealth creation and tax planning for enhancing post-tax income. Dual incomes and diversified assets provide stability, while efficient asset allocation maximizes returns.

Financial Planning

- **Education & Marriage Planning:** SIPs (₹3,100- Prateek, ₹600- Alisa) target future costs but depend heavily on market returns.
- **Retirement Planning:** NPS (₹6,000/month) aims for ₹1.29 Cr corpus to generate a ₹25,800 monthly pension.
- **Emergency & Short-Term Goals:** ₹7,728 monthly savings for emergencies offers limited buffer for unexpected needs.
- **Reasoning:** The plan relies on **property sales** and SIPs for key goals, but high EMI and optimistic return assumptions demand better cash management and a more conservative, **stability-focused approach**.

Portfolio

- A pie chart shows **monthly investments** across equity, debt, NPS, & savings & a line chart highlights annualized returns.
- **Debt funds offer lower but stable returns;** NPS and PF secure long-term retirement goals.
- Savings account maintained for emergencies due to **easy accessibility and high short-term liquidity**.
- **Reasoning:** Equities outperform FDs and real estate long-term, helping beat inflation. Though small-cap funds offer higher short-term returns with volatility, **large-cap funds provide steadier, lower returns over time**.

Appendix

- The appendix **showcases the calculations** for Gross Total Income, Deductions u/s 80C and u/s 80CCD (1B), net savings, etc.
- It also **highlights the assumptions** taken for various rates like 20 year home loan, provident funds etc.
- The **sources** for these assumptions are also highlighted increasing the credibility and backing of the aforementioned data.
- **Reasoning:** This provides **numerical backing** and a thorough understanding of the incomes, expenses and savings of the company, helping in solidifying the solutions provided.

COOKED WEED

ORGANISER
KMC

M&A CHAMPIONSHIP 2.0

TYPE
FINANCE

RANK - 1



PROBLEM STATEMENT

1 Failure Analysis of Nokia Acquisition

Financial Statement & Business Model Evaluation

3 Alternative Acquisition Evaluation

Strategic M&A Recommendation

SOLUTIONS OVERVIEW

01

Executive Summary

02

Red Flag Analysis

03

Porter's 5 Forces

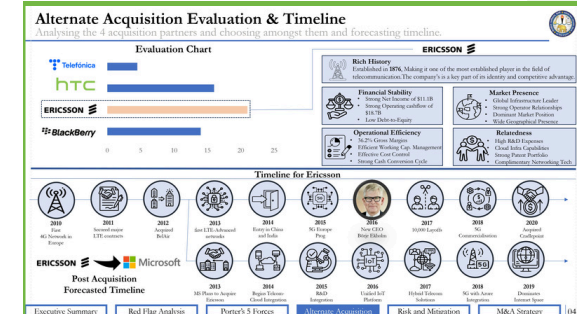
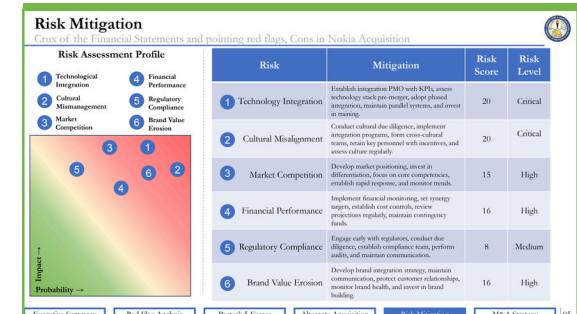
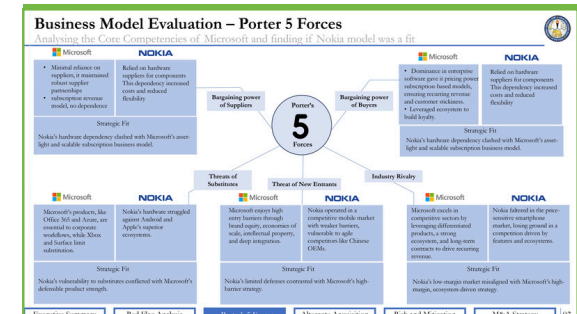
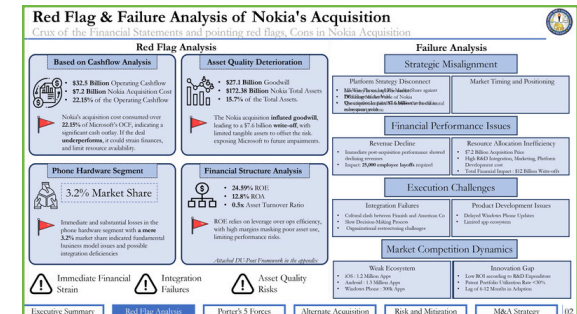
04

Alternate Acquisition Options

05

Risk Mitigation & M&A Strategy

SLIDE OVERVIEW



APPROACH

Red Flag Analysis

- Nokia acquisition used **22.15%** of Microsoft's operating cash flow, risking liquidity. It **inflated goodwill**, with a \$7.6B write-off risk. Nokia's 3.2% market share showed weak hardware competition.
- Post-acquisition **losses, layoffs, and limited app ecosystem** highlighted poor ROI and innovation gap with Nokia's DuPont.
- **Reasoning:** The slide outlines Nokia's acquisition failure due to financial overcommitment, inflated asset values, and a weak market position. Strategic misalignment, integration issues, and limited ecosystem competitiveness worsened outcomes.

Porter's 5 Forces

- Software model: low supplier reliance. Hardware: high costs, low flexibility. Lack of value: weak buyer retention. Integrated services: limited substitution. Rivals - Android, Apple.
- High entry barriers offered protection; low differentiation left market position exposed, hardware focus **led to price wars and low profits**.
- **Reasoning:** The analysis shows Nokia's hardware-focused model clashed with Microsoft's software-driven strategy. Misalignment across suppliers, buyers, substitutes, and competition **led to a weak strategic fit and limited long-term value**.

Alternate Acquisition

- **Ericsson ranks highest** for synergy and strategic fit. Delivers robust financials with \$11.1B net income and 36.2% gross margin.
- Between 2013–2020, synergy in 5G, IoT, and **cloud indicates strategic continuity** And evaluation based on financial stability, tech fit, etc.
- **Reasoning:** Ericsson stands out as the most strategic acquisition, backed by strong financials, global presence, legacy, and tech alignment with Microsoft. Its consistent growth in 5G, IoT, and cloud supports long-term synergy with Microsoft's vision.

Risk Mitigation

- Integration Risks involves tech, cultural misalignment demand careful system merging and strong **cross-cultural strategies**.
- **Financial & Regulatory Concerns** with high-medium risk require tight controls and due diligence.
- **Reasoning:** Risk Mitigation Matrix helps in identifying and addressing the most critical risks first. This ensures that risks are minimized, customer engagement is maximized, and business growth remains sustainable and scalable.

M&A Recommendation

- Future deals should prioritize synergy, targeting segments with **>10% share and \$1B+ potential**, backed by due diligence and KPIs.
- Ericsson aligns through its B2B focus, innovation-led culture, and strong patents—boosting Microsoft's play in 5G, IoT.
- **Reasoning:** By learning from Nokia and **leveraging Ericsson's strengths**, it justifies a strategic, data-backed approach to future collaborations that support **long-term innovation and market relevance**.

FINANCEONE

ORGANISER
JESUS & MARY COLLEGE

BAHULYA

TYPE
OPERATIONS & STRATEGY

RANK-2



PROBLEM STATEMENT

1 Trade-offs between short-term and long-term goals

Volatility in Revenue Streams 2

3 Sponsorship gaps & Regulatory changes

Cutthroat Market Competition 4

SOLUTIONS OVERVIEW

01 Enhancing short-term performance

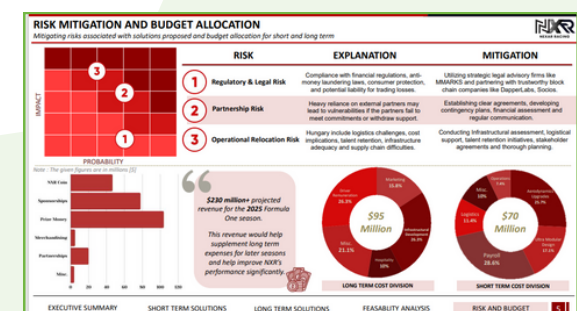
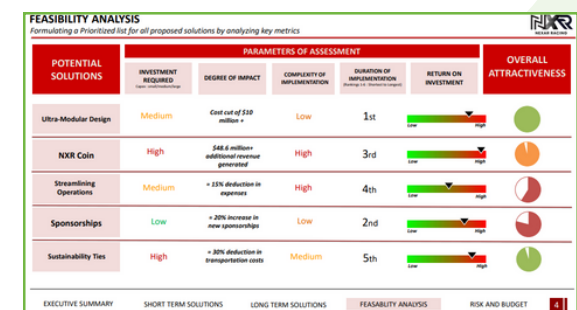
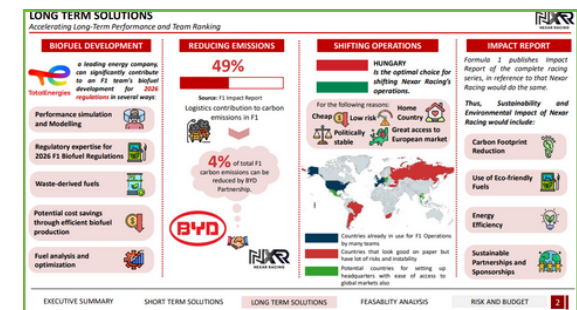
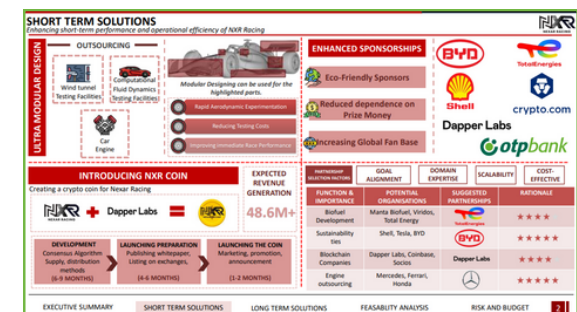
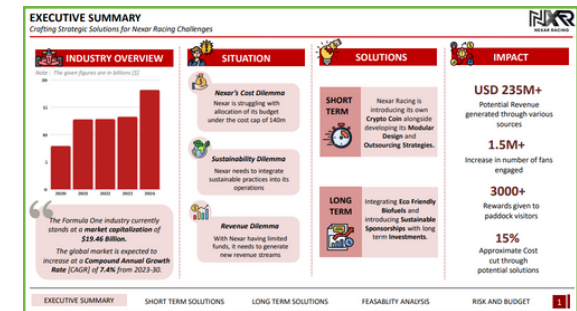
02 Accelerating Long-Term Performance

03 Solution Analysis & Key Metrics

04 Mitigation of Potential Risk

05 Budget Allocation

SLIDE OVERVIEW



APPROACH

Executive summary

- Providing an overview by including metrics like **CAGR** and **market capitalisation**.
- Hurdles like managing **fund allocation** whilst having a limited budget and being **sustainable** at the same time.
- The impact section throws a light on the **future benefits** of the planned strategies.
- **Reasoning:** Provides an **overview** of the problems, impact and the strategic approach ensuring the audience understands the **core issues** and direction. Also includes an industry overview showcasing the **market metrics**.

Short term approaches

- NXR Racing uses a modular design approach with **outsourced testing** to speed up development, cut costs, and boost performance.
- **Partnerships** and **Collaborations** for innovation, scalability, reduce dependency on prize money and growth of the global fanbase.
- Launching a crypto coin in three phases (**development, prep, launch**) to diversify income.
- **Reasoning:** Modular outsourcing is vital for keeping development **fast** and **cost-effective**, especially in high-performance racing. **Eco-sponsorships** provide stable funding and help.

Long Term Strategies

- **Partnerships** for performance modeling, regulatory compliance, cost-efficiency, waste-derived fuels and cleaner transport solutions.
- Moving to Hungary offers **cost savings, political stability**, and **better access** to the European market.
- Nexar Racing will publish **impact reports** highlighting carbon reduction, eco-fuels, energy efficiency, and sustainable sponsorships.
- **Reasoning:** Long-term initiatives are essential for competitive advantage and environmental responsibility. Operational efficiency and transparent sustainability reporting ensure long-term viability and stakeholder trust.

Feasibility Analysis

- Evaluated solutions on different basis and an ultra-modular design ranked highest with strong **ROI, low complexity & moderate cost**.
- **Sustainability Ties** offered high returns but needed big investment; **NXR Coin** faced high costs and hurdles.
- **Sponsorships** and **Streamlining Operations** offered lower strategic value despite some benefits.
- **Reasoning:** It brings clarity in choosing the most viable path forward by evaluating each solution across structured criteria. It helps justify strategic priorities by showing not just what could work, but what makes sense to implement given constraints.

Risk Mitigation & Budget Allocation

- Identified three key risks: **Regulatory & Legal, Partnership**, and **Operational Relocation**.
- **Legal** and **partnership** risks are managed through expert collaborations, strong agreements, and financial checks.
- **Operational relocation** is low-probability but high-impact, mitigated by proactive planning and stakeholder alignment.
- **Reasoning:** It ensures that risks are preemptively addressed to protect **execution** and **growth**. It balances legal safety, partnership reliability, and operational readiness while aligning investments with projected revenue streams for **financial sustainability**.

CASHANOVA

ORGANISER
180DC KMC

IGNITE 4.0

TYPE
STRATEGY

RANK-2



PROBLEM STATEMENT

1 Strategic consumer market analysis

2 Designing Scalable Financial Structures

3 Unfavourable Risk-Return Profile

4 Ensuring Regulatory and Legal Compliance

SOLUTIONS OVERVIEW

01

Industry analysis

02

Investment strategies

03

Green debt financing

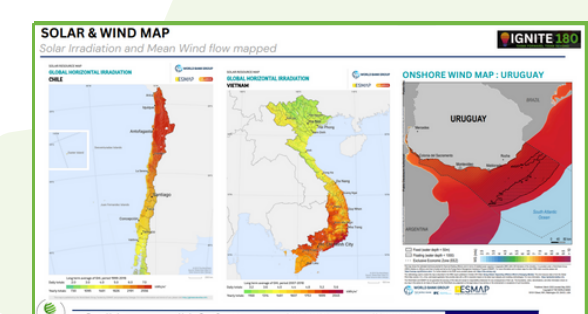
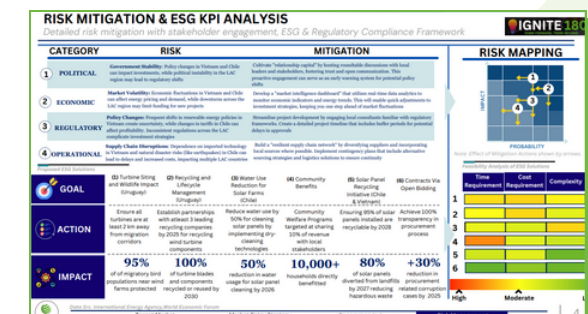
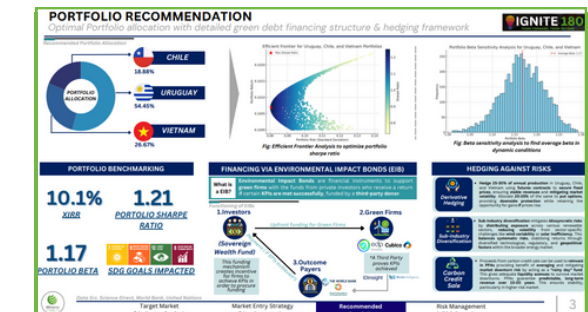
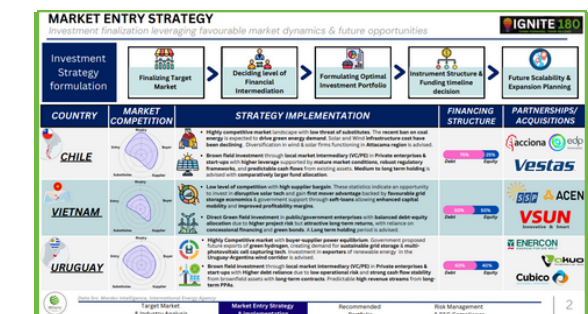
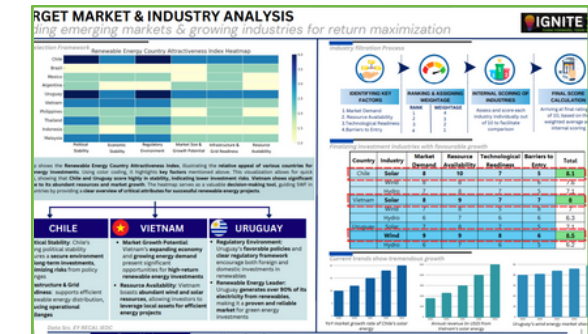
04

Risk Mitigation

05

ESG KPI Analysis

SLIDE OVERVIEW



APPROACH

Target market & industry analysis

- Illustration of the relative appeal of various countries for renewable energy investments using a **Renewable Energy Country Attractiveness Index**.
- Employment of a **MCDA framework** for scoring renewable energy industries based on **weighted factors** influencing market entry.
- **Reasoning:** This section identifies **high-growth markets** for maximum returns. The Heat Map enables quick comparison and selection of countries for investment. The MCDA framework evaluates and **prioritizes investment opportunities** in renewable energy industries.

Market Entry & Financial Structuring

- Inclusion of a diagram to illustrate the **market entry investment strategy** in a structured, sequential manner.
- A **comparative analysis chart** using Porter's 5 Forces Analysis highlights renewable energy investment, detailing market competition, strategies, financing and partnerships.
- **Reasoning:** This segment presents a **structured market entry strategy** for renewable energy investments, outlining the key steps in the investment process and providing a comparative analysis for each location.

Portfolio Recommendation

- Inclusion of a pie chart showing optimal asset allocation, an efficient **frontier chart** and a **beta sensitivity analysis**.
- Presentation of a strategic **green investment strategy** focused on using **Environmental Impact Bonds** (EIBs) to fund sustainable projects.
- Employment of **risk management strategies** combining hedging strategies, diversification and carbon credit reinvestments.
- **Reasoning:** This slide presents a structured green investment strategy, optimizing **portfolio allocation** while ensuring long-term growth. Graphs illustrate key analyses to assess market volatility. Additionally, risk management strategies have also been incorporated.

Risk Management & ESG Compliance

- Identification of key political, economic, regulatory & operational risks using a **risk assessment framework**.
- Incorporation of **ESG solutions** and **impact measurement** to ensure alignment with environmental and social goals.
- Assessment of the probability, impact, and implementation challenges using a **risk mapping matrix** and **feasibility analysis**.
- **Reasoning:** This section uses a risk assessment, ESG, and regulatory compliance framework for **renewable energy investments**. The ESG solutions and impact measurement ensure sustainability, while the risk mapping matrix evaluates risk probability, impact, and feasibility.

Annexure

- Mapping Solar Irradiation and Mean Wind flow, and Projecting future energy demand using **linear regression models** in target countries.
- **Debt recommendation** based on credit ratings and detailed calculations explaining the benefits of hedging strategy.
- Identification of risks in wind and solar sectors and **implementing mitigation strategies** for stability and growth.
- **Reasoning:** This section analyzes resource potential, future demand, and financial structuring. By optimizing funds, minimizing risks, and implementing financial structuring and risk mitigation strategies, it reinforces the **feasibility and stability** of the investment approach.

CASE MAVERICKS

ORGANISER
ST. STEPHENS

BUSINESS TANGENT

TYPE
STRATEGY

RANK-2



PROBLEM STATEMENT

1 Funding instability issues

2 Volunteer recruitment challenges

3 Limitations of expansion resources

SOLUTIONS OVERVIEW

01
Executive summary

02
Tailored programs and SWOT analysis

03
Strategies to overcome funding instability

04
Volunteer recruitment strategies

05
Expansion strategies

SLIDE OVERVIEW

Tailored Programs of Rhythm of Life and SWOT Analysis			
Exploring the Strengths, Weaknesses, Opportunities, Threats and Tailored Programs for Rhythm of Life			
Project Overview	Project Overview	Future Expansion Potential	SWOT Analysis
	Focus on Holistic Education Technical & Creative Skill Development Artistic Expression & Social Skills Real World Applications Cultural Enrichment Behavioral and Communication Skills Hands-On Learning Focus on Financial Independence Building Community Entrepreneurship Sustainability & Local Cost-Effectiveness Support for Gender Equality	Art & STEM Ed Partners with local businesses Scale model for broader educational impact Introduce mentorship programs Provide tech-based learning tools Partners with museums or cultural centers for experiential learning Develop market linkages for participant products Collaborate with local businesses and community for sales Provide financial literacy and entrepreneurship training	Strengths Proven track record Volunteer base Established Partnerships Financial Stability Talent GIR Deployment Volunteer Network Lack of Government support Threats Resource Constraints Community Inequities and Tensions Financial Instability Opportunities Corporate Partnership and Grant Academic Research Status Expansion Potential Government Support
Executive Summary SWOT & Tailored Programs Funding Instability Volunteer Strategies Expansion Strategies 02			

Executive Summary			
Understanding Situation, Complication and Resolution for the Strategic Problems faced by Rhythm of Life			
SITUATION	COMPLICATION	RESOLUTION	About the NGO :
FINANCIAL INSTABILITY RLL is a long-term issue and has been a constant threat to the organization's survival.	The Funding Instability Arises Due To: • Lack of Long Term and a consistent financial plan • No reliable source for consistent funding	Solving Funding Instability • Establish a CSR Funding partner for regular funds • Diversifying other sources of revenue • Developing Online Presence for increasing interventions	Founded in 2011, RLL is a non-profit organization working towards the holistic development of children with hands-on, experiential learning. By involving local women and experts, school curriculum, RLL fosters community engagement, building both confidence and academic interest.
VOLUNTEER ENGAGEMENT AND RECRUITMENT RLL is facing challenges in attracting and retaining committed volunteers.	Volunteering Complications • Volunteers are not motivated for the cause and tend to leave the organization after a short time • Volunteers are not trained in the required skills • Skills are not aligned for the required work	Improving Volunteer Engagement • Training, motivation and offering incentives • Improving skill and technical skills through the course • Giving performance based incentives to the volunteers	
EXPANSION STRATEGY RLL has the resources, operational infrastructure, and funding commitment to expand its reach.	Challenges in Expansion • Lack of funds to support the expansion • Lack of a reliable source of capital • Lack of a clear plan for expansion • Lack of a clear plan for expansion	Developing Expansion Strategy • Tapping a reliable source of capital • Improving operational efficiency for expansion • Phased approach to expansion across states	
Executive Summary SWOT & Tailored Programs Funding Instability Volunteer Strategies Expansion Strategies 03			

Engagement and Volunteer Recruitment Strategies			
Building a Committed, Skilled, and Motivated Volunteer Workforce for Sustainable Impact			
Volunteer Incentives	Online Presence	Collaborations	
Recognition and Rewards • Promotional materials with value to the beneficiaries • Volunteer of the Month program • Social Media Spotlights for top volunteers • Performance Based Incentives and Certifications	Engaging Content • Share Impact Stories Highlight volunteer and program impact to attract consistent engagement • Engage with Audience via polls, Q&A sessions, live videos to actively engage followers and build an interactive community • Keep Audience Informed Post updates on ongoing projects to keep audience motivated and involved	Organisational Partnerships • Up to 25% increase in social media followers through partnerships and collaborative content • Access to Partner Network Social and volunteer collaborations • Joint Events and Direct Collaborative around the year impact • Co-branded Content and Recognition	
Skill Development • Comprehensive Training Programs: Conduct workshops covering essential skills for volunteer roles, including communication, teamwork, and leadership. • Access to Online Learning: Develop a digital library of training materials that volunteers can access anytime. • Personal Development: Offer workshops on personal growth, financial literacy, and career development to support volunteers' overall growth goals.	Targeted PR & Marketing • Website Optimization: Ensure the website is optimized, visually appealing, and easy to navigate. • Media Collaborations: Partner with local media outlets, influencers, and bloggers to create engaging content and increase visibility. • Dedicated PR Team: Hire a dedicated PR team to manage public relations, media inquiries, and ensure consistent messaging across all channels.	School and College Outreach • Engage School Counselors: Connect with school counselors to recruit students and promote the organization's mission. • ABC Curriculum Engagement: Develop and implement ABC Curriculum for teaching entrepreneurship and leadership skills. • Knowledge and Workshop: Offer workshops and seminars to educate students on entrepreneurship and social impact.	
Executive Summary SWOT & Tailored Programs Funding Instability Volunteer Strategies Expansion Strategies 04			

Funding Instability (2/2) - New Income Streams			
Innovative funding streams, potential partnerships and a roadmap for ensuring financial resilience			
Crowdfunding and Internships	Handcraft Sales	Partnerships and collaborations	
• Crowdfunding platforms: Leverage crowdfunding platforms for raising a compelling story for RLL's mission. • Internships: Engage volunteers in campaigns efforts, offering them hands-on experience while supporting fundraising.	• Leverage offline and online channels: Utilize social media, email newsletters, and direct outreach to promote handcraft sales. • Communicate: How sales promote children's and women's craft - Emotional connect with customers	• Partnerships: Partner with local businesses, NGOs, and government bodies to co-create and co-fund initiatives. • For RLL: More revenue for the cause • For the Partner: Specific skillset and expertise • For the Community: A sense of ownership and pride in the cause	
Educate A Child Model • Donate A Child: Encourage donors to adopt a child, providing quality education and healthcare. • Multiple Donations: Encourage donors to make multiple donations to support different aspects of the organization's work. • Multiple Donations: Encourage donors to make multiple donations to support different aspects of the organization's work.			
Executive Summary SWOT & Tailored Programs Funding Instability Volunteer Strategies Expansion Strategies 05			

Expansion Strategies			
A Phased Approach to Establishing Sustainable Centres Across Delhi			
Gantt Chart showing the timeline for establishing sustainable centres across Delhi, categorized by phase (Phase 1, Phase 2, Phase 3) and quarter (Quarter 1, Quarter 2, Quarter 3, Quarter 4).			
Standards Certification • Implement a phased program to acquire ISO 9001 and ISO 14001 certification, ensuring quality and environmental standards. • School and College Partnerships: Partner with schools and colleges to integrate RLL's programs into their curriculum, ensuring maximum reach and impact. • Digital Learning and Corporate: Develop a digital learning platform and engage with corporate partners for CSR initiatives and funding opportunities.			
Executive Summary SWOT & Tailored Programs Funding Instability Volunteer Strategies Expansion Strategies 06			

APPROACH

Executive Summary

- Broke the problem into **Situations, Complications, and gave Resolutions** for a clear and logical flow from challenges to solutions.
- Provided a high-level overview, focusing on actionable **strategies aligned with the NGO's mission** rather than operational details.
- Featured **AASMA, Time Minds, expansion roadmap** with future scaling, innovation, and implementation steps.
- **Reasoning:** Offers a comprehensive view of core issues and strategic direction, using SWOT to identify key gaps and opportunities, enabling informed decisions and emphasizing ROL's value proposition.

Funding Instability

- **BCG selected** after evaluating CSR partners on education focus, equity, global reach, and funding potential
- Partner chosen for education focus, equity, and global capacity — supports vision of **scalability and credibility**.
- Funds allocated smartly, **added streams** - crowdfunding, internships, and innovative income models.
- **Reasoning:** Combines stable CSR funding with diversified income models, ensuring operational stability, scalable growth, and reduced financial risk by minimizing dependence on a single funding source.

Engagement & Recruitment

- **Recognition and training** boost volunteer motivation and skill growth through structured programs and rewards.
- Digital tools used for storytelling, content, PR, and visibility via website, social media, and collaborations.
- Outreach and partnerships drive **scalable volunteer engagement** through schools, colleges, and co-branded initiatives.
- **Reasoning:** Focuses on volunteer engagement through recognition, skill-building, digital strategies, and partnerships, ensuring sustainable participation while expanding reach and fostering stronger connections within the community.

Expansion Strategies

- Gantt chart visualizes **phased rollout and continuous program improvement** with clear timelines and accountability.
- **Standards certification like ISO, BIS** boosts credibility, trust, and funding potential for sustainable program expansion.
- Partnerships enable **infrastructure use** and foster digital, practical learning through schools, colleges, and corporates.
- **Reasoning:** Outlines a phased expansion strategy for sustainable centers, ensuring growth through certifications, partnerships, and corporate collaborations, while enhancing digital learning and educational impact across Delhi.

Appendix

- CSR Matrix **evaluated partners on strategic, impact-aligned parameters** with scoring, comparison, and priority mapping.
- Estimated BCG funding, CSR allocation, Instagram outreach potential to **forecast growth and financial sustainability**.
- Outlined **three-phase volunteer training** and detailed expansion roadmap with timelines, execution steps, and scale strategy.
- **Reasoning:** Utilizes data-driven strategies to evaluate CSR partnerships, estimate funding, and forecast outreach growth, ensuring effective resource allocation and supporting informed, strategic decisions for sustainable expansion.

BANARAS CONSULTING
GROUP

ORGANISER
SRCC

CONSILIUM 4.0

TYPE
STRATEGY

RANK-3



PROBLEM STATEMENT

1 High EV costs deter buyers

Limited charging infrastructure

2

3 Environmental concerns

Customer skepticism and resale
issues

4

SOLUTIONS OVERVIEW

01

Battery-as-a-
Service

02

Guaranteed
buyback &
periodic upgrades

03

Strategic
partnerships &
swapping stations

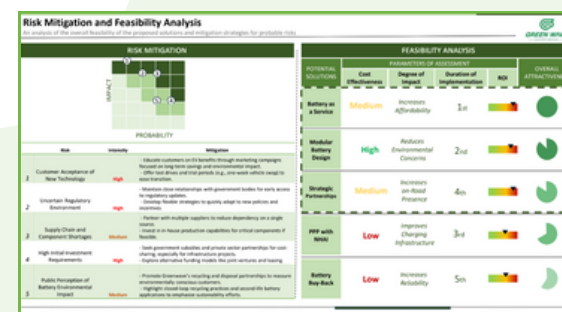
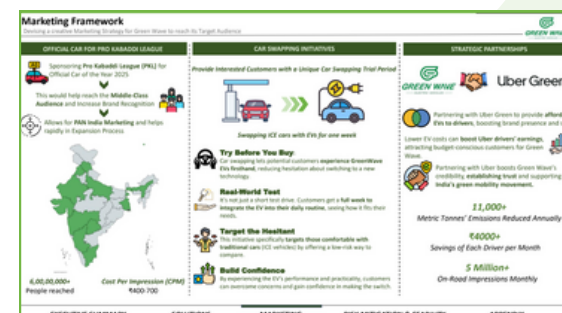
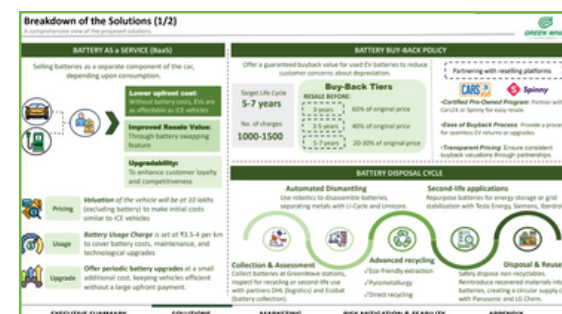
04

Transparent
pricing

05

Sustainable
battery life cycle

SLIDE OVERVIEW



APPROACH

Executive Summary

- **Industry analysis** showcasing a high CAGR, key growth drivers of the industry as well as the competitor's respective market shares.
- **Reiterating the problem statement** challenges with environmental concerns & inadequate charging infrastructure leading the chart.
- A brief highlight of the **proposed solutions** as well as the **impact generated** (quantified).
- **Reasoning:** The industry analysis reveals a **high CAGR**, driven by government policies and demand. Environmental concerns and inadequate charging infrastructure hinder growth, prompting a **need for sustainable solutions** to drive impactful change

Breakdown of the Solutions

- **Battery as a service**, where they are sold separately, offering a guaranteed battery buy back to nullify depreciation concerns.
- Partnering with **3rd party reselling platforms** for easy resale ,ensuring transparent pricing and providing a seamless buyback process
- Establishing **battery swapping stations** at 3 strategic NHAs & highlighting the user flow to ensure seamless onboarding on the app.
- **Reasoning: Selling batteries separately** lowers upfront costs & boosts resale value. **Guaranteed buyback** reduces depreciation & builds customer confidence. Partnering with **reselling platforms** streamlines buybacks, ensuring hassle-free transactions.

Marketing Frameworks

- Finding a **cost-effective way to reach India's middle-class audience**, especially in target market's cities such as Official Car for PKL.
- A way for customers to view **the real impact of the product** in their daily life (convenience, cost saving) like Car Swapping Initiatives.
- **Synergistic partnerships** ensure that Green Wave is achieving its goals like reducing emissions, aligning with giving consumers etc.
- **Reasoning:** Instead of simply promoting EVs, this **approach builds trust & familiarity**, and makes EV adoption financially appealing.

Risk Mitigation & Feasibility Analysis

- **Risks involved** in the sector are highlighted on the basis of **Intensity** like Customer Skepticism (High) & Regulatory Uncertainty.
- The **parameters of assessment** includes Cost Effectiveness, Degree of Impact, Duration of Implementation and ROI.
- Results of the feasibility analysis includes Battery-as-a-Service & Modular Battery Design, followed by attractiveness of each option.
- **Reasoning:** Risk strategy isn't just about reacting to problems—it's about **preventing them** through smart partnerships and proactive policymaking, prioritizing affordability, etc.

Annexure

- Certain **assumptions** are fixed for factors such as charge/km, resale value which are verified with the help of sources.
- This helps in **calculating and forecasting** the insurance and maintenance costs over a time period of 5 years.
- The appendix also showcases the **total cost** in one year and over 5 years to calculate the "Net 5 year cost".
- **Reasoning:** This provides **numerical backing and a thorough understanding of how the company works** and what are the expected costs of EVs over time helping in solidifying the solutions provided.

TEAM ELEVATE

ORGANISER
KIRORI MAL COLLEGE

ADVENT'24

TYPE
STRATEGY

RANK-3



PROBLEM STATEMENT

1 Optimally utilising spaces

Long-Term Scalability Prospects

2

3 Ability to generate profits

Driving Business through Sustainable Practices

4

SOLUTIONS OVERVIEW

01

Industry and Root cause analysis

02

Solutions for space utilisation

03

Empowering rural communities

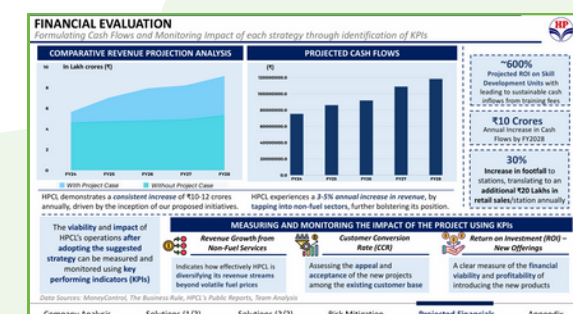
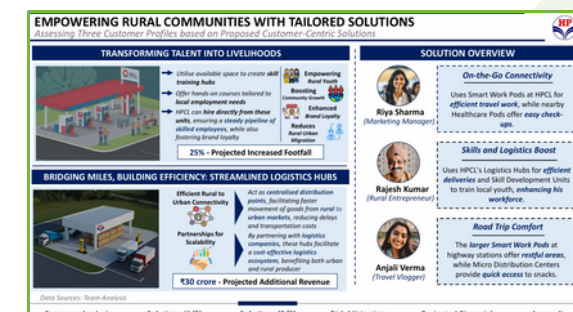
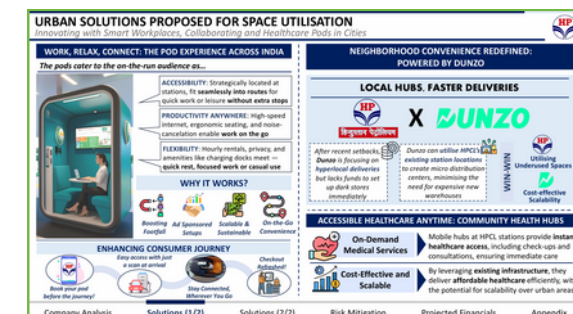
04

Risk mitigation & financial evaluation

05

Assessment and guesstimate

SLIDE OVERVIEW



APPROACH

Industry Operations

- Identification of HPCL's main **operations**, **revenue** growth, sustainability **initiatives** and **key challenges**.
- Categorization of **underutilized spaces** across urban, rural, and highway stations, highlighting potential for efficiency improvement.
- **Reasoning:** Understanding **operational challenges** and underutilized spaces is crucial for optimizing HPCL's assets, enhancing sustainability efforts, and driving revenue growth.

Strategies

- The urban solutions offer **smart work pods** in HPCL stations. They can be used as micro-distribution centers for hyperlocal deliveries and mobile health hubs in HPCL stations can provide instant, affordable, and scalable medical care.
- For rural populations, stations can accommodate **skill training hubs** and rural-urban distribution centers optimizes routes.
- **Reasoning:** Using HPCL's existing infrastructure for work pods, delivery points, and healthcare facilities to **optimize space utilization**, increase convenience, and create **additional revenue streams**.

Risk & Financial Evaluation

- Collaboration with telecom operators, NGOs, and local event promoters. **Pilot testing** for logistics centers and maintenance contracts for wellness centers to promote long-term efficiency.
- Strategic measures using KPIs to **diversify revenue streams**, resulting in revenue growth and an increase in station footfall.
- **Reasoning:** Active risk management facilitates the **smooth implementation** of suggested solutions and maximizes social and economic returns, consistent with sustainable development. HPCL's diversification guarantees **stable revenue growth**.

Appendix

- Reaching an approximate for total underutilised area via a guesstimate along with a **feasibility analysis** for provided solutions.
- Estimating **space utilised** by the proposed strategies.
- Ascertaining **expected costs & revenues** along with cost/revenue comparison to get expected ROI.
- **Reasoning:** Approximating the total underutilized area helps identify coverage strategies, while feasibility analysis assesses their viability. A **cost/revenue breakdown** reveals financial feasibility, and ROI highlights each strategy's financial attractiveness.

Appendix(2/2)

- **Projected cash flows** for the years 2024-2028 are provided, with assumptions regarding Initial Investment, Operational Costs, Revenue Projections, Return on Investment, and Net Cash Flow and Utilising the **BCG Matrix** to evaluate the solutions.
- **Reasoning:** Using projected cash flows alongside the BCG Matrix provides a comprehensive evaluation framework. Cash flows assess **financial viability and ROI** over time, while the BCG Matrix identifies market positioning.

BUSINESS SCHOOL COMPETITIONS



TRI-UMPHANT
CONSULTING

ORGANISER
IIM AHMEDABAD

ARMAGEDDON

TYPE
MARKETING & STRATEGY

RANK-1



PROBLEM STATEMENT

1 Lacks in Customer intimacy

Current positioning of Costa Coffee

2

3 Strategies to expand pan India

Captivating marketing campaigns

4

SOLUTIONS OVERVIEW

01

Industry and
target market
analysis

02

Dual repositioning
of Costa Coffee

03

Marketing
campaigns and
their impact

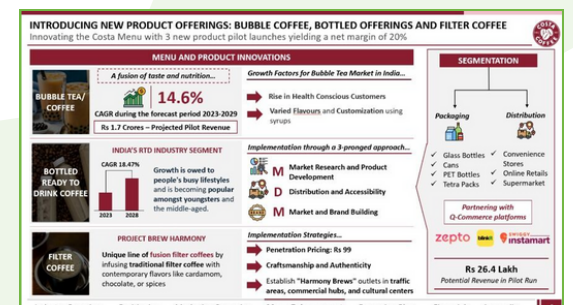
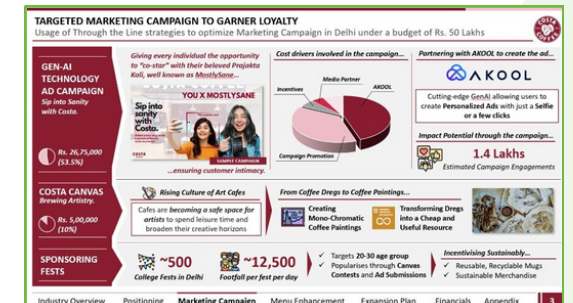
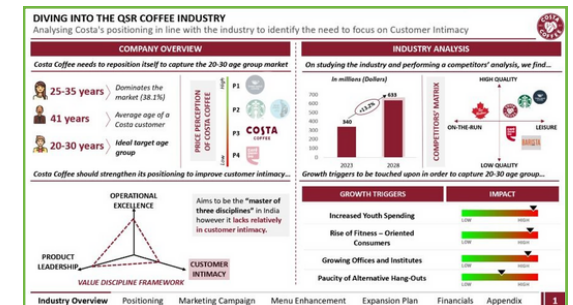
04

Product
offerings and
partnerships

05

Expansion,
feasibility and
financials

SLIDE OVERVIEW



APPROACH

Industry and company analysis

- **Analysis of existing positioning** in respect of target market and geography.
- Inclusion of **Value Discipline framework** to understand the **core issue ie Customer Intimacy**.
- A matrix for competitor analysis on the basis of leisure and quality followed by major industry drivers.
- **Reasoning:** This section lays the foundation by analyzing Costa Coffee's positioning, competition. The Value Discipline framework identifies customer intimacy as a key challenge, while the competitor matrix (leisure vs. quality) and industry drivers reveal market gaps.

Customer persona and positioning

- Analysis of customer personas & repositioning to **uplift customer intimacy at both type of needs - Leisurely & On-the-go**
- Dividing the solutions on the basis of implementation duration in short term (Gen AI Ad campaign, Costa Canvas for Artists, Sponsoring Fests) and long term (New products, Key partnerships, Pan India Expansion).
- **Reasoning:** This section delves into Costa's target customers by creating detailed personas with unique needs, motivations, and pain points, ensuring a precise repositioning strategy. By addressing both leisurely and on-the-go needs, Costa enhances customer intimacy.

GTM and repositioning

- Analysing possible partnerships and collaborations for marketing campaigns and aligning them with budget considerations and assessment of impact created by the campaigns.
- Evaluating ways to bring about **innovation in menu and product offerings** while suggesting a feasible implementation strategy.
- **Reasoning:** A well-structured go-to-market plan aligns partnerships, marketing strategies, and financial considerations to execute repositioning effectively. Impact assessment ensures measurable results, while menu innovation helps build a distinct identity.

Expansion plan and feasibility analysis

- Identifying **potential gaps and demand** in the potential geographies.
- Exploring B2B partnerships such as educational institutions & fitness centres to expand reach.
- Evaluating solutions on the basis of investment, complexity, impact followed by **cash flow forecasting and comparative analysis**.
- **Reasoning:** Scalability is key, and this section **identifies gaps in new geographies** while proposing B2B partnerships (educational institutions, fitness centers) to expand reach. The evaluation framework prioritizes feasible solutions, with cash flow forecasting.

Appendix

- **Sample advertisement** with MostlySane.
- Computing **break even analysis and revenue estimation** from partnerships and new product offerings followed by market sizing.
- Utilising **Scoring Model** for evaluating states.
- **Reasoning:** This section strengthens credibility with a sample ad (MostlySane collaboration), break-even analysis, revenue projections, and a scoring model for state selection. These **data-driven insights** reinforce the practicality and impact of the proposed strategies.

TEAM RAGNAROK

ORGANISER
IIM L

PRODUCT INNOVATION
CASE COMPETITION

TYPE
MARKETING & STRATEGY

RANK-1



PROBLEM STATEMENT

1

Strategic consumer market analysis

Target Market Identification

2

3

Product Design and Innovation Strategy

Strategies for tech-Driven Engagement

4

SOLUTIONS OVERVIEW

01

New Insurance Products

02

Strategic Partnerships

03

Tech-Driven Engagement

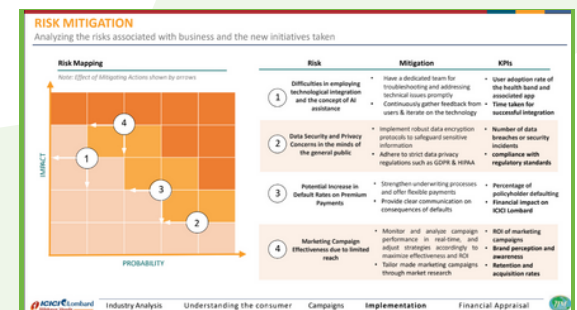
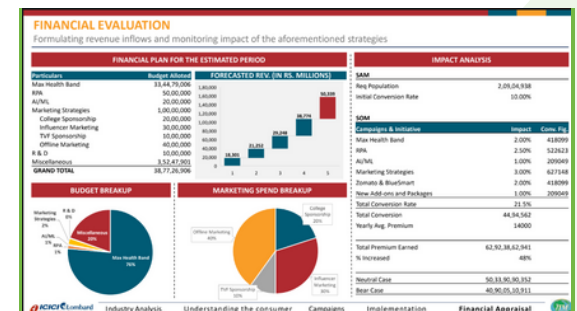
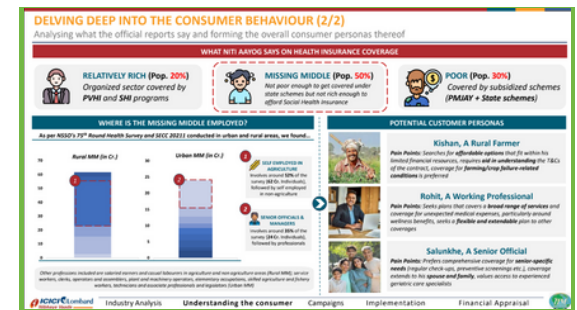
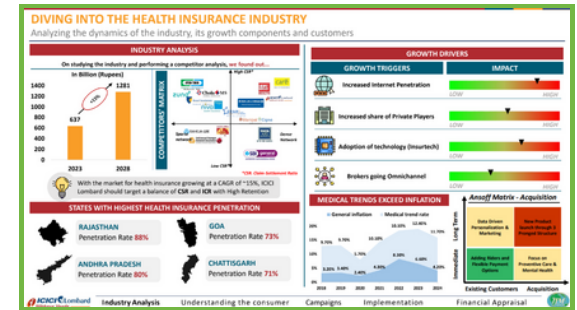
04

Targeted Acquisition

05

Implementation & Risk Control

SLIDE OVERVIEW



APPROACH

Industry Analysis

- This slide establishes a strong research foundation by combining **primary** and **secondary research**.
- Features a competitors matrix with 2 variables (density & sparsity of network) and (high/low CSR) to suggest a **focus on positioning**.
- Featuring regional penetration wherein states are highlighted with the highest health insurance cover.
- **Reasoning:** This slide combines primary and secondary research to validate the problem statement and guide strategy. The competitor matrix aids positioning, regional penetration highlights key markets, and growth drivers showcase industry momentum.

Understanding the consumer

- Highlighting the **customer journey** along with the **3 major pain points** and analysing health insurance cover in urban and rural areas based on the levels of disposable income and a pie chart depicting the increasing levels of age wise health insurance cover.
- **Segmenting the consumers** and detailed personas used to bridge the gap between macro trends and actionable strategies.
- **Reasoning:** This slide analyzes health insurance journeys, pain points, highlighting **coverage gaps** by income and age. It uses economic & employment segmentation for targeted strategies, leveraging data and personas to inform precise policy and product dev.

Campaigns & Implementation

- Collaboration - Boat (Max Health Band) medical fest sponsorships & gamified interactions improve **customer engagement & service efficiency** while Robotic Process Automation reduces **manual effort, operational costs**.
- **Tailored packages** & a **matrix-based approach** helps evaluate solutions based on investment, impact, complexity, and duration.
- **Reasoning:** Growth, digital innovation, and risk mgt are integrated. Partnerships and tailored products expand reach. AI, gamification, and RPA improve efficiency. Prioritization, risk mapping, and KPIs drive effective resource use and continuous improvement.

Financial Evaluation

- Budget Allocation highlighting the **expenditure** on **AI-based equipment** along with forecasting revenue for next 5 years.
- 2 Pie Charts showcasing the **budget and marketing spend breakup** of the proposed strategies and an **Impact Analysis on SAM & SOM**, showcasing conversion rates from their proposed strategies.
- **Reasoning:** This slide outlines a financial roadmap connecting AI investments, marketing, and strategies to revenue growth. Impact analysis shows conversion and premium gains. Scenario projections assess risks, and data supports informed resource allocation.

TEAM CORIAN

ORGANISER
IIM RAIPUR

PROD-A-VISTA

TYPE
MARKETING AND STRATEGY

RANK-FINALIST



1 To prepare a GTM strategy for Hi-Tech Pharma

Diversification and Expansion Plans 2

3 Competitive Landscape Overview

Enhancing Customer Interaction and Loyalty 4

SOLUTIONS OVERVIEW

01

Focus on the customer's needs

02

Market expansion and entry strategies

03

A well-defined GTM strategy

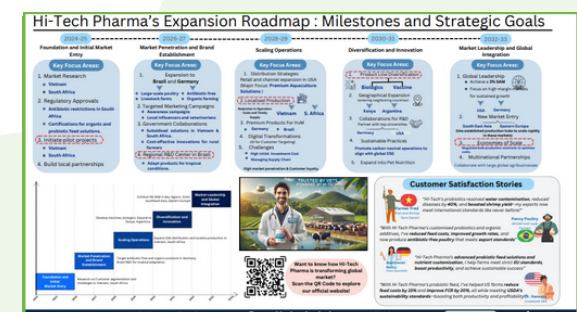
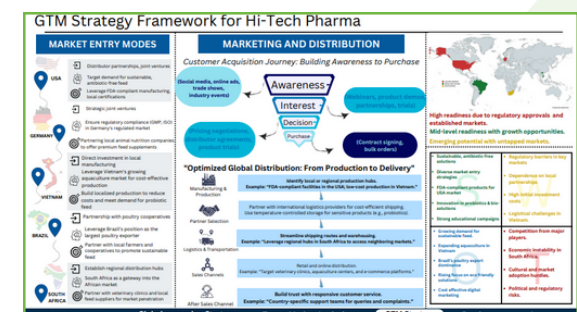
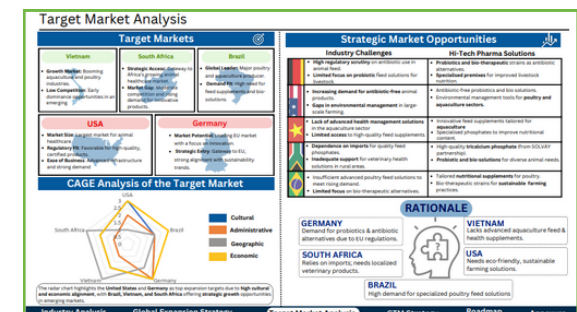
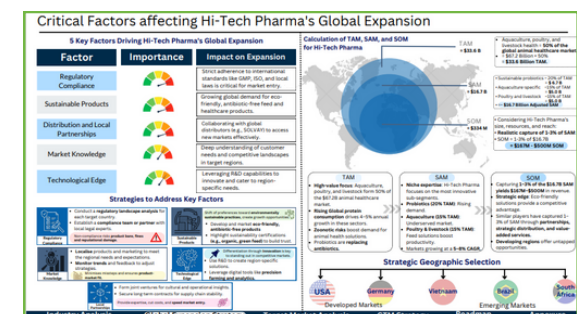
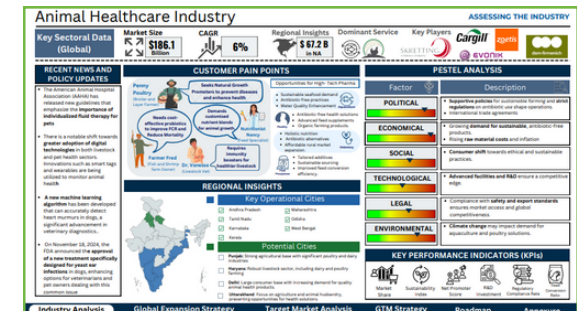
04

Phased growth model

05

Competitive edge

SLIDE OVERVIEW



APPROACH

Industry Analysis

- Overview of the Animal Healthcare sector and customer pain points identify challenges faced by different customer segments.
- Analyzing **key operational locations** with **high growth potential** based on economic, demographic, and geographical advantages.
- PESTLE Analysis & KPIs to **measure** financial, operational, and customer-centric performance.
- **Reasoning:** Provided key sectoral data for an overview of the industry, mentioning recent news, current customer pain points, and regional insights for the latest market knowledge, PESTLE Analysis, and KPI's of the industry to judge the Industry as a whole.

Global Expansion

- Hi-Tech Pharma's growth is shaped by specific factors analyzing **Regulatory Compliance, Sustainability, Distribution & Partnerships, Market Knowledge and Technological Edge** for shaping the expansion of Hi-Tech Pharma.
- TAM-SAM-SOM for the animal healthcare industry.
- **Reasoning:** A structured approach to these factors enables **Hi-Tech Pharma** to scale globally, allocate resources wisely, seize market opportunities via **TAM-SAM-SOM**, maximize ROI, and set clear revenue targets.

Target Market Analysis

- Integrating market potential, growth opportunities, and regulatory and operational feasibility is key to selecting **target markets**.
- Critical factors such as **market gaps, potential demand, entry strategies, and accessibility** play a vital role in this process.
- **CAGE** analysis identifies low-barrier markets & the best entry strategies by evaluating different dimensions for targeted global expansion.
- **Reasoning:** Market analysis helps **tailor** the offerings according to the unique challenges faced, enhances market entry strategies and secures competitive advantage. By doing this, they can decide what is needed & how to operate in such a way to get a **competitive edge**.

GTM Strategy

- **Market Entry** modes specified, namely Distributor Partnerships, joint ventures, Partnership with co-operatives, and distribution hubs.
- Seamless Acquisition-to-Purchase & Global Distribution Flow.
- **SWOT** analysis with **market mapping** showing regions that are established, growing, or untapped.
- **Reasoning:** Overall GTM framework is used to **set the direction** and **enter** into each market. The global distribution section ensures the backend is optimized, the SWOT analysis helps identify **internal strengths** and **external risks**.

Expansion Roadmap

- A Roadmap is shown to ensure **effective** resource allocation, track progress, mitigate risks, and communicate their **vision**.
- The QR code serves as a Call To Action, linking to the official website for more details, enhancing engagement and transparency.
- Growth trajectory outlines key milestones to align goals and track progress, while customer testimonials build credibility and trust.
- **Reasoning:** Ensuring optimal **progress monitoring** and **risk management**. The QR code acts as an **interactive** engagement tool. The growth trajectory graph ensures goal alignment. Customer testimonials reinforce trust, demonstrating market adaptability and impact.

TEAM FINCHADS

ORGANISER
IIT MADRAS

FYNERGY

TYPE
MARKETING & STRATEGY

RANK-FINALIST



PROBLEM STATEMENT

1 Low Net Profit on Initial Investment

2 Increasing pressure from Equity Investors

3 High Market Competition

4 Failure of Derivatives Trading Strategy

SOLUTIONS OVERVIEW

01

Calculation of Financial Ratios

02

Improvement of Capital Structure

03

Business Model and Expansion

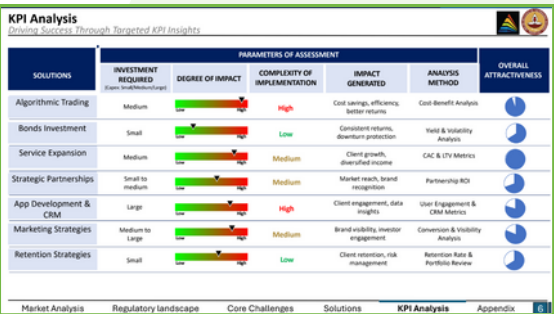
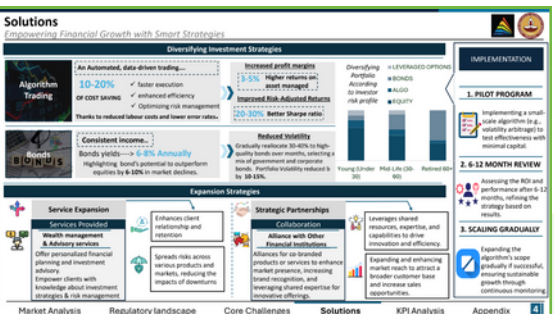
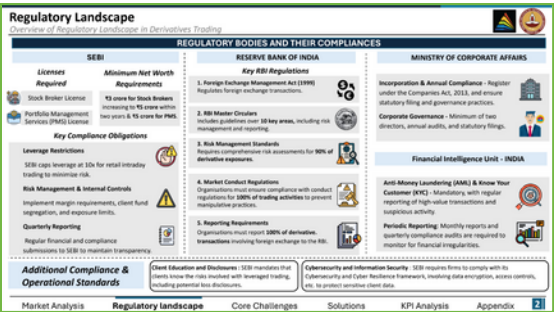
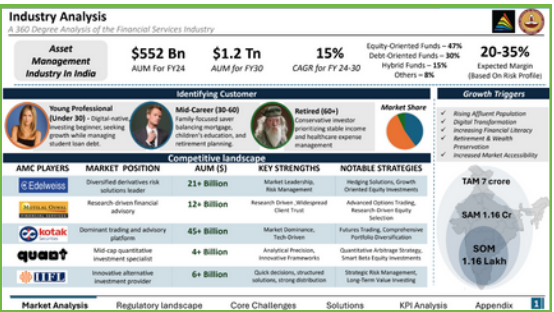
04

Regulatory Landscape

05

Risk Management Strategies

SLIDE OVERVIEW



APPROACH

Market Overview

- Overview of **asset management industry** in India & identifying target consumers along.
- Assess **competitors'** market position, share, & strengths while identifying **key growth drivers** & estimating **TAM, SAM, and SOM**.
- A brief of the various **regulatory compliances** a company has to follow to operate in the **Indian asset management industry**.
- **Reasoning:** Industry & customer analysis **define our market & reach**, while growth drivers **explain expansion**. Competitor insights & regulatory norms guide strategy, ensuring structured & sustainable growth.

Financial & Regulatory Hurdles

- **Financial challenges** include High Debt Dependence, High Cost of Debt, Low Interest Coverage, Low Net Profit.
- **Regulatory & operational challenges** include High compliance obligations & costs.
- **Reasoning:** Identifying operational & financial challenges helps Fynergy **reduce risks** and **ensure compliance**. Addressing these issues boosts sustainability, adaptability, and profitability, signaling the **need for strategic change**.

Growth Strategies

- Diversifying investment strategies will help in **faster execution & cost savings & consistent income** bond yields are reallocated.
- Expansion strategies include **service expansions and strategic collaborations** with other financial institutions.
- Implementation strategies include **pilot programs** (testing effectiveness), assessing the KPIs & then scaling gradually.
- **Reasoning:** To support growth & efficiency, Fynergy adopts algorithmic trading, bond investments, expansion, & partnerships. **Gradual implementation** ensures low-cost innovation, better evaluation & strong, stable performance.

Customer Engagement

- Omnichannel Engagement where PR, social media, & webinars are utilized to maintain **investor trust** & expand **market reach**.
- Investors are aimed to be **educated** by providing **educational content** on financial strategies to enhance confidence & retention.
- **AI-powered investment recommendations** & CRM integration would be provided for tailored customer experiences.
- **Reasoning:** This slide emphasizes **sustained investor engagement** through education & technology. By **leveraging digital tools & personalized communication**, Fynergy builds trust & ensures long-term client retention.

KPI Analysis

- **Cost-Benefit Analysis & Risk-Return Ratios** to measure profitability & financial stability.
- Portfolio diversification & **yield optimization** for risk-adjusted growth for Operation Metrics.
- **CAC vs. LTV**, retention rate, and conversion metrics to optimize customer acquisition & loyalty.
- **Reasoning:** Cost-benefit & risk-return guide **sound financial choices**. Diversification & yield boost growth for the risk taken. **CAC versus LTV** shows acquisition efficiency, & retention tracks loyalty.

AVIKJAIN01

ORGANISER
DSE , UoD

INNOVATORS LEAGUE
CHALLENGE

TYPE
STRATEGY

RANK-FINALIST



PROBLEM STATEMENT

1 Assessing brand awareness

Requirement of organic engagement strategies

3 Cognitive Brand Recognition

Operational Strategy and Execution Blueprint

SOLUTIONS OVERVIEW

01
Market and Root Cause Analysis

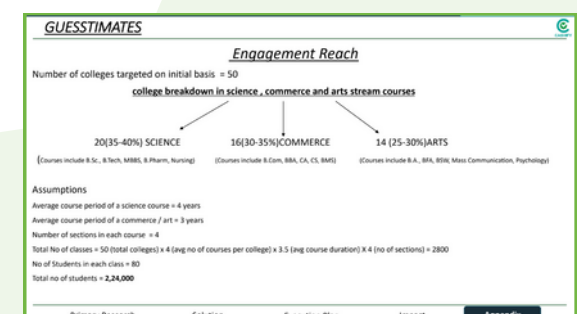
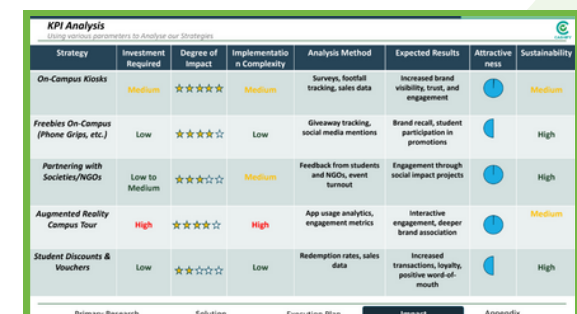
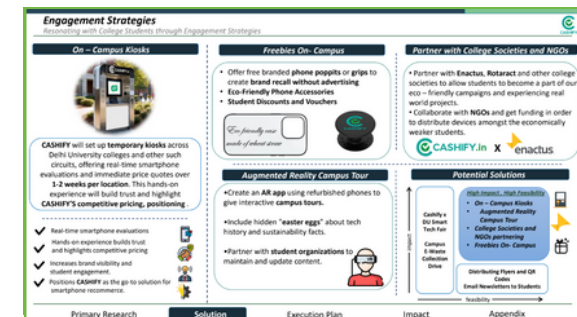
02
Engagement strategies by college students

03
Month wise Implementation plan

04
KPI Analysis using various parameters

05
Primary Research and guesstimates

SLIDE OVERVIEW



APPROACH

Root Cause Analysis

- Showing market size & TAM along with **key market players** identifying the **scope of expansion into the unorganised sector**.
 - Understanding **consumer behavior and preferences** in selling and buying of second hand phones.
 - Identifying key problems in the unorganised sector.
- **Reasoning** - Identifying market size, TAM, as well as consumer behaviour and preferences and problems in the second hand phone market gives a fair overview of how the market works, what people want and help us monetise on untapped opportunities.

Engagement Strategies

- Setting up **on campus kiosks, tech fairs, e-waste collection drives and newsletters** in DU as part of their physical engagement model.
 - Positioning cashify as a **premium and reliable platform** rather than just an intermediary.
 - **Leveraging freebies** and Interactive tours via an AR app for subtle brand recall.
- **Reasoning** : On campus kiosks allow **face to face interaction**, letting students evaluate and sell their phones in person, ensuring **transparency**. Partnering with college societies and NGOs offers a strong social impact angle and freebies encourage subtle brand recall.

Execution Plan

- Decoded **Step-by-Step implementation plan**, highlighting a **six-month plan** with specific activities assigned to each month.
 - Temporary kiosks, **Augmented Reality Campus Tour App, collaboration with student societies and NGOs for eco-friendly events**.
 - Review of collected data to refine strategies and plan for expansion.
- **Reasoning** : The execution plan provides a structured, phased approach to increase Cashify's brand awareness and engagement among college students through a mix of on-campus and digital initiatives, and strategic partnerships, all designed to be measurable and scalable.

Feasibility Analysis

- **Feasibility analysis** carried out and strategies are ranked on the basis of impact, investment, complexity, and overall attractiveness.
 - Analysis methods and expected outcomes for each have been mentioned as well.
- **Reasoning** : The above analysis gives a comprehensive view about the ease, investment and complexity of the proposed strategies along with expected outcomes which showcases the best avenues for expansion and the POA accordingly.

Appendix

- A **behavioral survey(for students)** ,revealing that most college students hesitate to buy second hand devices due to low trust.
 - A **Guesstimate**, conducted in order to check the **feasibility of investments in on-campus Kiosks**.
 - The combined analysis quantifies potential reach & viability of initiatives in both commercial expansion & social responsibility.
- **Reasoning**: The Survey helped in understanding why college students are hesitant to buy second-hand smartphones. It also identified trust and awareness issues that impact purchasing decisions. The Guesstimate assessed the feasibility of investing in on-campus kiosks.

TEAM FINCHADS

ORGANISER
IIM CALCUTTA

RATATOUILLE GO-TO-
MARKET CHALLENGE

TYPE
MARKETING & STRATEGY

RANK-FINALIST



PROBLEM STATEMENT

1 Alternative Brand Narrative

High market competition

3 Finding and assessing the right
target market

Curating a Marketing Strategy

2

4

SOLUTIONS OVERVIEW

01

Market research
- competitor
analysis

02

Fixing the target
audience & early
detection of issues

03

Securing a location
where profits are
maximised

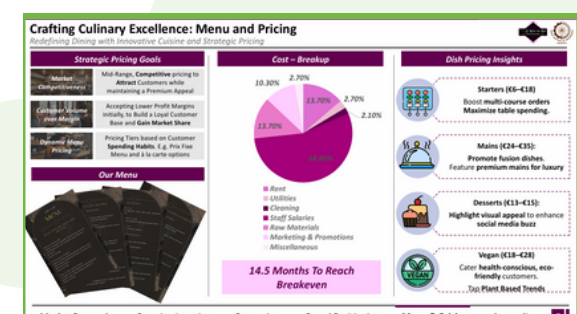
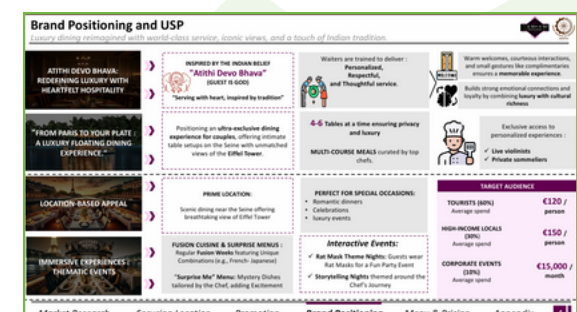
04

Promotional
Strategies

05

Emphasis on
Quality

SLIDE OVERVIEW



APPROACH

Market Research

- Assess **target audience** through consumer preferences and market dynamics.
- Track industry trends to **gain competitive edge and align products with evolving customer demands**.
- **Identify potential future challenges**, like shifting behaviors and economic changes and use **competitor matrix** to define restaurant positioning and pricing strategy.
- **Reasoning:** Understanding **audience, trends, and challenges** supports smart pricing, strategy, investments, and long-term growth through solid market research.

Ideal Location Selection

- Checking important aspects in order to strategically choose a prime location.
- **Footfall & Economic potential** - impacts the brand visibility and potential sales affects the growth opportunity and profitability.
- **Accessibility and Proximity to public transport** - ensures convenience, reduces commute time and drives connectivity.
- **Reasoning:** An ideal location has a direct impact on the number of customers walking through, **visibility for the brand, access, and ultimately profitability** with **reducing operational issues** while optimizing brand positioning and long-term growth opportunities.

Strategic Promotion

- Influencer marketing, sponsored apps build brand awareness by leveraging the influencer's reputation and making use of the established platforms like **Yelp, TripAdvisor** to promote the brand.
- Offering **special deals** and **gaining critics' endorsement** aims to maintain existing customers and establish new ones like providing the Premium Card facility, Custom Invitations and Thank You note.
- **Reasoning:** Well-formulated marketing strategy **generates awareness and demand** with maximizing the effect of promotion efforts and generates a greater return on investment.

Positioning and Pricing

- Creating a unique identity by **emphasis on quality** by focusing on prime location and ultra-exclusive dining, knowing the target audience.
- The slide gives an overview of pricing strategies like **competitive pricing, gaining market share and pricing tiers** in addition to **outlining the expense breakdown** in order to reach Break-even point.
- **Reasoning:** Brand Positioning through **creating a distinct identity** is essential for differentiation in an intense competitive market. **Formulating targeted pricing objectives and strategies** aligns customer expectations along with competitiveness of the market.

Appendix

- Identifying **Various Risks** analogous with the Proposed Solution and Providing Respective Mitigation Strategies.
- **Break-Even Analysis** of the Restaurant to Estimate the Time Taken to Overcome the Loss & Dish-by-Dish Breakdown of **Gross Margin**.
- **Reasoning:** Identifying potential risks, outlining mitigation strategies, and providing financial clarity **enhances the proposal's robustness**. The break-even analysis ensures a **realistic timeline for profitability** & data-driven insights reinforce the **financial feasibility**.

THE CAPITALISTS

ORGANISER
IMI NEW DELHI

FINERTIA 8.0

TYPE
FINANCE & STRATEGY

RANK- FINALIST



PROBLEM STATEMENT

1 Weak Financial Performance

2 Slow Growth in Key Segments

3 Dependence on Corporate Loans

SOLUTIONS OVERVIEW

01

Company
Introduction

02

Financial
Analysis

03

Technical
Analysis

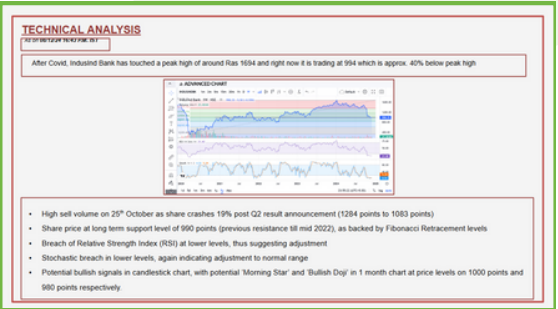
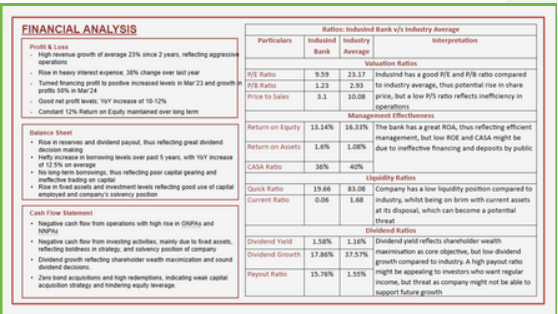
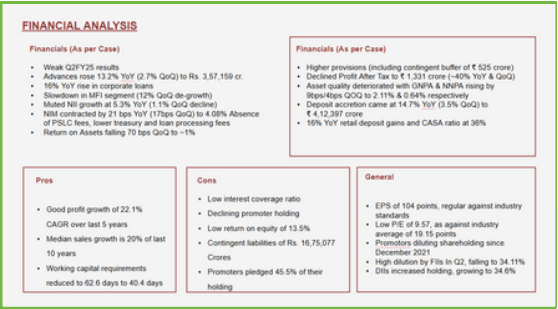
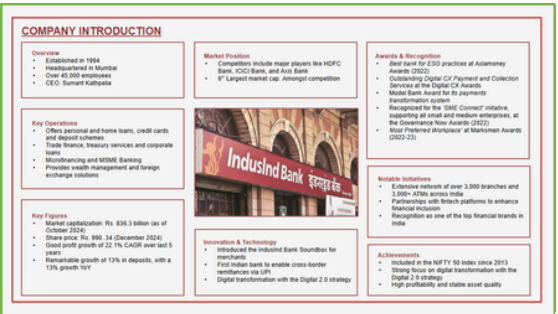
04

Discounted Cash
Flow Valuation

05

Recommendations
and Appendix

SLIDE OVERVIEW



APPROACH

Company Introduction

- Company overview, key competitors and **market cap** to understand relative performance, size and importance.
- **Share price, profit, and deposit growth** to reflect current market standing and trajectory.
- **Reasoning:** Essential background information about IndusInd Bank. A crucial base to understand the context of the subsequent analysis.

Financial Analysis

- Recent financial performance for a balanced view of its strengths (profit growth) and weaknesses (low return on equity).
- **Profit & Loss, Balance Sheet, and Cash Flow** Statement analysis.
- Comparing **P/E, P/B, ROA, ROE, liquidity ratios** (quick and current), and **dividend metrics** (yield, growth, payout) to industry averages.
- **Reasoning:** A detailed, ratio-driven, **comparative analysis of the bank's financial standing** - strong profitability, good revenue, net profit growth, efficient asset management, but lower low ROE and CASA ratio compared to the industry average, and potential liquidity concerns.

Technical Analysis

- Stock price, volume, and technical indicators (**moving averages, stochastic oscillator and RSI**).
- Key insights on stock pricing and overbought/oversold conditions using the above indicators.
- **Reasoning:** Identifying **potential investment opportunities or risks** using the bank's stock price movements and trading patterns. Significant decline of the stock price from its peak, sharp sell-off post-Q2 results; but currently near a support level with potential bullish reversal signals from oversold indicators.

Discounted Cash flow Valuation

- Year-wise free cash flow and **WACC (~11.53%)** calculation to calculate the year-wise **discounted free cash flow**.
- Calculating the **per share value** using the terminal value and DCF valuation.
- DCF analysis suggests IndusInd Bank is **undervalued by ~47%**, with a fair value of ₹2237.52 vs. current price of ₹990.
- **Reasoning:** Determines the intrinsic value of the bank's stock using the DCF method by projecting future cash flows and discounting them back to their present value.

Recommendations & Appendix

- Financial: **Issue debentures** and strengthen background checks to boost liquidity ; improve debtor turnover for higher asset returns.
- Technical: Leverage the undervalued stock and bullish signals by investing in line with the company's long-term growth path.
- **Technical charts, financial statements**, key metrics from verified sources, and a detailed DCF valuation.
- **Reasoning:** Addressing key concerns identified through financial and technical analyses, with a **comprehensive appendix** supporting the findings.

BIZWIZARDS

ORGANISER
IIFT

VRIDDHAN'24

TYPE
FINANCE AND STRATEGY

RANK- FINALIST



PROBLEM STATEMENT

1 Establishing a brand identity in a competitive industry

Finding and Evaluating the proper Target Market

2

3 Designing an effective marketing and brand strategy

Setting up a cost-effective pricing, distribution and implementation

4

SOLUTIONS OVERVIEW

01

Competitor analysis and target identification

02

Profitable and Effective Site selection

03

Building visibility and credibility

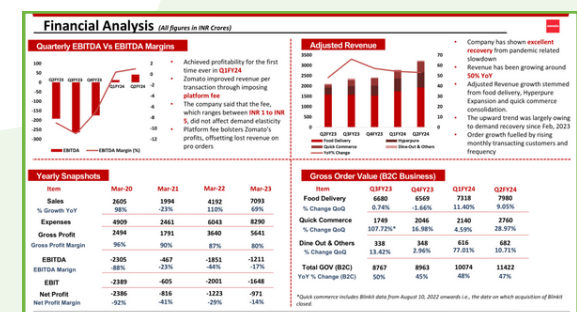
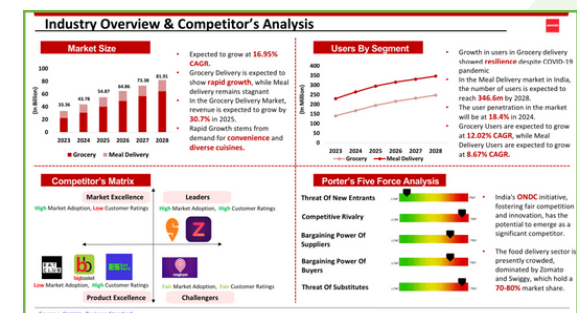
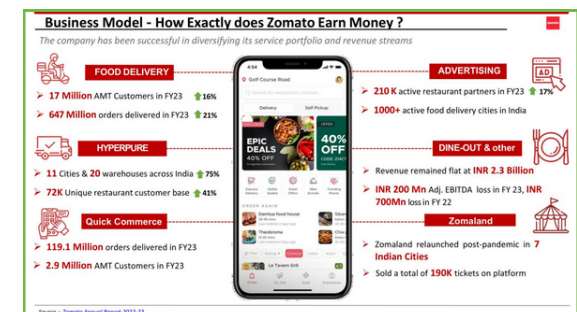
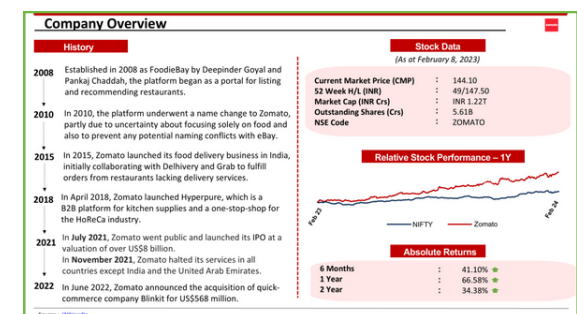
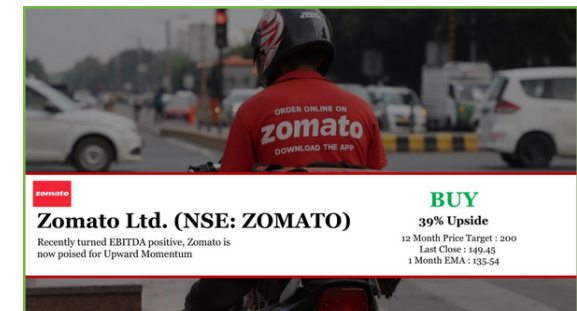
04

Distinctive identity based on quality & differentiation

05

Risk Assessment and Mitigation

SLIDE OVERVIEW



APPROACH

Industry Overview

- Zomato has achieved **EBITDA profitability** and set a target price of ₹200, extensions into B2B supplies and grocery delivery.
- Zomato faces **formidable competition** from Swiggy, Zepto and ONDC, risks remain at **scaling Blinkit** and **maintain margins** at Hyperpure.
- **Reasoning:** The frameworks include **market size, CAGR, regional trends, KPIs, competition analysis, macroeconomic factors (PESTLE), and financial ratios** like profitability and growth metrics, helping evaluate Zomato's strategy, performance, and growth potential.

Financial Analysis

- Zomato became **profitable in Q1'24** by using platform fees, enhancing revenue/order, & compensating for lost top-line from pro orders.
- **Solid post-COVID recovery** led by food delivery, Hyperpure growth, and rapid commerce.
- Financial performance was **showed improvement** despite continued losses.
- **Reasoning:** **Zomato revenue growth** and the addition of **platform fees** assist in knowing the way **unit economics** gets better by making each order add to profitability. Also, customer retention & engagement are received through **increasing order volume** and **frequency**.

Stock Analysis

- The stock is **bullish** with all moving averages giving a **Buy signal**. Technicals such as RSI & MACD confirm sustained upward momentum.
- FIIs own **54.72%**, reflecting strong **institutional confidence**. Recent **bulk trades for 10M shares** reiterate positive sentiment in the market.
- **Reasoning:** The positive trend of the stock is supported by robust **technical charts, institutional sentiment, and rising order sizes**. Favorable market sentiment, solid support-resistance levels, and ongoing business expansion indicate long-term growth prospects.

Valuation analysis

- A free cash flow to the firm (**FCFF**) **table for 5 years until FY28** is there which shows the final annual cash flow increasing.
- PV terminal growth value + PV FCFF gives enterprise value which is then used to calculate the price per share - 71.95 rs.
- **Reasoning:** The **final cash flows** until FY28 have been **discounted to get the PV** which finally **added to terminal growth value to get Enterprise value**. The enterprise value is then **adjusted to get share capital** which is then divided by **total shares to get share price**.

Assumptions and risks

- Assumptions taken for valuation analysis and to calculate per share price have been mentioned, both **quantitative (rates) and qualitative** (working patterns and outcomes) aspects of it.
- The **risk assessment table** has also been presented with possible risks and impacts.
- **Reasoning:** The assumptions help clarify the approach for calculation, while the **risk assessment table is made to highlight possible risks** that Zomato can face and how **severe the impact will be** so that they can be targeted duly.

TEAM ELEVATE

ORGANISER
IIM ROHTAK

ECONOMICS OF
CONFLICT

TYPE
PUBLIC POLICY

RANK-2



PROBLEM STATEMENT

1

Global trade disruptions

Economic policy conflicts

2

3

Technology transfer issues

Consumer price impact &
Geopolitical rivalry

4

SOLUTIONS OVERVIEW

01

Global Impact
Analysis

02

Rebuilding Trust

03

Global
Partnerships

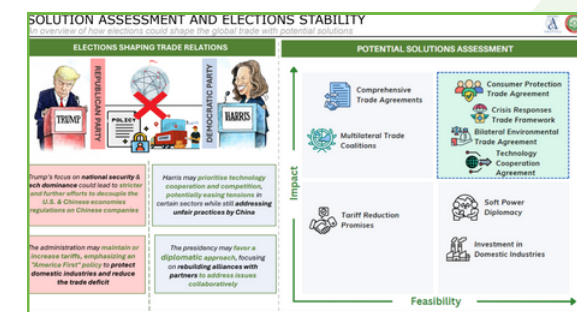
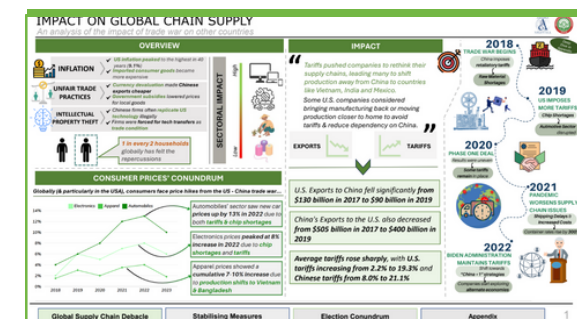
04

Election-Driven
Trade Policies

05

Feasibility Analysis

SLIDE OVERVIEW



APPROACH

Global Impact Analysis

- Provides an overview of the trade war's **impact on inflation, unfair trade practices, and intellectual property theft**, along with a gradient scale showing disruption across primary, secondary, and tertiary sectors.
- Analyses the effects on **exports, tariffs, & pricing** in both the U.S. & Chinese economies, supported by a broad timeline from 2018-22.
- **Reasoning:** This slide analyzes the US-China trade war's impact on global supply chains, noting inflationary pressures, trade imbalances, IP concerns, and production shifts due to companies reducing reliance on China.

Rebuilding Trust

- Outlines strategies aimed at stabilising US-China economic relations through a phased reduction of tariffs, restructured trade agreements.
- Emphasis on mutual interests such as **technological cooperation, environmental trade, and consumer protection**.
- **Reasoning:** This slide proposes global, structured solutions to rebuild economic trust by reducing inflation via tariff relief, increasing tech transfer transparency, and establishing common product safety standards, reflecting a balanced path to de-escalation and cooperation.

Global Partnerships

- Highlights the role of international partners like **India, Japan, Australia** - in building a diversified, resilient, and fair global trade framework.
- Each partner is positioned to either provide alternative markets, mediate disputes, or collaborate on tech and environmental initiatives.
- **Reasoning:** The slide recognises that stabilising global trade extends beyond bilateral relations. Engaging allies strengthens **collective bargaining power, addresses regional concerns**, and creates a more balanced global trade ecosystem less vulnerable to disruptions.

Election-Driven Trade Policies

- Explores how different U.S. political administrations shape trade relations with China.
- Republicans emphasise **national security, economic protectionism, and tech decoupling**, whereas Democrats tend to prioritise **diplomacy, alliance-building**, and cooperative frameworks in trade and technology.
- **Reasoning:** The slide effectively contrasts **partisan trade strategies**, showing how electoral outcomes influence the tone and structure of US-China relations. These shifts affect long-term policy direction on **tariffs, trade partnerships**, and economic engagement strategies.

Solutions Assessment

- Assesses key trade stabilisation measures - including multilateral coalitions, trade agreements, tariff reduction, and domestic investment - using an **impact-feasibility lens**.
- Each strategy is evaluated not just for its potential benefits but also for its practicality and alignment with broader economic goals.
- **Reasoning:** This portion reflects a pragmatic approach to policy-making. By integrating feasibility with potential impact, the analysis prioritises actionable, sustainable solutions that can drive long-term stability in global trade relations.

TEAM LIAM PAYNE

ORGANISER
IIM BANGALORE

METAMORPH

TYPE
OPERATIONS & STRATEGY

RANK-3



PROBLEM STATEMENT

1 Balancing brand positioning and affordability

2 Scaling growth while maintaining competitiveness

3 Eco-friendly and socio-economic impact strategies

4 Managing margins, production costs, and profitability

SOLUTIONS OVERVIEW

01 Expansion by targeting high demand regions

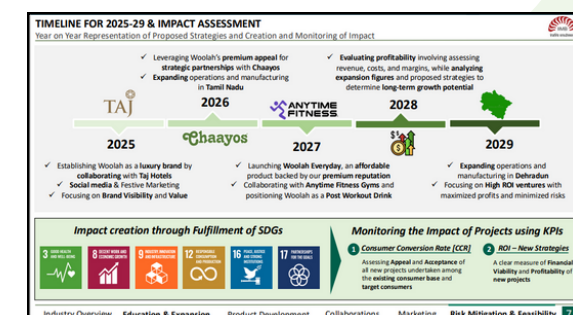
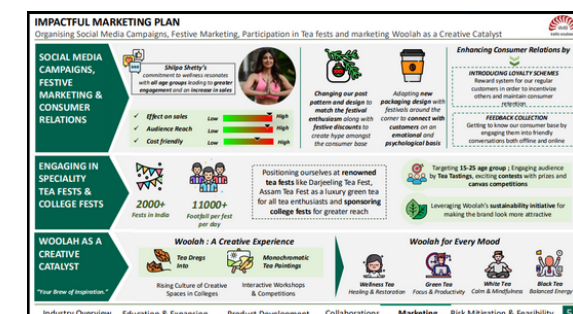
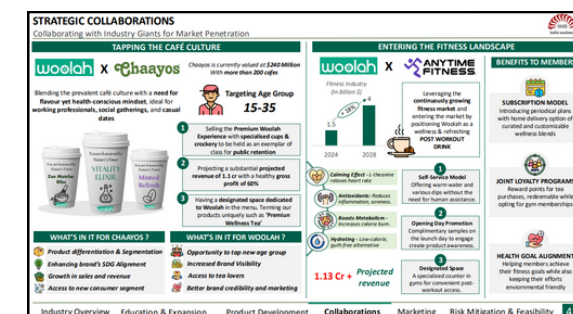
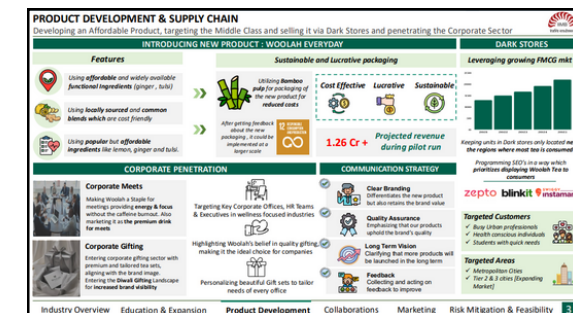
02 Strategic Collaborations for brand positioning

03 Product diversified through price-sensitive offerings

04 Consumer Engagement

05 Financial feasibility by ROI & break-even analysis

SLIDE OVERVIEW



APPROACH

Industry Overview

- Growth triggers: leverage premiumization, sustainability for differentiation; expand e-commerce using Value Discipline Framework.
- Helps understanding the competitive landscape, showcasing how the brand in focus aims to balance premium quality and eco-friendliness, while tackling affordability issues.
- **Reasoning:** This provides a market snapshot, growth drivers, key challenges, & competitive dynamics. It aids resource allocation by **identifying issues like pricing & competition** while guiding strategic decisions.

Expansion & Product Development

- Conducted in-depth research to identify **ideal customers** and **key demographics** for effective targeting, focus on building awareness.
- Partnering with hotel chains and target high-potential states based on presence, demographics, feasibility, and willingness to collaborate.
- Introducing a **budget-friendly variant** to increase reach among the middle class and expand in corporate markets.
- **Reasoning:** This slide ensures **precise targeting** through consumer personas, enhancing **marketing effectiveness**. Revenue forecasting clarifies the roadmap, & launching an affordable product strengthens middle-class penetration, maximizing reach.

Collaborations and Marketing

- Collaborating with **Chaayos** (café culture) and **Anytime Fitness** (fitness market) to expand consumer reach with projected revenue.
- Leveraging social media, influencer partnerships (**Shilpa Shetty**), themed campaigns, and align with eco-friendly initiatives.
- **Reasoning:** Strategic collaborations reach health-conscious, active consumers, boosting position. Loyalty/subscriptions drive retention; influencers, campaigns. Wellness/sustainability alignment ensures relevance for scalable, consumer-focused growth.

Risk Mitigation & Feasibility

- Hotels before entering regional markets (Tamil Nadu in 2026, North India in 2029) and stating mitigation strategies for risks.
- **Small-scale market testing** (e.g., Woolah Everyday & dark store distribution) followed by Expansion ideas (**hotel & gym, Chaayos**).
- **Reasoning:** Phased expansion ensures sustainable growth, minimizing partnership and market risks. Small-scale testing validates demand before scaling. ROI-driven assessments optimize resources.

Appendix

- Break-even analysis for **North & South India** and detailed financial breakdown for collaborations (Taj Hotels, Chaayos, Anytime Fitness).
- Examined pricing competitiveness and purchasing behavior to balance affordability with Woolah's premium positioning and margins.
- **Reasoning:** Break-even points enabled cost-effective growth, and revenue projections confirmed investment appeal. Consumer understanding and pricing protected brand image, while cost analysis ensured efficient operations in a tough market.

TEAM BIGDAWGS

ORGANISER
MDI GURGAON

PRODMAN CLUB CASE
COMPETITION

TYPE
OPERATIONS & STRATEGY

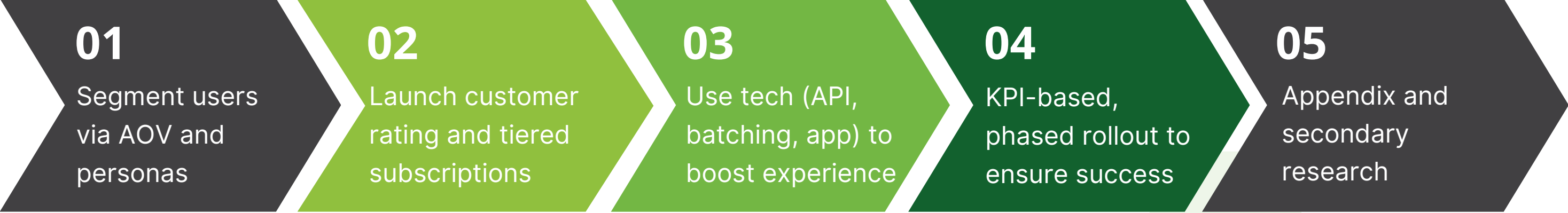
RANK- FINALIST



PROBLEM STATEMENT

- 1 Traditional retail lags in convenience and pricing
- 2 Diverse customers need complicated targeting
- 3 Delivery inefficiencies reduce profitability
- 4 Lack of data-driven strategies hinders growth

SOLUTIONS OVERVIEW



SLIDE OVERVIEW

Slide overview showing various charts and data points related to the business case, including Industry Analysis, Target Audience, Solutions, KPI, Risk Mitigation, and Timeline.

INDUSTRY ANALYSIS

The Indian E-commerce Market is Growing

Industry Market Size (B USD)

2021: 125, 2023: 200

2024-2028: 21% CAGR

COMPETITOR MATRIX

Amazon, Flipkart, Myntra, A.J.I.O, Snapdeal, Meesho, etc.

GROWTH TRIGGERS

Digital adoption and internet penetration, Online Review Driven Purchase, Convenience due to 24/7 availability, Government initiatives and digital payments, etc.

LOCATION WISE SHIPPING COSTS

City Type, Average Shipping Costs, etc.

TARGET AUDIENCE

Customer Segmentation on the basis of Shopping Behavior

ANALYSING POTENTIAL CUSTOMER PERSONAS

Mr. A, The Value Hunter, Mr. B, The Researcher, Mr. C, The Appear Buyer, Mr. D, The Brand Devotee, etc.

SOLUTIONS (1/2)

Strategic Solutions to keep shipping costs low & cater to the high value customers

Customer Rating System

Key Metrics to Evaluate Customers, etc.

Customer Segmentation

Platinum, Gold, Silver, etc.

Free Delivery Incentive

Offered on Selected Items, etc.

Priority Delivery Model

Offered on Selected Items, etc.

Subscription Model

Increased Uplifted Revenue, etc.

Forecasted Timeline

Projecting pivotal periods for our growth trajectory

Projected Timeline for Pilot Program (Gantt Chart)

Subcategory / Year, Q3 2024, Q4 2024, Q1 2025, Q2 2025, Q3 2025

Risk Mitigation

Proactive, Prepare, Protect: Minimizing Impact, Maximizing Outcomes

High Probability, Low Impact, etc.

APP PROACH

Industry Analysis

- A graph comparing E-Commerce, Retail, and Kirana Stores based on **factors like proximity, pricing, convenience, and store experience**.
- **Competitors Matrix** to **categorize e-commerce players** by size, focus (mass vs. niche), and differentiation strategies.
- Presenting the **location wise shopping costs** with the key cost factors.
- **Reasoning:** This sets the stage for solution by outlining **market potential, competition**, and growth drivers. It informs targeted strategies by clarifying costs and customer behavior, ensuring relevance for tailored solutions and segmentation.

Target Audience

- Analysing **customer personas** having varied pain points, goals & doing an **Income wise Segmentation** on the basis of average order value.
- Highlighting the **major payment modes** and devices used for shopping.
- **Reasoning:** Identifying **diverse customer pain points** lays the foundation for tailored solutions. AOV-based segmentation aids targeted pricing & promotions. Payment & device insights help **optimize checkout**, ensuring seamless shopping experiences & higher conversions.

Solutions

- A customer rating system and a **3 tiered model** with increasing order of benefits derived. **Order Batching & API** for being cost-efficient.
- The **priority delivery model** offers faster shipping for select items in premium locations, with optional expedited fees, early dispatch perks.
- App modification for features like transparent shipping cost, personalized landing page and achieving **maximum customer retention**.
- **Reasoning:** Focus on **enhancing customer experience & operational efficiency** with segment-based benefits & streamlined deliveries, supported by API integration. App enhancements aim to simplify shopping, increase satisfaction, and maximize customer retention.

KPI & Risk Mitigation

- The **Risk Mitigation Matrix** helps prioritize potential risks, ensuring that high-probability, high-impact risks are addressed first.
- A comprehensive **KPI Analysis** is used for decision making, where solutions are assessed on key business metrics enabling a data-driven approach, balancing quick wins with long-term strategic initiatives.
- **Reasoning:** Risk Mitigation helps in addressing the most critical risks first, ensuring resources are allocated effectively. KPI assessment uses **quantifiable metrics** (customer retention, acquisition cost, satisfaction, duration) ensuring that each potential solution is evaluated.

Projected Timeline

- This Gantt chart illustrates the **timeline of 7 key strategies** to enhance customer experience and business efficiency.
- Some of these strategies are **personalized notifications, flash selling, gamification, and a priority delivery model**, to be rolled out between Q3 2024 and Q3 2025.
- **Reasoning:** **Proper planning of every strategy** in phases and follow ups to analyze outcomes allows for risk management and performance measurement. It also helps ensuring that **proper implementation** takes place.

TANDONSID0910

ORGANISER
IIT BOMBAY

SARVODAYA

TYPE
OPERATIONS & STRATEGY

RANK-3



PROBLEM STATEMENT

1 Limited access to infrastructure

Human Resource Issues 2

3 Underdeveloped Market Presence

SOLUTIONS OVERVIEW

01
Infrastructure
Enhancement

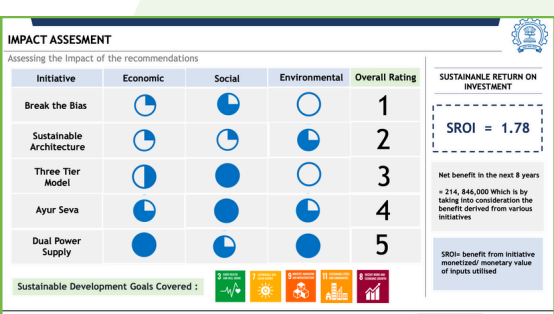
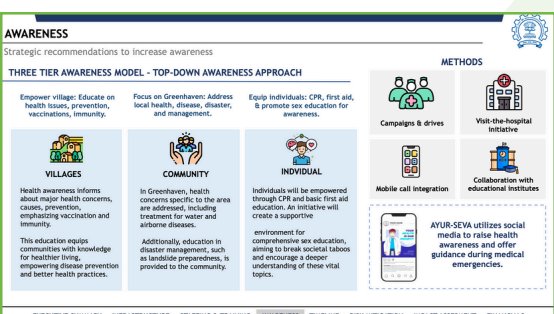
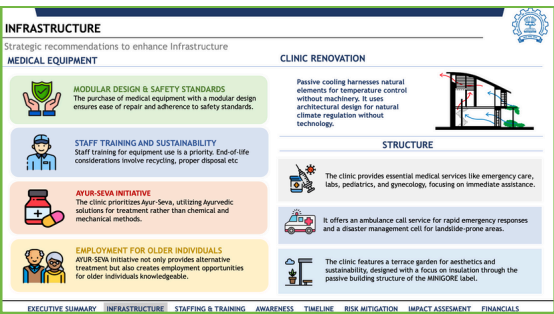
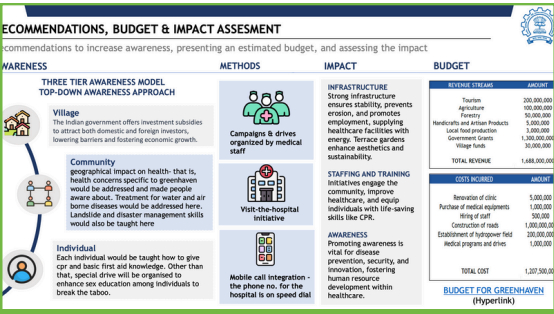
02
Staffing and
Training

03
Awareness

04
Timeline & Risk
Mitigation

05
Assessment and
Financials

SLIDE OVERVIEW



APPROACH

Infrastructure Enhancement

- Modular equipment, staff training, Ayurvedic practices, and senior employment for efficient care.
- Renovate clinics with passive cooling, emergency services, ambulance units, and green terraces; strengthen roads with tree planting, better drainage, curved layouts, and safer materials.
- Implement **hydro and solar power systems** along with reliable backup generators.
- **Reasoning:** Holistic **improvement of the medical facility** and surrounding environment, with focus on sustainability, resilience, accessibility, community-wellbeing and efficiency.

Staffing and Training

- Categorise staff into infrastructure, clinical, and domestic roles with assigned numbers.
- Provide **role-specific** and general training to boost efficiency and patient safety.
- **Reasoning:** Optimising clinic operations by **allocating personnel based on specialised roles** and providing targeted training to ensure staff competence and efficiency.

Awareness

- **Tiered health awareness model:** village (education, prevention), communities (disease/disaster), individuals (first aid, sex education).
- Spreading awareness via campaigns, hospital visits, mobile integration, education partnerships, and the Ayur-Seva app.
- **Reasoning:** **Targeting different groups** with tailored information. Leveraging diverse channels like campaigns, hospital visits, and digital tools to ensure **widespread awareness and community empowerment** with vital health knowledge.

Timeline & Risk Mitigation

- An **implementation roadmap** to launch the strategies and **project returns and profitability**.
- Mapping risks on a **profitability matrix** and mitigating them via grants, backups, awareness drives, and strict timelines.
- **Reasoning:** A **phased implementation roadmap** with projected returns, supported by **risk mitigation** through financial planning, community engagement, and contingency measures, visualised via a profitability matrix.

Assessment and Financials

- **Initiative assessment** based on economic, social, and environmental impact, assigning scores.
- **ROI** calculation and initiatives alignment with **Sustainable Development Goals**.
- Projection of revenue and profit growth while expanding income sources, controlling costs, and planning future expansion.
- **Reasoning:** The plan evaluates initiatives' impact, aligns them with development goals, and **projects sustainable growth** through impact assessment and strategic financial planning.

MIXERS

ORGANISER
IIM BOMBAY

PAWSITIVE IMPACT

TYPE
STRATEGY

RANK-4



PROBLEM STATEMENT

1 Increasing stray cat population

Parvo Virus Outbreak

2

3 Limited Funding & Low community support

Administration pushback

4

SOLUTIONS OVERVIEW

01

Industry and Organisation Overview

02

Problem Analysis

03

Strategy to cope the Increasing number of Cats

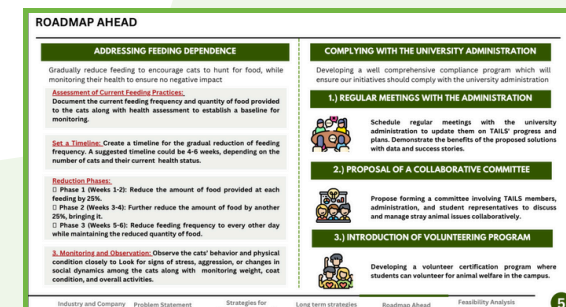
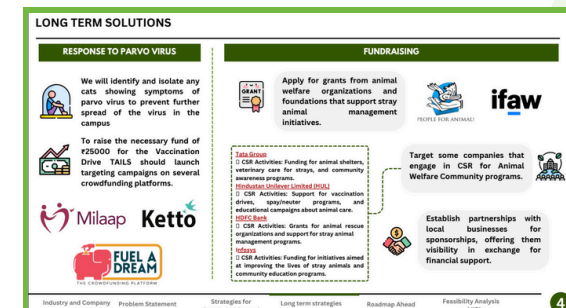
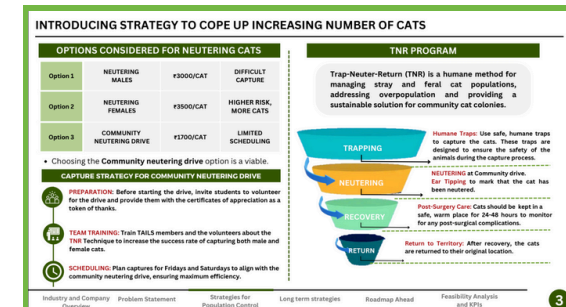
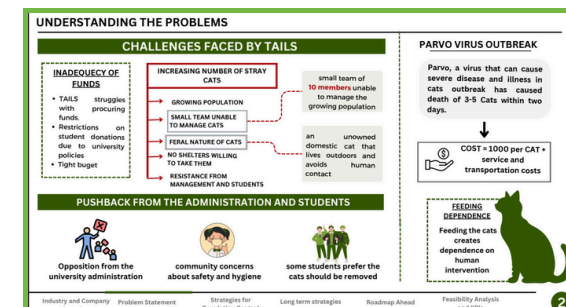
04

Long-Term Solutions and Roadmap

05

Impact Analysis and KPIs

SLIDE OVERVIEW



APPROACH

Industry & org. overview

- Providing the **company and industry background** and highlighting **key traits and challenges** common to the industry.
- Inclusion of a structured **SWOT assessment** of the organisation's internal and external factors.
- **Reasoning:** The slide offers a concise overview of the animal welfare industry and introduces the company, outlining its mission, key traits, and SWOT analysis. It sets the stage for understanding Tails within the **broader industry context and its internal dynamics**.

Strategies for Population Control

- Evaluating **male and female cat neutering drives**, along with **community-wide drives**, based on cost, feasibility, and effectiveness.
- Implementing a **Trap-Neuter-Return (TNR) program**, detailing steps such as humane trapping, neutering, post-surgery recovery, and returning cats for sustainable population control.
- **Reasoning:** This slide identifies and outlines the **most viable strategy for managing the increasing cat population** at HLA University through a community neutering drive (TNR program), detailing the process from **trapping to return and justifying the chosen option**.

Long term Solutions

- Strategies for **identifying, isolating, & preventing the spread of Parvo virus**, along with **fundraising strategies** for a vaccination drive.
- **Exploring grants** from animal welfare organizations, **targeting CSR initiatives**, and partnerships with **local businesses for sponsorships**.
- **Reasoning:** This section outlines strategies and funding sources to **support the organization's sustainability**, focusing on two key areas: responding to the Parvo virus outbreak and fundraising for ongoing operations, including a vaccination drive.

Roadmap Ahead

- Outlining a phased approach to **reduce cats' feeding dependence**, encouraging hunting while ensuring their health through assessment, timeline setting, phased reduction, and monitoring.
- Ensuring **compliance** with university through regular meetings, a collaborative committee, and a structured student volunteering program.
- **Reasoning:** This slide outlines Tails' **roadmap for the future**, focusing on two key strategies; addressing the cats' feeding dependence and ensuring compliance with the university administration.

Impact and KPI Analysis

- Evaluating solutions based on stakeholder involvement, ethics, and sustainability, followed by mapping efforts against impact.
- Identifying KPIs to measure success in Parvo control, neutering, feeding management, and student-administration engagement.
- **Reasoning:** The slide uses a matrix to visually represent the **effectiveness and feasibility** of proposed solutions, while outlining KPIs to **measure each initiative's success**- reinforcing a data-driven approach to **strategy evaluation and prioritisation**.

BULL CONSULTANTS

ORGANISER
IIM BANGALORE

PITCH IT PERFECT

TYPE
STRATEGY

RANK-3



PROBLEM STATEMENT

1 Inadequate sustainable logistics practices

Elevated operational costs 2

3 Challenge of achieving cost-effectiveness

Maximize vehicle use & minimize empty space in logistics 4

SOLUTIONS OVERVIEW

01 Adopting data-driven tracking

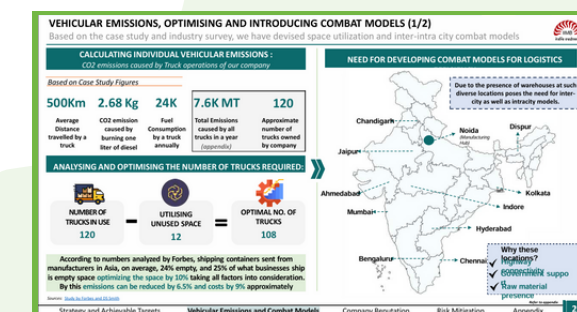
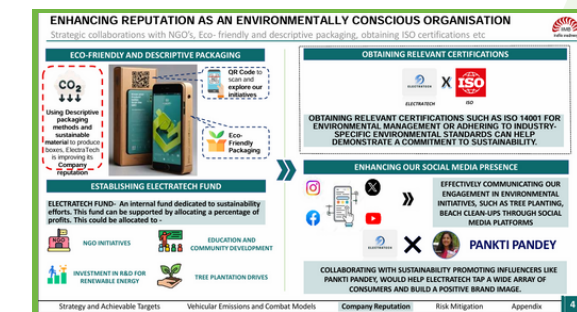
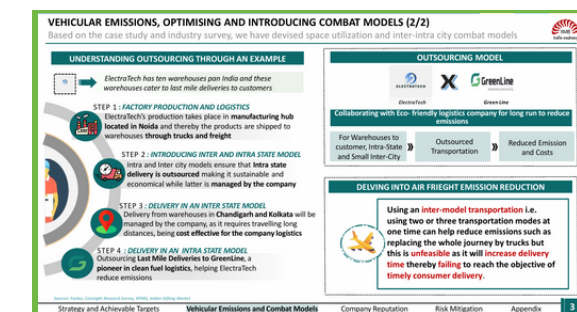
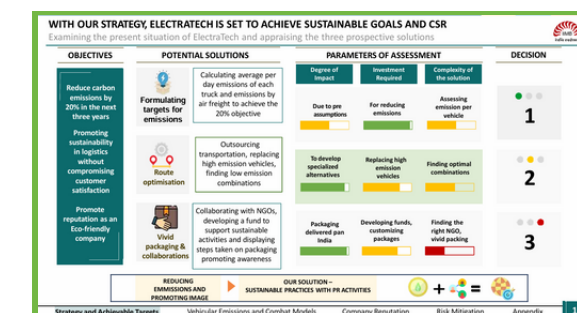
02 Switching to CNG vehicles and routing deliveries

03 Environment friendly packaging & QR labeling

04 Partnering with GreenLine for green transport options

05 Sustainability influencers & social media use

SLIDE OVERVIEW



APPROACH

Solution Framework & Evaluation

- Emission Targeting → **Tracks per-vehicle emissions**; low-cost but indirect impact.
- **Route Optimization & Vehicle Shift** replaces high-emission transport; (high impact but costly.)
- **Eco-Packaging & CSR** which focuses on sustainability branding but has low emission impact.
- **Reasoning** : Emission targeting uses data to find high emission sources. Route optimization cuts these by finding low-emission combinations. NGO partnerships and eco-friendly packaging improve brand image through sustainability alignment.

Vehicular Emissions

- Mentioning case study figures to establish a **foundation for optimising logistics**
- Highlighting the no. of trucks actually required ,calculated by taking **Forbes' study** of empty spaces for optimisation.
- A map highlighting the key (outlying) warehouse locations across India, emphasizing the necessity of intracity and intercity transport.
- **Reasoning** :The case study figures mentioned, quantify the company's annual trucking emissions, fuel usage, and distance covered, establishing a data-backed baseline for emission reduction strategies. **Optimizing empty space** reduces fuel consumption and emissions.

Combat Models

- Outsources logistics by handling inter-state deliveries and outsourcing intra-state and last-mile deliveries.
- Showcasing how inter-model transportation can lower emissions but is considered not to be practical as it increases delivery time.
- **Reasoning**: This approach assists in maximizing the efficiency of the supply chain and also guarantees cost-effectiveness, minimizes emissions and **ensures timely delivery**, in congruence with sustainability objectives.

Enhancing Reputation

- Utilization of **eco-friendly materials** and **QR-tagged descriptive packaging** to enhance the business's image.
- Establishment of the company's **internal sustainability fund** for several environmental activities.
- Proactively sharing environmental actions through social media and partnering with **sustainability influencers** to enhance brand image.
- **Reasoning**: This approach enhances corporate reputation, draws green consumers and aligns with worldwide sustainability patterns, ultimately generating long-term business value.

Cost-Emission Analysis & Timeline

- A **2D Cost vs. Emissions Matrix** to compare different transport modes based on cost and emissions.
- Four transport models were analyzed for feasibility in line with ElectraTech's goals.
- A **20% emissions reduction** in three years can be achieved by adopting the new model and outsourcing operations.
- **Reasoning**: This slide defines the sustainability roadmap. Assessing transport options helps **prioritize actions**. The conclusion: transition to CNG trucks near-term, limit air freight to cut emissions and costs.

| CORPORATE | COMPETITIONS



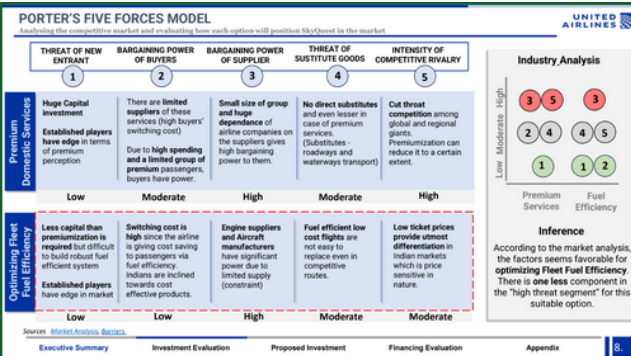
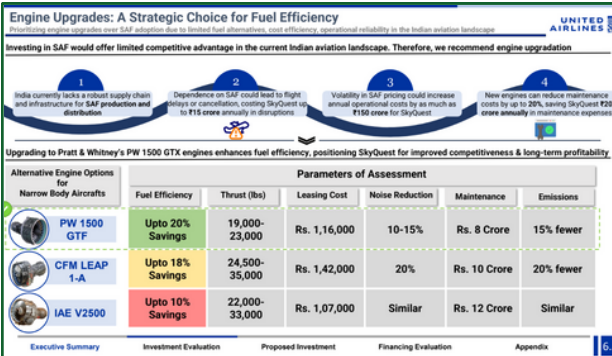
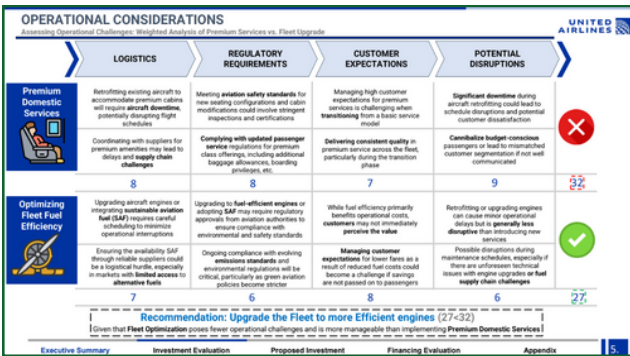
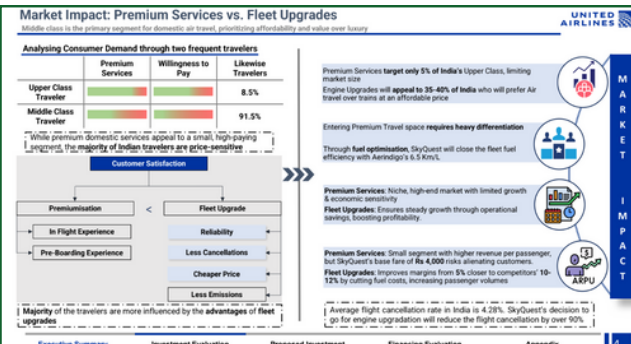
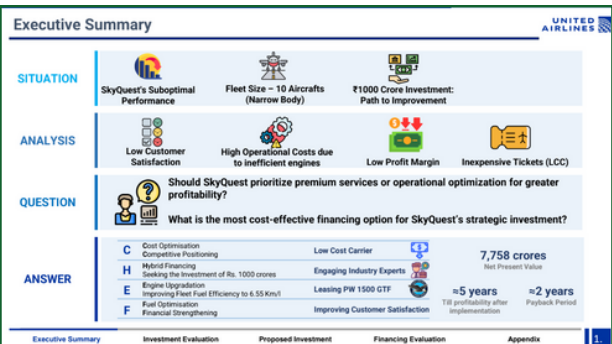
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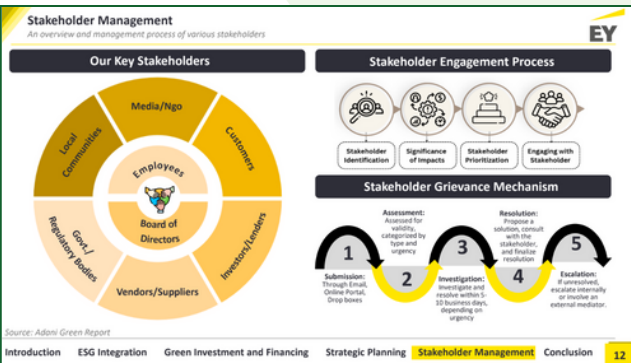
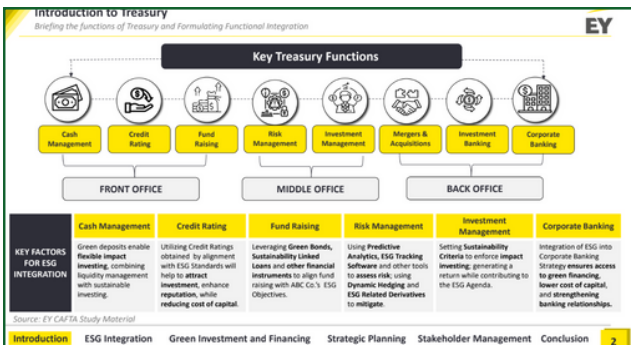
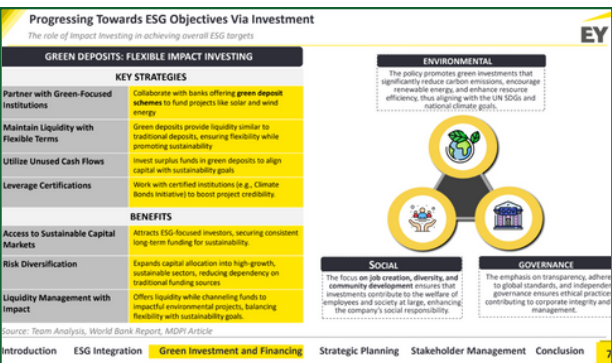
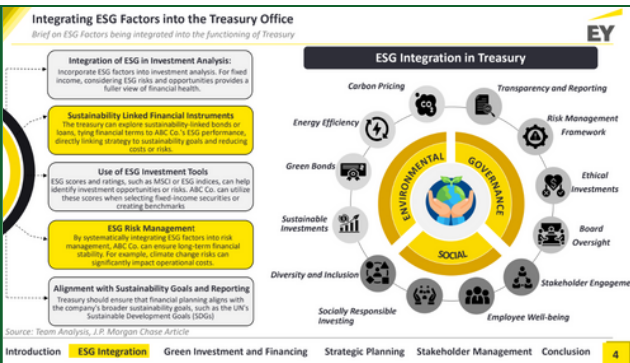
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ERNST & YOUNG

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MEGA EDITION

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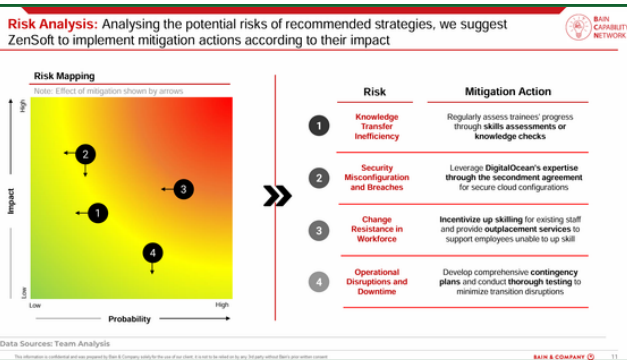
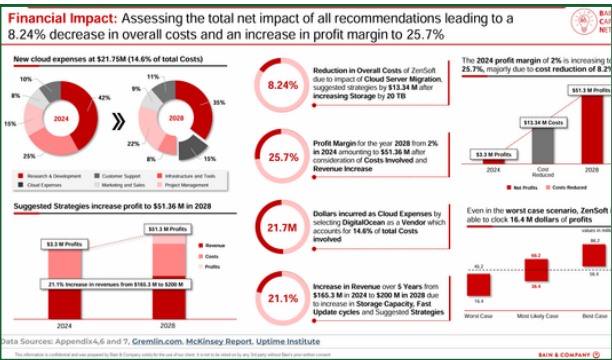
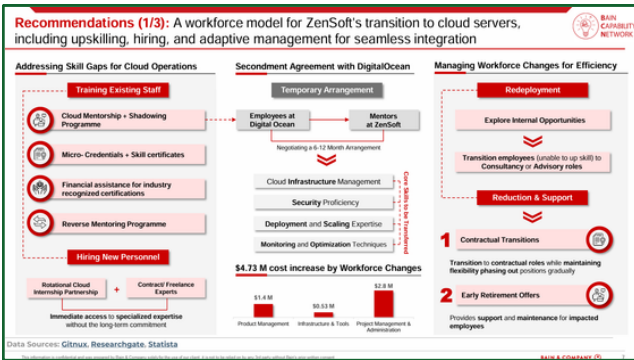
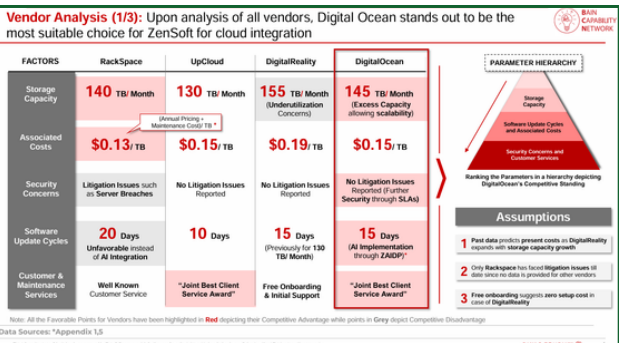
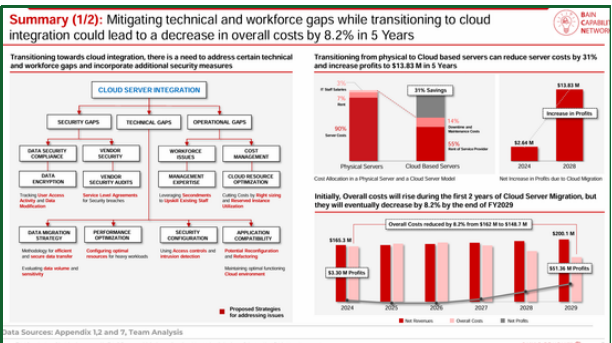
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BRAINWARS

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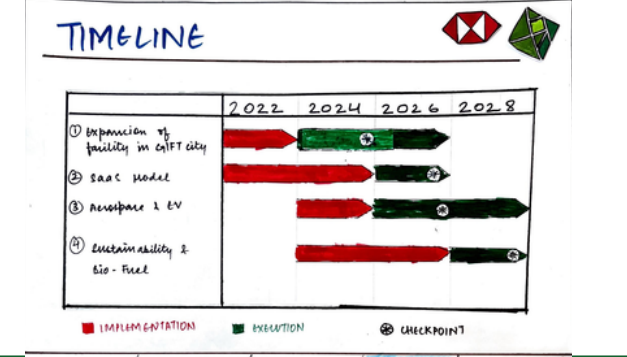
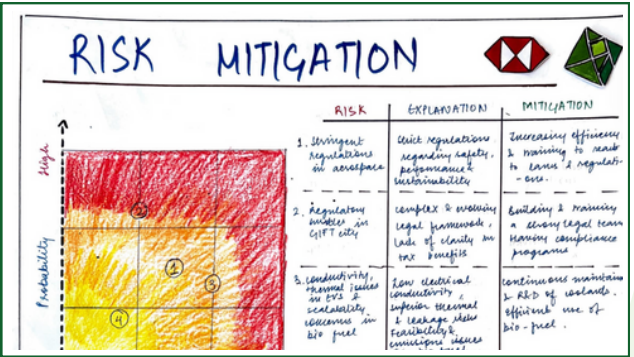
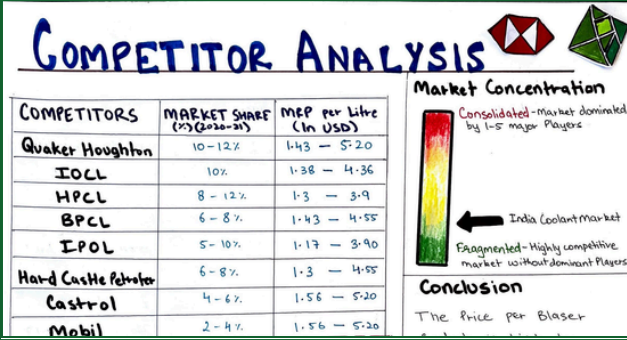
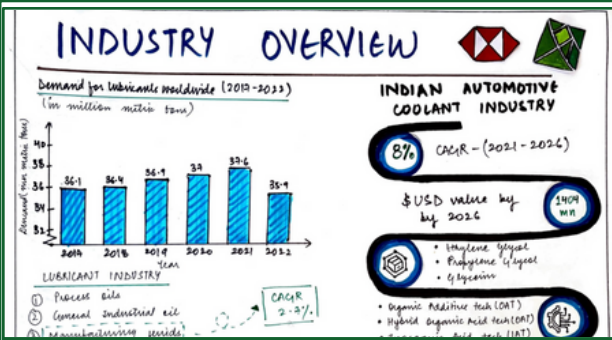
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OF HONG KONG

HSBC BUSINESS CASE
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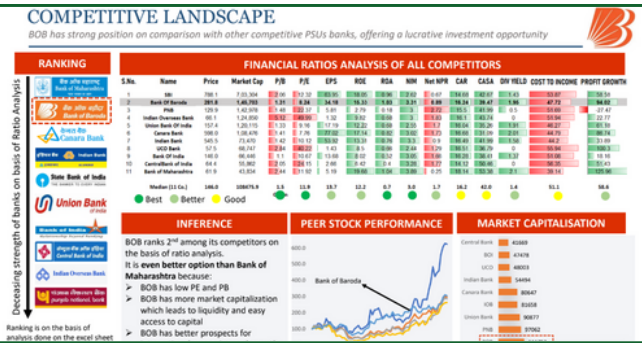
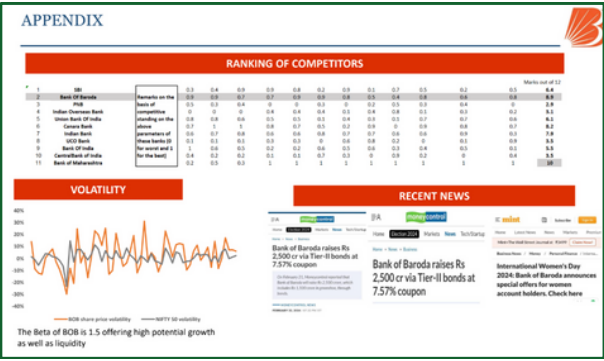
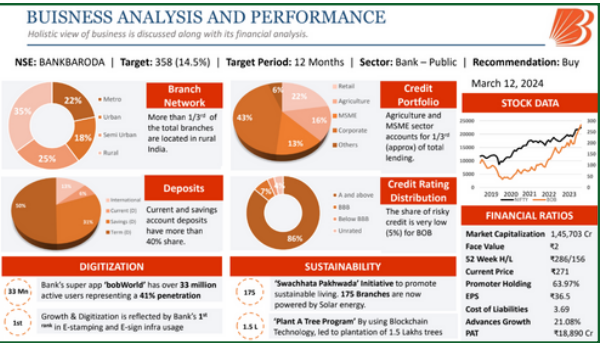
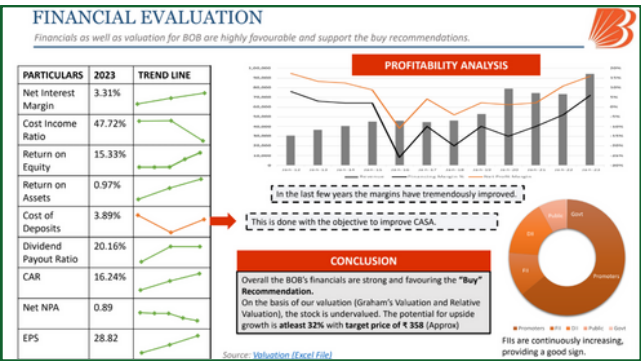
TEAM
THE BULLS

BANK OF BARODA &
ST. XAVER'S KOLKATA

BULL PEN

FINANCE

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| GLOBAL COMPETITIONS



TEAM ALPHA

HKU BUSINESS SCHOOL

GLOBAL IMPACT INVESTING CASE COMPETITION

FINANCE

FIRST

Team Alpha

Green Rebel : Towards a greener & healthier Asia

Bhavya Sood, Manvi Sheth, Mohika Sachdeva, Shivam Agarwal, Siddhant Garg

GROWTH IN PLANT-BASED MEATS MARKET

1) Expense towards packaged food is expected to increase sharply...

2) And customers are becoming ever-more conscious about health

3) Hence, the Indonesian population is turning to alternative meats...

4) And the industry will show robust growth in the next decade

EXECUTIVE SUMMARY

Green Rebel, a start-up working in the Indonesian Plant-based meats industry is the recommended impact investment proposition based on a comprehensive analysis of impact potential, market growth, company position and profitability

IMPACT: Multi-fold impact potential pertaining to environment, consumer health and empowerment of local producers; Plant-food, more than 10 times smaller carbon footprint

MARKET: Indonesian plant-based market CAGR: 36.8% (2018-20), rapidly changing urban lifestyles and increased social consciousness make the market very lucrative to enter

COMPANY: Green Rebel is a home-grown brand that couples local Asian flavors with a passion to drive tangible social impact, first-mover advantage and competitive edge confer a likelihood of a significant market share

GREEN REBEL: MEETING STRATEGIC IMPERATIVES AND READY TO SUCCEED

Through successful fulfillment of key strategic imperatives, Green Rebel establishes barriers to entry in the industry

Meeting Strategic Imperatives and erecting barrier to entries by

BRANDING AND CUSTOMER CAPTIVITY: Brand Positioning through effective channels as an ideal substitute to regular meat

LOCALIZED OFFERINGS: Creating offerings rooted in local Asian flavors to ensure mass appeal, reliability and superior taste

OFFLINE CHANNEL DOMINATION: Collaborations with restaurants and cafes along with plans to launch into mainstream retailers and premium supermarkets

Creating product differentiation through effective positioning

Establishing strong connect with the customer base

Securing shelf space in retail outlets to build brand awareness

MASSIVE NEED FOR IMPACT

Indonesians need plant-based meat individually and collectively as it can improve lives drastically

Rehman needs plant based meat...

And So Does Indonesia

WHY, WHAT HAPPENS IF THEY FIND AN ABLE PLANT BASED MEAT COMPANY?

Indonesia projected to produce more than 794 million tonnes of beef in 2025

2.143 billion metric tonnes of Co2 Emissions which is equal to emissions by 466 million passenger cars driven in a year OR 241 billion gallons of gasoline consumption OR 540 Coal Powered Power Plants in one year

VALUATION USING REVENUE MULTIPLES

Valuation Assumptions and explanations (Valuation was done using Revenue Multiples from precedent transactions)

COMPANIES UNDER CONSIDERATION

INDUSTRY CRITERIA: Growth Size Cost drivers

REVENUE MULTIPLE ESTIMATION

Revenue Generation from 2 channels: Partner Restaurants and stores, Online Channels

Revenue Projected

TEAM EDGE CONSULTING

COPENHAGEN BUSINESS SCHOOL

CBS CASE COMPETITION

MARKETING

FIRST

Executive Summary

Considerations: 75% Of Young Danes get their daily news through social media, 35% Of Danes U30 are willing to pay for online news content, Trailblazer Berlingske is at the forefront of digital innovation within modern media

Question: How can Berlingske evolve its digital offering to better engage and retain users aged 18-30, thereby reaching an additional 5 million Kroner in revenue within this segment by 2027?

Strategy: Berlingske PULSE, PULSE Points, PULSE Beyond

Impact: \$5.79M DKK Additional revenue generated by 2027, 2,100 New subscribers per month (under 30), 9,058 Average User visits (daily)

Various options were considered; however implementing a Personalised Journalist is the most effective solution

Personalised, Engaging, Innovative, Monetisable, Feasible, Overall

Implementing a Personalised Journalist is the most unique, engaging and feasible solution.

Berlingske's independent journalism and digital-first approach have earned a strong audience, but younger engagement remains an opportunity

Longstanding Reputation, Serving Diverse Audiences, Quality Journalism, Strong Digital Adaptability, Innovative Content Formats

Opportunities for Growth: Understand consumer needs and habits to increase engagement, Use insights to effectively adapt business model, increasing engagement

Pulse 5 is a hyper-personalised and efficient approach to bringing users the top 5 news stories tailored to users interests in just 5 minutes

Key Benefits: Audio-Visual Format, Personalisation, Bite-sized

Opportunity to better monetise Berlingske's Digital offerings via personalisation

Berlingske Offerings, Trends, Application to Berlingske

Swift Digital-First adoption, Standard productised offering, Pain point-driven pricing model, Applying other media channels

This technology has proven effectiveness in boosting engagement and enriching user experience in both media businesses and educational institutions

UNEEQ, THE TIMES

Questions answered by Einstein in his first two weeks, Increase in website traffic after launch, Of users would definitely speak to him again

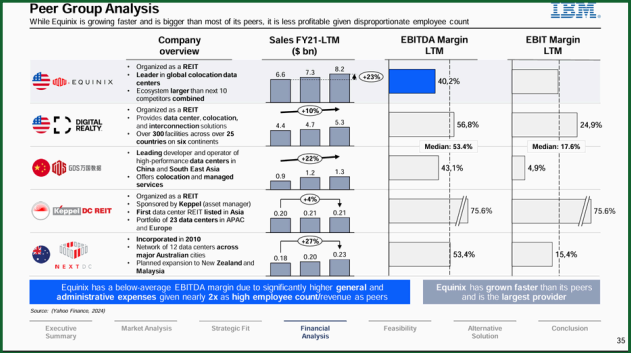
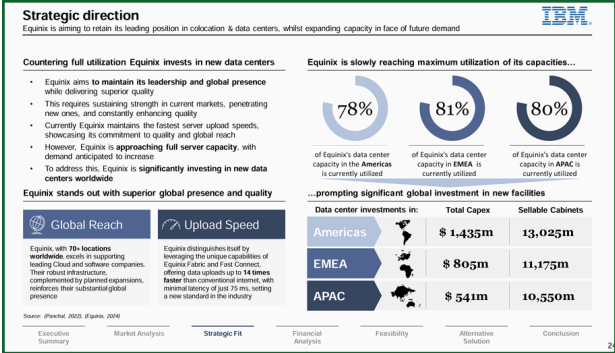
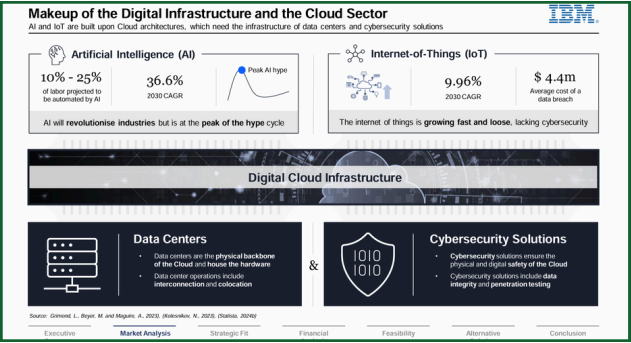
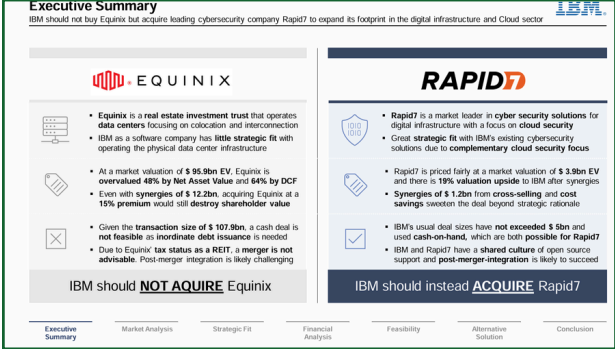
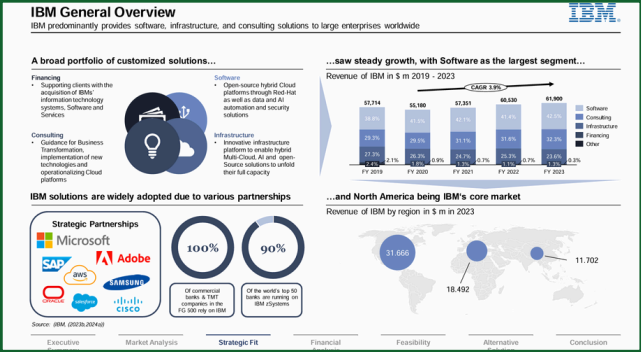
TEAM MOUNTAINS & ACCRETIONS

IFSA & HARVARD GSAS BUSINESS CLUB

GLOBAL CASE COMPETITION AT HARVARD

FINANCE

FIRST



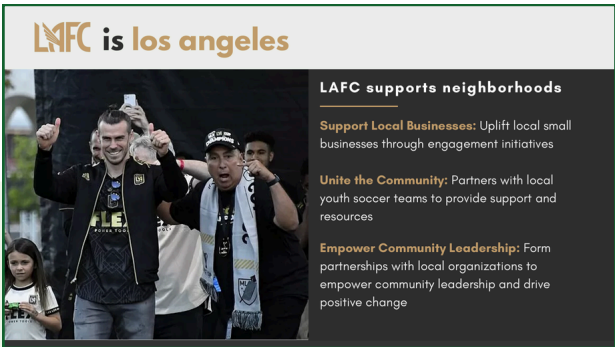
TEAM HARRISON COOREY

USC MARSHALL SCHOOL OF BUSINESS

MARSHALL INTERNATIONAL CASE COMPETITION

MARKETING

FIRST



ACKNOWLEDGEMENT

This guide would not have been possible without the efforts and outstanding achievements of these students who poured their energy into case competitions and generously contributed their insights.

TEAM NAME	COMPETITION	TEAM MEMBERS			
FANTASTIC 4	CONSILIUM 4.0	<u>SAMBHAV JAIN</u>	<u>NEELESH GUPTA</u>	<u>PARV ARORA</u>	<u>SAHIL KUMAR</u>
AMI SHRIVASTAVA	PRODUCT ARENA 1.0	<u>AMI SHRIVASTAVA</u>			
BIZWIZARDS	FAINCEPTION	<u>GIRISH AHUJA</u>	<u>SAMARTH AGGARWAL</u>		
COOKEDWEED	M&A CHAMPIONSHIP 2.0	<u>DAX RAVAL</u>	<u>GARV MAHAJAN</u>	<u>RAHUL BADERIA</u>	
BAHULYA	FINANCEONE	<u>CHARVI KOTHARI</u>	<u>JAIDEEP YADAV</u>	<u>MAHAK VERMA</u>	<u>MANNAT SAGAR</u>
CASHANOVA	IGNITE 4.0	<u>DEVAVRAT PANT</u>	<u>LAKSHIT SETH</u>	<u>SIDRA HUSSAIN</u>	

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CASE MAVERICKS	BUSINESS TANGENT	<u>AISHWARYA</u>	<u>DAX RAVAL</u>	<u>HARDIK JINDAL</u>	<u>NAMAN TALREJA</u>
BANARAS CONSULTING GROUP	CONSILIUM 4.0	<u>JAIDEEP YADAV</u>	<u>AVIK JAIN</u>	<u>SWASTI THUKRAL</u>	<u>SIDHARTH BATRA</u>
TEAM ELEVATE	ADVENT'24	<u>RAUNISH SINGH</u>	<u>SAARTHAK GARG</u>	<u>VANSHIKA BAKSHI</u>	
TRI-UMPHANT CONSULTING	ARMAGEDDON	<u>ISHAN ANAND</u>	<u>JYOTIKA MALHOTRA</u>	<u>PARTH KHANNA</u>	
TEAM RAGNAROK	PRODUCT INNOVATION	<u>AMOGH DOBRIYAL</u>	<u>SHITIZ DHAR</u>	<u>SHASHANKA SEKHAR SAHOO</u>	
TEAM CORIAN	PROD-A-VISTA	<u>AYATI ROHATGI</u>	<u>SHTAAKSHI SARASWAT</u>	<u>NIHITA RAJ</u>	

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TEAM FINCHADS	FYENERGY	<u>RAUNAK JUNEJA</u>	<u>AVIK JAIN</u>	<u>KARAMPAL SINGH</u>	
AVIKJAIN01	INNOVATORS LEAGUE	<u>KABIR UPNEJA</u>	<u>AVIK JAIN</u>	<u>RAUNAK JUNEJA</u>	
TEAM FINCHADS	RATATOUILLE	<u>KABIR UPNEJA</u>	<u>AVIK JAIN</u>	<u>RAUNAK JUNEJA</u>	
THE CAPITALISTS	FINERTIA 8.0	<u>HARSH CHAUDHARY</u>	<u>MANAV LAKHANI</u>	<u>DIPTO GHOSH</u>	
BIZWIZARDS	VRIDDHAN'24	<u>GIRISH AHUJA</u>	<u>SAMARTH AGGARWAL</u>		
TEAM ELEVATE	ECONOMICS OF CONFLICT	<u>SAARTHAK GARG</u>	<u>RAUNISH SINGH</u>	<u>ANJALI PAWAR</u>	

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TEAM LIAM PAYNE	METAMORPH	<u>AVIK JAIN</u>	<u>SIDHART BATRA</u>	<u>CHARVI KOTHARI</u>	
TEAM BIGDAWGS	PRODMAN CLUB	<u>KABIR UPNEJA</u>	<u>AVIK JAIN</u>	<u>ANANYA SHARMA</u>	
TANDONSID0910	SARVODAYA	<u>SIDDARTH TANDAN</u>	<u>ADITI SAWHNEY</u>		
MIXERS	PAWSITIVE IMPACT	<u>MANNAN MOURVI</u>	<u>VANDANA VAISHNAV</u>	<u>GAUTAM NAYAK</u>	
BULL CONSULTANTS	PITCH-IT- PERFECT	<u>ANSHAY GULATI</u>	<u>NAVYA GUPTA</u>	<u>AVI CHADHA</u>	
DHAM CONSULTANTS	ACE THE CASE	<u>AYUSH JAIN</u>	<u>DHRUV AGARWAL</u>	<u>MANVI GUPTA</u>	<u>HARIOM MISHRA</u>

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SDG PARTNERS	SKY QUEST	<u>DEV KHENANI</u>	<u>GUNGUN AGRAWAL</u>	<u>SAKSHAM BANSAL</u>	
TEAM CASE CLUB	HPCL POWER LAB	<u>AYUSH JAIN</u>	<u>DHRUV AGARWAL</u>	<u>SNEHA SAH</u>	<u>GUNGUN AGRAWAL</u>
-	EY CAFTA 24	<u>LAKSHAY CHHABRA</u>	<u>KUSHAL THAKUR</u>	<u>NAVYA SHARMA</u>	
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THE BULLS	BULL PEN	<u>AYUSH JAIN</u>	<u>DHRUV AGARWAL</u>		

MEET OUR TEAM

COMPENDIUM HEADS



BHUVAN JAIN



SAUMYA GARG

MEMBERS



SHUBHANSHI GOEL



GOURVI SINGH



DIVYANSH SHARMA



ADITYA BHAGAT



EVA SACHDEVA



ABHISHEK NAUTIYAL



PARAS SINGAL



KABIR RAUTELA



JASNOOR KAUR ARORA



ABHIMANYU MATHUR



MANIT KATHURIA



SHUBHANGI JAIN



PRABHNOOR KAUR



LAKSHAY GUPTA

NOTE OF THANKS

To all the driven learners and aspiring consultants who've made it through our Case Compendium—congratulations, and thank you!

We deeply appreciate you taking the time to engage with this comprehensive resource crafted by 180 Degrees Consulting, SGGSCC. Your commitment to learning and growth is truly inspiring and reflects the spirit of curiosity and excellence that this compendium was built upon.

Our goal was to create a practical and insightful guide that transcends textbooks—equipping you with real-world strategies, structured thinking, and a deeper understanding of case-solving. Whether you're preparing for competitions, interviews, or sharpening your problem-solving toolkit, we hope this compendium serves as a valuable asset in your journey.

Thank you once again for your support and enthusiasm. We're excited to be a part of your consulting journey—and we can't wait to see where your skills and ambition take you next.

With warm regards,
Team 180 Degrees Consulting, SGGSCC



180Degrees

C O N S U L T I N G

— S G G S C C —

