



ACAM SPRING 2024 LIVE CASE COMPETITION

POWERED BY:



AGENDA (PM ET)

12:00 - 12:05	IACBE INTRODUCTION
12:05 - 12:10	ABOUT THE COMPETITION
12:10 - 12:15	EXPERIENTIAL LEARNING & HIRING
12:15 - 12:25	**INDUSTRY PARTNER ANNOUNCEMENT**
12:25 - 12:30	EXAMPLE PROJECTS
12:30 - 12:50	ANY QUESTIONS?
12:50 - 1:00	REGISTRATION & NEXT STEPS!

COMPETITION COORDINATORS



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Co-Founder, CEO

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Vanessa St. Laurent
Chief of Staff

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COMPETITION ORGANIZER

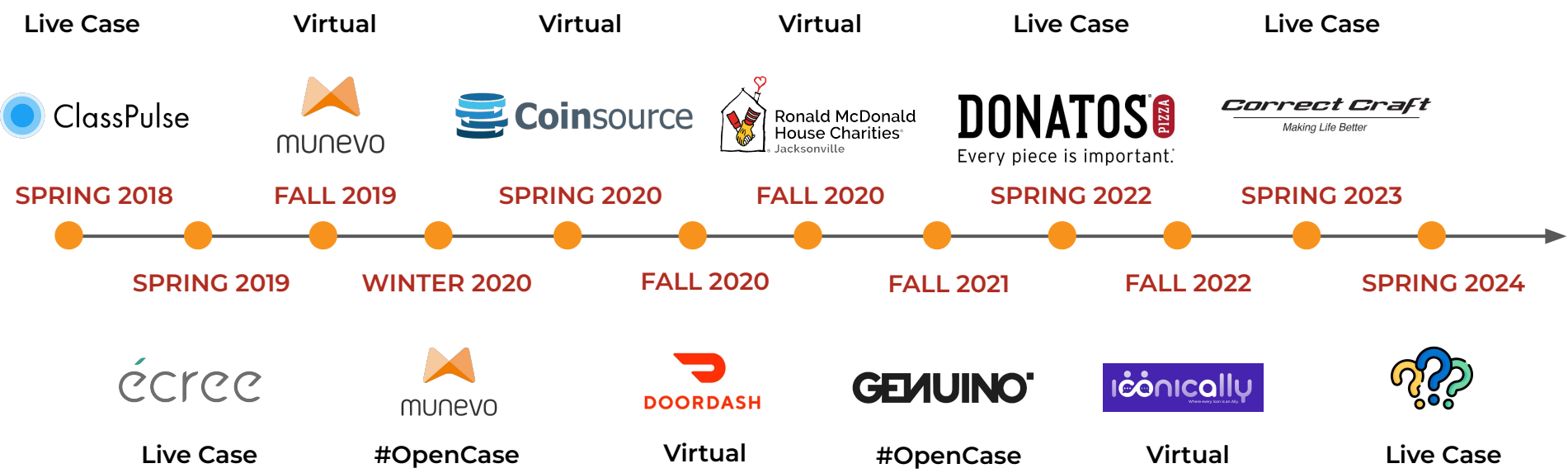
THE CUTTING EDGE BUSINESS SCHOOL ACCREDITOR

The International Accreditation Council for Business Education (IACBE) ensures academic quality at over 235 leading business schools around the globe. They host a special conference every year where they invite leadership from their community to network and learn more about best practices. The case competition is way to get students involved.

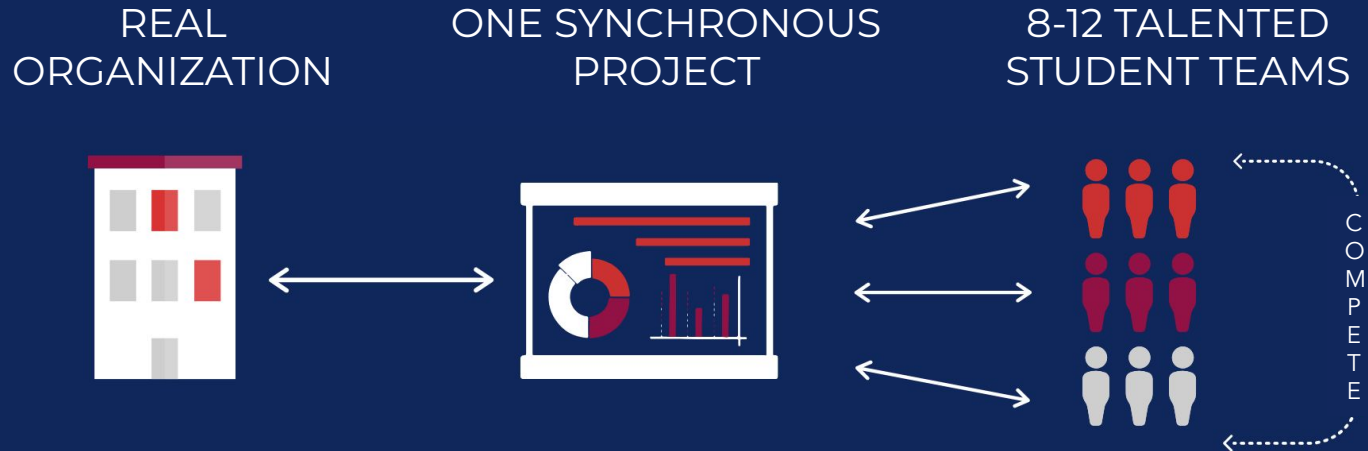
IACBE'S CASE COMPETITION

CapSource has been organizing the Live Case Competition since the Spring of 2018. Our mission was to enhance and grow the experience. We invite the best and brightest students from around the world to represent their school and think BIG about real company issues. They showcase their skills and compete to take home the grand prize: cash money and some real work experience they can use to launch their career!

7 YEARS OF CASE COMPETITIONS



What's a Live Case Competition?

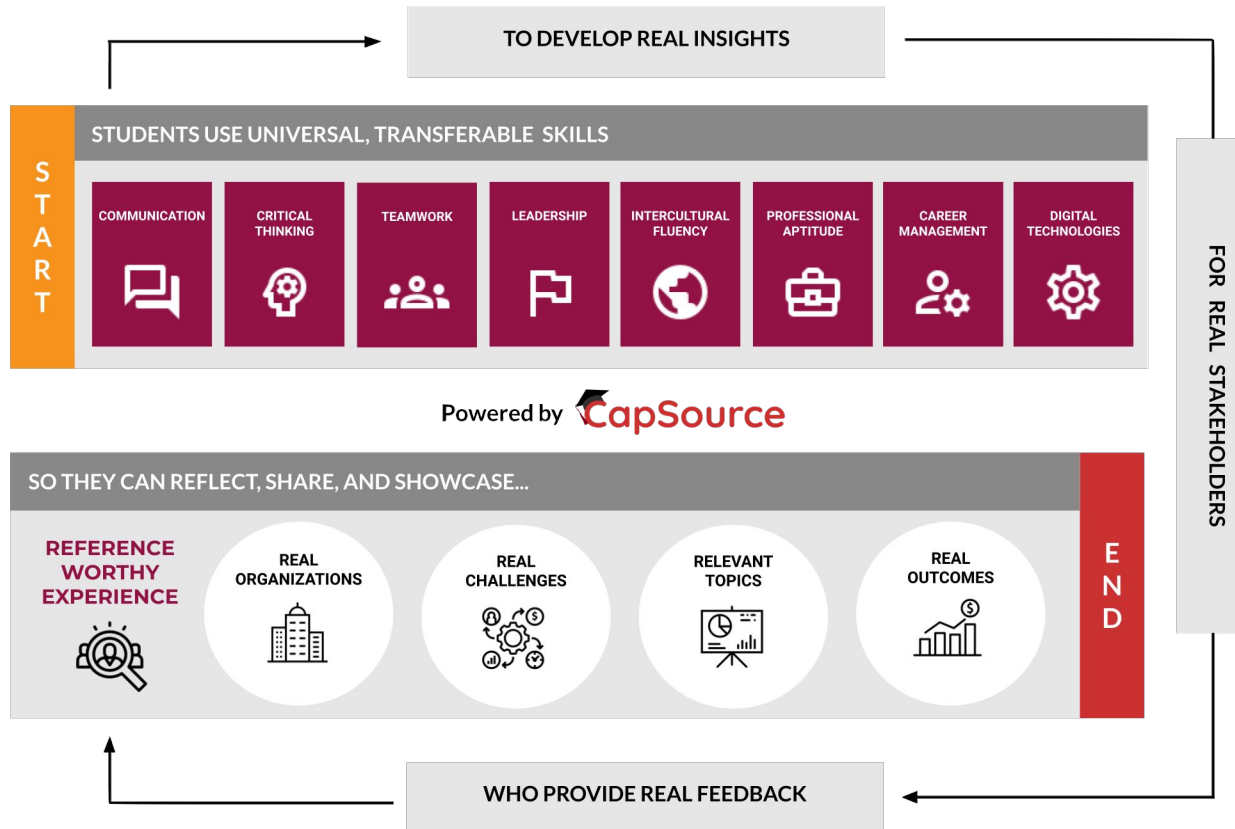


LIVE: Interactive & Current -- w/ Webinars, Q&A, and Deliverables

CASE: Real Challenge \Rightarrow Real Outcomes = Reference Worthy Experience

COMPETITION: Assessed by Exec Team, Academicians, and Business Leaders

INDUSTRY-INTEGRATED EXPERIENTIAL LEARNING

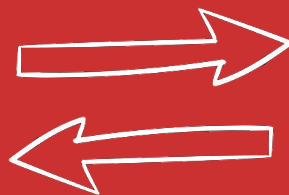


Learn More: <https://capsource.io/what-is-el/>

“THE EXPERIENTIAL BARGAIN”



TALENT



COMPANIES

EXPERIENTIAL LEARNING

THEORY APPLICATION

REAL PROJECTS, REAL STAKES

SKILLS DEVELOPMENT

NETWORKING & ROLE ALIGNMENT

REFERENCE-WORTHY EXPERIENCE



EXPERIENTIAL HIRING

FRESH IDEAS

COST EFFECTIVE SOLUTIONS

TALENT EVALUATION

CULTURE FIT

SELECT & RETAIN TOP TALENT

ENGAGE

CANDIDATES INTERESTED IN PROVING THEMSELVES THROUGH



CASES

+



PROJECTS

+



MENTORING

ASSESS

CANDIDATES AS THEY LEARN & SHOWCASE SKILLS

SOFT SKILLS



TECHNICAL SKILLS



CULTURE FIT



INTEGRATE

INSIGHTS



STRATEGIC
SOLUTIONS



CREATIVE
IDEAS

+

TOP-TALENT



QUALIFIED



PRODUCTIVE



THE ROLE OF ACADEMIC INSTITUTIONS IN THE EXPERIENTIAL BARGAIN

ORGANIZATION



Secure appropriate industry partners



Align with partner on collaboration goals



Agree on clear scope



Enroll, organize, and prepare students

FACILITATION



Ensure learning is prioritized



Ensure academic mentor is assigned



Clearly define and achieve teaching goals



Meet measurable learning objectives

ACCREDITATION



Recognize students for their work



Certify students are learning specific skills

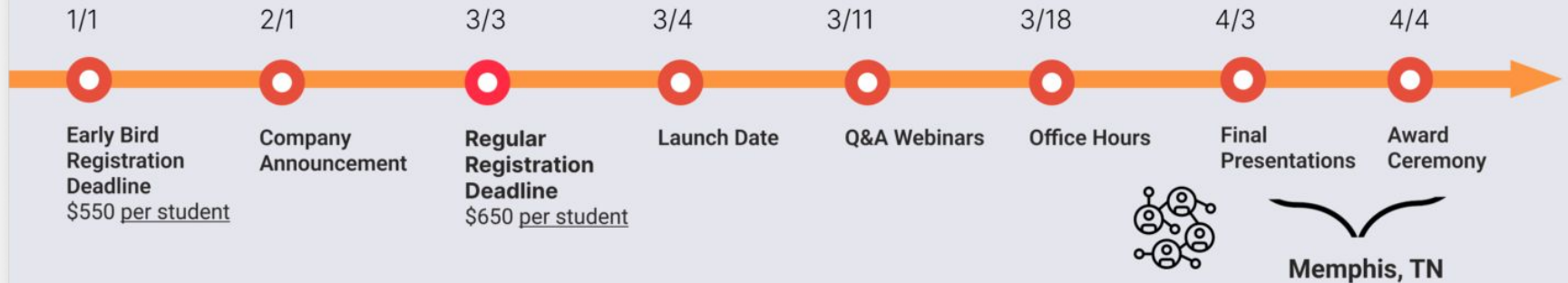


Align projects with program goals



Package experience as “reference worthy”

Spring 2024: ACAM Live Case Competition Timeline



Virtual Enrollment Available!

Pricing Discount of \$250 per student to enroll

DELIVERABLES & GRADING

Live 10-Min Presentation (+10-Mins Q&A)

70 Points

Argument
Case Feasibility
Company Feasibility
Research & Support
Structure
Professionalism
Creativity

Executive Email Memo (+appendix)

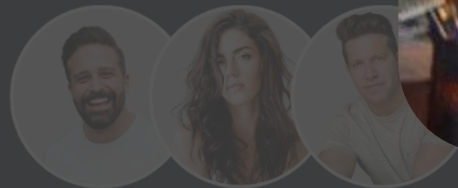
30 Points

Argument
Clear
Concise
Consistent
Professional

NOTE: Do not summarize the case.
Summarize your suggestions.

ANNOUNCING THIS YEAR'S FEATURED INDUSTRY PARTNER

We know
get atten
(and a lot of



learn more →



ANNOUNCING THIS YEAR'S FEATURED INDUSTRY PARTNER



1B +
MONTHLY
VIEWS

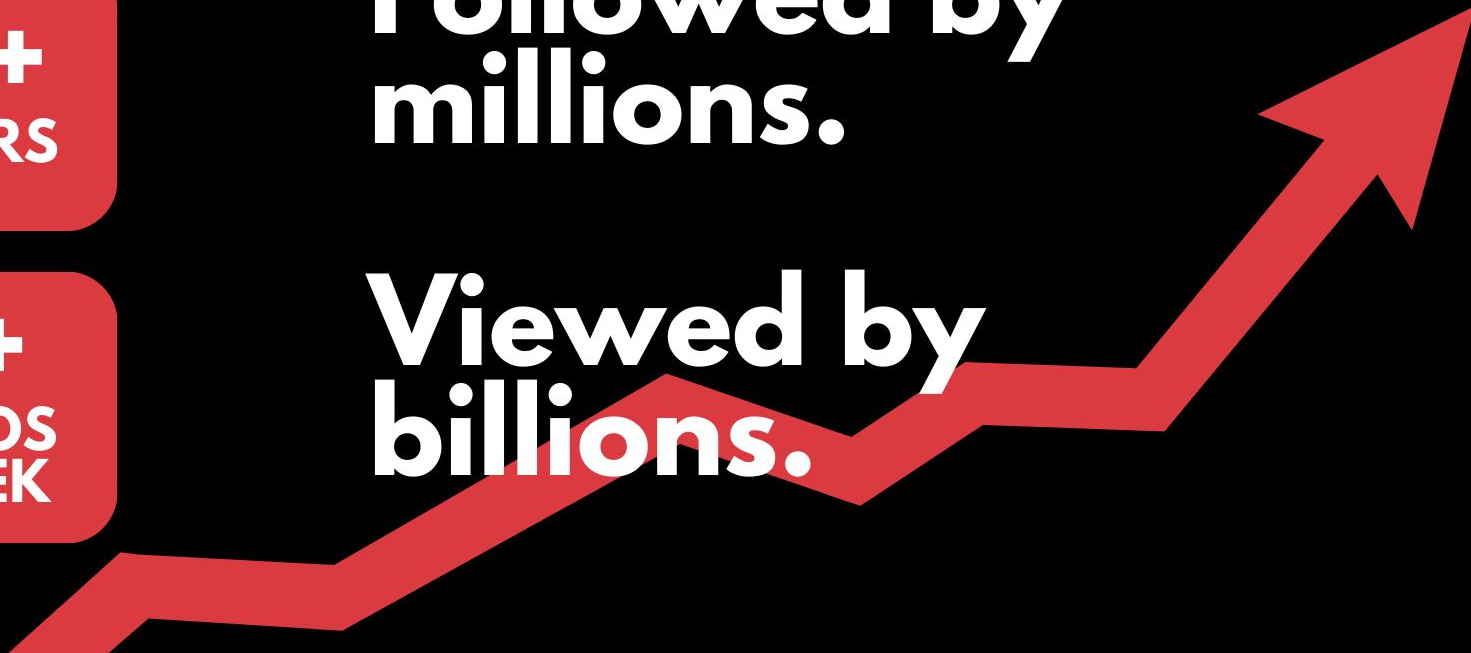
35M +
FOLLOWERS

100 +
NEW VIDEOS
EACH WEEK

viralish

**Followed by
millions.**

**Viewed by
billions.**



MEET THE *family*

viralish

END-TO-END, IN-HOUSE CONTENT CREATION
AND DISTRIBUTION GARNERING OVER
1 BILLION MONTHLY VIEWS.

viralishX

A MODERNIZED MARKETING SOLUTION
FOR BRANDS FOCUSED ON MASS-MARKET
VISIBILITY AND CULTURAL RELEVANCE.

viralishU

OUR TRAINING PROGRAM FOR TURNING
MOTIVATED ENTERTAINERS INTO TOP-
EARNING DIGITAL CREATORS.



OWNED CHANNELS

35,000,000
FOLLOWERS

Photo
Bombs

CRAZY MAGIC!

but would
you *eat* it?

viralish
COUPLES

couplegoals



COUPLES
CLIPS



RIDDLE
ME THIS

INTERNET
TAKEOVER
Wedding Edition

CleanCars



WWYD?

CREATIVE
WORLD

BINGE
CRINGE
THAT

SHE
TRIED

PRANK ME
LATER!

GLAM CAM

VIRAL
PRODUCTS

D-I-WHY?

street smarts

PRANK
CALLS

THAT ONE GIRL



Who We Work With



High-Visibility Brands

Our clients are the Fritos, Land Rover, Charmin, HP, AirHeads, David's Bridal, and Drumsticks of the world.

We specialize in brands looking for mass awareness, cultural relevance, and viral content marketing.



Agencies


With in-house creators, production, strategy, invoicing, reporting, and distribution, Viralish is a one-stop shop for agencies looking to streamline deal flow.



NETFLIX



Be seen beyond the platforms.


 **Rolling Stone** SUBSCRIBE

(SUB)CULTURE

Here's What's Really Going On With That Video of a Woman Breastfeeding a Cat

The internet is really loving its Karen content this holiday travel season

BY EJ DICKSON
DECEMBER 21, 2021




ALESSIAWAESANN/TIKTOK

THERE'S NOTHING THE internet loves more than
Subscribe today to get unlimited Rolling Stone access. [SEE MY OPTIONS](#)

 **Daily Mail** .com | Femail 77 


Man proposes to his girlfriend with an audio recording of her late father's voice - having asked for his 'blessing' just days before he died

By Kelsi Karruli For Dailymail.Com
Updated 06:14 EDT 12 Jul 2023

 Get App

yahoo!style


Kaitlyn Bristowe stuns in white corset before accidentally falling into pool: 'Lighthearted queen'



Ellie Spina
October 3, 2022 · 2 min read





LOUDWIRE NEWS | LISTS | GEAR FACTOR | NEW MUSIC | PLAYLISTS | WEEKLY Q & A | f




Philly Taps | Published November 16, 2021
YouTube: LITVEVO / TAPS | @loudwire

f SHARE Twitter TWIT

 **Play Lit** 
ON ANTIPOD MUSIC / UNIVERSAL (S&P)

Two members of the rock band **Lit** surprise a country singer covering their late '90s hit "**My Own Worst Enemy**" onstage in Nashville, Tenn., the rockers joining in on the tune to the delight of onlookers.

That's what's shown in a TikTok video that's gained nearly four million views since it was shared on Monday (Nov. 15) by artist and influencer **Adley Stump**. Lit singer A. Jay Popoff and his brother, guitarist Jeremy Popoff, politely stage-rush country singer **Eric Van Houten** on the outdoor stage at Nashville's Twelve Thirty Club while he's performing the song solo.



Watch the video down toward the bottom of this post.

The clip begins with the Popoffs watching Van Houten perform the song from behind him, standing along a fence that skirts the streetside performance space. Bystanders start to recognize the Lit members before they crash the performance and start playing along.

"This band hears THEIR song being played," onscreen captions narrate, "and are about to give the singer the SURPRISE of his life. People begin to RECOGNIZE them! They begin to CLIMB over the fence and SNEAK behind the singer ... [who] performs at this bar every week."

In the summer of 1999, "My Own Worst Enemy" was inescapable on rock radio. Two decades later, it

viralish

a creator education company

- ✓ remote training for new creators
- ✓ up to the minute algorithm insights
- ✓ interactive community for creators
- ✓ in-person training program
- ✓ certification program (coming soon)



STCKY
ONLINE COURSE

THANK YOU

viralish

Contact

Sarah Beth Seidel

sb@viralish.com

PREVIOUS COMPETITIONS

Propose a Go-to-Market Strategy for DoorDash's "Student Meal Plan of the Future"

400
REACH



Part 1: Deep Dive on Business Model and Technology



Part 2: Competitive and Industry Analysis on Student Dining Landscape



Part 3: Analyze Key Stakeholders & Go-To-Market Options



Part 4: Propose go-to-market options including actionable strategy

[CLICK HERE TO VIEW RESULTS](#)

Develop a Growth Strategy for Coinsource's New B2B Bitcoin ATM Platform as a Service Model

8
HIRES



Part 1: Explore Blockchain, Bitcoin, and Coinsource's Product & Business Model



Part 2: Analyze B2B Strategy



Part 3: Analyze Market Size, Segments, and Competitors



Part 4: Propose Coinsource's B2B Growth Strategy

[CLICK HERE TO VIEW RESULTS](#)

PREVIOUS COMPETITIONS

Help Correct Craft Optimize and Manage Risk Within Their Supply Chain

Correct Craft

Making Life Better



Part 1: Organizational Deep Dive: Demographics, Solution, Revenue, Competition



Part 2: Supply Chain Evaluation & ABA Industry Significance Analysis



Part 3: Exploring Correct Craft's Non-ABA Purchases



Part 4: Create a proposal Optimizing Vendor Onboarding for Supply Chain Excellence

[CLICK HERE TO VIEW RESULTS](#)

Crafting Gen Z Brand Strategy for Awareness & Relevance

DONATOS 



Part 1: Gen Z Marketing Plan for Donatos: Executive Memo



Part 2: Deep Dive on Donatos Pizza and the Pizza Restaurant Industry

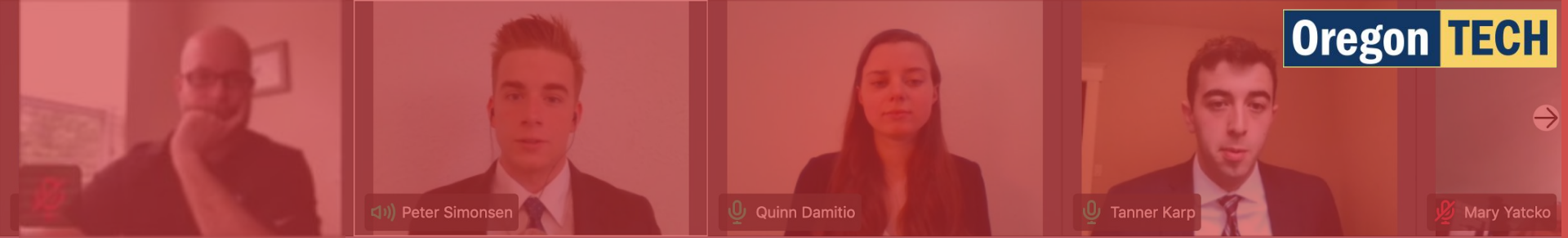


Part 3: Create a Prototype Marketing Strategy



Part 4: Analyze Donato's Industry, Competitors, and Target Market

[CLICK HERE TO VIEW RESULTS](#)



*DIRECTOR
Sales &
Marketing
DEREK MUHNEY*

Student Challenge:

*How should Coinsource go-to-market
with new B2B offering?*



AN EXAMPLE

Virtual, Synchronous
Experiential Learning

UNDERGRAD “LIVE CASE”

Students presenting
to Industry Partner

RESULTING IN:

A powerful go-to-market
strategy + 8 full-time hires

**View
Example**

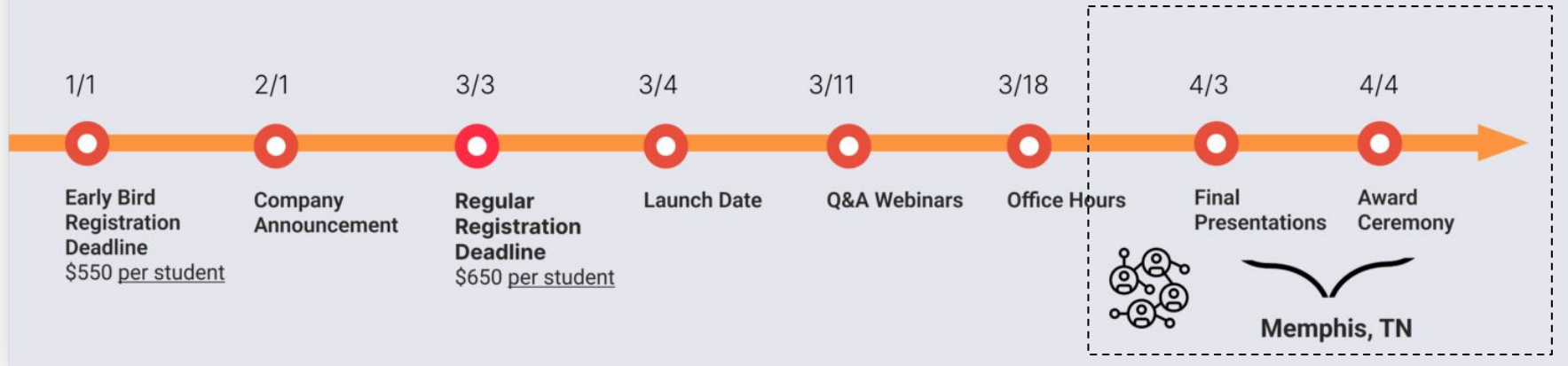
Host Company:



Coinsource
Map of User Concentrated Counties
Built with ArcGIS Business Analyst

TIMELINE

Spring 2024: ACAM Live Case Competition Timeline



Virtual Enrollment Available!

Pricing Discount of \$250 per student to enroll

ON-SITE EXPERIENCE!



**Peer-to-Peer
Networking**



**Keynote Speaking
Sessions**



**Industry
Sponsored Dinners**



**Unique Gifts
& Prizes**



**Founder
Talks**



**Cultural
Experiences**



**Corporate
Site Visits**



**Leadership
Development**



**Collaborative
Fitness**

PROUD COMPETITION REACH!



HOLY ANGEL
UNIVERSITY



KENTUCKY
WESLEYAN
COLLEGE



EXCELSIOR
COLLEGE



پوهنتون کاردان
KARDAN UNIVERSITY



Mounds View
HIGH SCHOOL
Mounds View Public Schools



SPRINGFIELD
COLLEGE



Baker
College

STEVENS
INSTITUTE OF TECHNOLOGY
THE INNOVATION UNIVERSITY



LYNN
UNIVERSITY



INTERNATIONAL MANAGEMENT INSTITUTE
BHUBANESWAR



INTERNATIONAL
COLLEGE
CAYMAN ISLANDS



HOLY ANGEL
UNIVERSITY



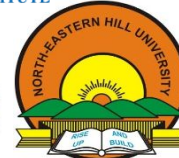
UNIVERSITY OF
GUAM
UNIBETSÉDÁT GUÁHAN



Chaminade
University



VIT
Vellore Institute of Technology
(Chartered by the University under section 3 of UGC Act, 1956)



UNIVERSITY OF
MARYLAND

BELHAVEN
UNIVERSITY



VANDERBILT
UNIVERSITY

Oregon
TECH

DEAN
COLLEGE
SCHOOL OF BUSINESS



WAYNESBURG
UNIVERSITY



COLLEGE OF THE
Holy Cross



SSM
Swiss School of Management



FISHER
COLLEGE



Massachusetts
Maritime
Academy



Gwynedd Mercy
University



PROUD COMPETITION REACH!

ANY QUESTIONS?



FAQ

Average Team Size?

2-4 Students!

Undergrad or Grad?

Both! Real-world competition

Type of Students/Studies?

Broad (mostly business)

What project topics?

Marketing, Finance, Strategy, Growth

Faculty advisors?

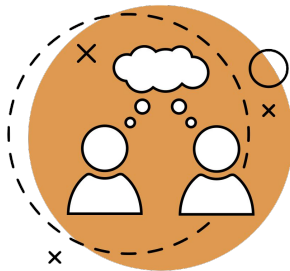
Encouraged, but not required!

Let's Build High-Impact Industry-Integrated Learning Programs

 **CapSource**, EXPERIENTIAL LEARNING MANAGEMENT SYSTEM



PROJECTS



CASES



MENTORSHIP



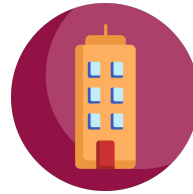
JOIN OUR GROWING “EDU-SYSTEM”



200+
**ACADEMIC
PARTNERS**



18,000+
**STUDENTS
& GRADS**



2000+
**INDUSTRY
PARTNERS**

ANY QUESTIONS?



Jordan Levy



Vanessa St. Laurent



Sarah Beth Seidel

COMPETITION REGISTRATION

<https://capsource.io/iacbe/>

Register Now!

Email*

First name*

Last name*

Contact Category*

☐ Educator

☐ Student

Finalize Registration and Proceed with Purchase!

See You In Memphis!

Dates: April 2-4, 2024 at the historic **Peabody Hotel** in Memphis, TN

Theme: Business Education: Transforming Minds, Transforming Futures

Keynote Speaker: [Dr. Tim Dasey](#), Education for an AI World

Excursion: Optional dinner riverboat tour Wednesday evening

Call for Proposals

- **Proposal Submission Deadline:** 11/120/24
- **Best Paper Competition Submission Deadline:** 1/8/24

Other Attractions

-Graceland, Civil Rights Museum, ghost tours

Registration opening by December 1, 2024.

Please visit jacbe.org/events.



IACBE CONFERENCE REGISTRATION

CALL FOR PROPOSALS

Submission deadline: November 30, 2023



**APRIL 2-4, 2024
MEMPHIS**

Conference Registration, Opening Soon!

CapSource Leadership



Jordan Levy
CEO



Ankush Manchanda
Product



Haider Khan
Engineering



Greg Ryan
Finance



Melody Tolentino
Partnerships



Valeria Ruiz
Marketing



Evan Stupak
Product Management



Julie Lim
Senior Design

Advisors



Donald Doane
Iconically
Education Technology



LD Metcalfe
William & Mary
Experiential Learning



Caleb Kyle
Accenture
Technology

Thank you, IACBE!

Advisors



Dr. Patrick Hafford
President



Cecilia Livengood
Chief Compliance and
Accreditation Officer



Dr. Laurie Yates
Accreditation Specialist



Kim Caedo
Director of Finance



Vanessa St. Laurent
Chief of Staff



Andrea Cummings
Operations and
Compliance
Coordinator



Harsh Erra
Manager, South Asia
Operations



THANK YOU

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EXPERIENTIAL LEARNING MADE EASY