

**Deloitte
National Undergraduate
Case Competition**

2025 OFFICIAL RULES

NO PURCHASE NECESSARY TO ENTER OR WIN.

The 2025 Deloitte National Undergraduate Case Competition (the “Competition”) is sponsored by Deloitte Consulting LLP (“Sponsor”). The Competition participants agree to be bound by these Official Rules and the decisions of Sponsor and the judges, which are binding and final on matters relating to this Competition. The Competition is subject to all applicable federal, state and local laws. Void where prohibited by law.

WHO MAY ENTER:

The Competition is open only to students who are:

- Enrolled in a full-time program at one (1) of the following participating universities;
 - Atlanta University Consortium
 - Boston College
 - Carnegie Mellon University
 - Cornell University
 - Duke University
 - Georgia Tech
 - Indiana University
 - Northwestern University
 - Pennsylvania State University
 - Rice University
 - University of Maryland
 - University of Michigan
 - University of North Carolina
 - University of Notre Dame
 - University of Virginia
 - Vanderbilt University
 - Virginia Tech
- Legal residents of the fifty (50) United States or the District of Columbia;
- Age 18 or older (if the age of majority in their jurisdiction is different than 18, they must be at least 18 and of the age of majority in their jurisdiction);
- In their freshman or sophomore year of study as of January 2025;
- Legally authorized to work in the United States without the need for employer sponsorship, now or at any time in the future and must be physically in the United States during the Competition; and
- Willing and able to participate in all aspects of the local and national case competitions in an in-person format.

This Competition is open to all majors/programs, however, a 3.2 GPA minimum is strongly preferred.

Current and former partners, principals or employees of Sponsor or its affiliates (other than summer associates) and federal, state and local government officials and employees, are not eligible to participate in the Competition.

COMPETITION OBJECTIVE:

The objective of the Competition is to examine a business case, consisting of a business challenge and give a presentation of solutions that demonstrates and showcases problem solving competencies for practical social impact challenges. The local competitions will occur between January 13 and February 14, 2025 and the national competition will take

place between March 20, 2025 and March 22, 2025. The local competition will be conducted in-person at the respective campus, and the national competition will be conducted in-person at Deloitte University in Westlake, TX (“DU”).

HOW TO PARTICIPATE:

Participants must form a team to participate in the Competition, as provided below in the section entitled “Teams.” Each team member must complete an application and by doing so signify agreement to these Official Rules by the local campus deadline. Participants can find and submit an individual application through the [Deloitte Event Portal](#). In addition each team must submit one Team Application (defined below and found on page 9) via email to their local campus recruiter (“**Campus Recruiter**”).

TEAMS:

TEAM COMPOSITION

- Each team must consist of four (4) full-time students, from the same university. An eligible individual may not participate in the Competition on more than one (1) team.
- If more than fourteen (14) team applications are received by Sponsor from any one university, Sponsor will select participating teams based on the below essay prompt and scoring guidelines:

ESSAY PROMPT:

- How will your team benefit from participating in this case competition?
- What unique perspectives will your team bring to this Competition through your collaboration?

TEAM APPLICATION SUBMISSION:

- Each team will submit one essay response (100 words or less) using the application found on page 9 herein (“**Team Application**”) to the Campus Recruiter via email by the local campus competition deadline (TBA).

APPLICATION ESSAY PROMPT SCORING GUIDELINES

Scoring:

The following criteria will be used by the Evaluation Panel (defined below) in scoring the responses received from each team.

Considerations for scoring:

Format and Structure

- Does the prompt response tell a convincing story that makes sense?
- Is there an underlying theme and message that is incorporated throughout the prompt?
- Are there any spelling, grammar, or other unnecessary errors?

Content and Perspective

- Does the team provide an insightful, well thought out response to the question at hand?
- Is the argument or perspective supported by relevant examples?
- Does the response incorporate examples specific to cognitive technology strategies?

Breadth of Response

- Does the response incorporate strong core business knowledge and understanding of a company’s strategy?
- Does the response suggest creative approaches for creating a successful millennial strategy?

Evaluation Panel:

The responses to the essay prompts will be reviewed by each local campus recruiting team consisting of Deloitte Principals, Managing Directors, Senior Managers, Managers, and Campus Recruiter(s) ("**Evaluation Panel**").

The selected teams chosen by the Evaluation Panel will be notified via email prior to the local competition kickoff.

LOCAL CASE COMPETITION

- A kick-off will be held by each campus in which the case competition will be presented and participating students may ask clarifying questions.
- Each team will receive one (1) version of the case materials when the case competition begins on their campus.
- Each team will be able to work on their presentation through a specified time that is announced during the kick-off.
- A final copy of the team's presentation is due to the local Campus Recruiter via email by 11:59pm on the deadline date each local Campus Recruiter provides their teams.
 - Late submissions will not be accepted.
 - No changes should be made to the presentation after submission to the Campus Recruiter
- Each team is expected to present its solution to the Evaluation Panel (as defined above) at a specific date and time that will be announced at the kick-off presentation. Teams will each have ten (10) minutes to present, followed by five (5) minutes of Q&A from the Evaluation Panel. Every team member must have a speaking role during the presentation.
- **If your team does not come prepared, your team will be at a serious disadvantage.**
- Other information which your team will receive in advance and should plan to bring with you include:
 - Copy of the case materials
 - Questions your team examined as they developed recommendations for the solution

EXTERNAL ASSISTANCE

- Each team will be assigned a Deloitte professional ("**Deloitte Advisor**") to advise them during the Competition.
- This interaction may be in the form of the Deloitte Advisor assisting with general strategies for the Competition, presentation skills feedback, formulating a plan to analyze data, suggestions around organization, presentation format, style of presentation, etc. The Deloitte Advisor is not allowed to provide support during a presentation.
- The teams are allowed to use any open source materials but will need to disclose the sources that they use in an appendix to their presentation. Team members may be allowed to utilize Deloitte resources on a case by case basis and all requests will need to be made through the team's Deloitte Advisor.
- Please see the following chart for specific guidelines applicable to all teams. Teams may use or refer to any sources not prohibited per the chart below:

EXTERNAL ASSISTANCE GUIDELINES FOR SELECTED TEAMS

	Guidelines	Prohibited Sources
<p><i>Before receiving the case</i></p> <p><i>*Date to be determined by respective university</i></p>	<p>In preparing your presentation, your team may use any publicly available reference sources/materials to do research before receiving the case.</p>	<ul style="list-style-type: none"> • N/A
<p><i>After receiving the case</i></p> <p><i>*Date to be determined by respective university</i></p>	<p>After receiving the case, coaching by faculty members, school staff, or contact with outside experts is expressly prohibited. This includes industry contacts. Deloitte Advisors will be available to discuss the Competition during the duration of the local case competition. You still may use any publicly available reference sources/materials to do research.</p>	<ul style="list-style-type: none"> • Any communications with any individuals outside of your teammates and Deloitte Advisor including: <ul style="list-style-type: none"> • Faculty • Industry experts

JUDGING:

Each team’s presentation will be evaluated by the Evaluation Panel in their sole discretion on the four (4) criteria as follows:

Content and Recommendations

- Uses metaphors and stories to capture the audience’s attention, build rapport, and make points memorable
- Examines issues from multiple angles, taking an unusual or insightful perspective
- Uses quantitative data and analysis appropriately and persuasively throughout the deliverable
- Provides detailed, authoritative evidence to support and enhance key ideas, including examples and anecdotes

Format and Structure

- Arranges main ideas in a sequence that makes sense, with clear connections between supporting data and ideas

- Expresses, and stays focused on, a clear, thematic key message throughout the deliverable
- Uses text and visuals on the slides together to develop and nuance a single key idea
- Uses a balanced, uncluttered layout on the slides that does not distract from the important ideas or messages

Style and Delivery

- Speakers' tone is consistently enthusiastic, confident, and professional
- Speakers demonstrate mastery of the team's deliverable content and key recommendations
- Transitions between presenters are logical, smooth, and well-timed
- Speakers' presence, dress, and behavior while others present is appropriate and not distracting

Question and Answer

- Responses answer the questions asked clearly, concisely and confidently
- Responses demonstrate the breadth/depth of thinking by the team, and use back-up data to support answers
- Respondents address questions they cannot answer with candor and professional judgment
- Respondents do not react defensively or blame team members (e.g., if an error or inconsistency is pointed out)

The Evaluation Panel's and Sponsor's decisions are final and binding on all matters.

WINNER NOTIFICATION:

One (1) team per campus will be chosen to advance to the National Case Competition. One (2) second place team per campus will also be chosen to win a prize (see "Prizes" section below). Local case competition winners will be notified at a specified date, time and location that will be announced at their local case competition kick-off presentation.

PRIZES (per team member):

- First Place Prize: Invitation to participate in the National Case Competition
- Second Place Prize: A virtual Coffee Chat with a Deloitte local Recruiting Lead from your respective campus

A potential winner will be disqualified if Sponsor determines, in its sole discretion that awarding a prize to such potential winner may violate professional standards to which Sponsor or its affiliates are subject. A potential winner must notify the Sponsor if accepting a prize would violate their employer's policies.

NATIONAL CASE COMPETITION

- The winning team from each local case competition will compete in person at DU in the national case competition between March 20, 2025 – March 22, 2025.
- Each member of the winning teams participating must be the same individuals that competed in the local case competition. No substitutes will be accepted. If a team member is unable to participate in the national case competition due to extenuating circumstances, the team may compete with three (3) team members.
- Each team will receive one (1) version of the case materials when the national case competition begins on March 20, 2025.
- Each team will be able to work on their presentation on March 20, 2025.
- Each team is expected to present its solution on March 21, 2025 to the Judges (as defined below) at DU. Teams will each have twenty (20) minutes to present, followed

by ten (10) minutes of Q&A from the Judges. Every team member must have a speaking role during the presentation.

- **If your team does not come prepared, your team will be at a serious disadvantage.**
- Other information which your team will receive in advance and should plan to bring with you include:
 - Copy of the case materials
 - Questions your team examined as they developed recommendations for the solution

EXTERNAL ASSISTANCE

- Teams may continue to consult with their Deloitte Advisor assigned during the local case competition.
- Competition participants are allowed to use any open source materials but will need to disclose the sources that they use in an appendix in their presentation. Team members may be allowed to utilize Deloitte resources on a case by case basis and all requests will need to be made through their Deloitte Advisor.

JUDGING:

Judges consist of Deloitte Principals, Partners, Managing Directors, Senior Managers, Managers (“**Judges**”).

Each team’s presentation will be evaluated by the Judges in their sole discretion by the same four (4) criteria listed above in the “Judging” section of the local case competition.

The Judges’ and Sponsor’s decisions are final and binding on all matters.

PRIZES (per team member):

- First Place Prize: US\$1,000
- Second Place Prize: US\$500
- Third Place Prize: US\$250

Sponsor will distribute the prize money through its accounting system upon execution of any required forms by each individual on the team. The winning teams may decide whether to receive individual checks from Sponsor or to have the winnings transferred to their respective universities for disbursement. *Please be aware that federal/IRS regulations will require additional information from any international student that wins prize money in the Competition. In some cases, an international student is not eligible to receive a monetary prize (dependent on visa type). If your team has any international team members, please take steps to ensure that money can be transferred appropriately to each member.*

A potential winner will be disqualified if Sponsor determines, in its sole discretion that awarding a prize to such potential winner may violate professional standards to which Sponsor or its affiliates are subject. A potential winner must notify the Sponsor if accepting a prize would violate their employer’s policies.

Prizes are awarded “as is” with no warranty or guarantee, either express or implied by Sponsor. Winner may not substitute, assign or transfer prize, but Sponsor reserves the right, at its sole discretion, to substitute prize of comparable or greater value. Each team member is solely responsible for any and all federal, state and local taxes (including any income and withholding taxes) that may be imposed upon the prize money paid to him or her.

CODE OF CONDUCT / HONOR CODE:

Professional behavior is expected. Each team is required to maintain the highest standards of integrity throughout the Competition. Any violation of the Official Rules or breaches of integrity will subject a team to immediate disqualification. In addition, teams are not permitted to bring outside alcohol to DU or consume alcohol for the duration of their stay at DU and anyone who consumes alcohol during the duration of their stay at DU will be disqualified, regardless of their age. The disqualification of any one team member will result in the entire team being disqualified.

DATA COLLECTION: All personal information submitted in relation to this Competition will be handled in accordance with the privacy policy of the Sponsor, which may be found at <https://www2.deloitte.com/us/en/legal/privacy.html>. Your personal information will only be used in connection with the Competition and as provided for in these Official Rules.

GENERAL CONDITIONS:

Released Parties (as defined below) are not responsible for any lost, late, incomplete, inaccurate, stolen, misdirected, undelivered, delayed or garbled entries or email; or for lost, interrupted or unavailable network, server, Internet Service Provider (ISP), website, Deloitte Event Portal, or other connections, availability or accessibility or miscommunications or failed computer, satellite, telephone or cable transmissions, lines, or technical failure or jumbled, scrambled, delayed, or misdirected transmissions or computer hardware or software malfunctions, failures or difficulties, or other errors or malfunctions of any kind whether human, mechanical, electronic, network typographical, printing or otherwise relating to or in connection with the Competition, including, without limitation, errors or malfunctions which may occur in connection with the administration of the Competition, the processing or judging of entries, the announcement of the prizes or in any Competition-related materials.

Released Parties are also not responsible for any incorrect or inaccurate information, whether caused by site users, tampering, hacking, or by any equipment or programming associated with or utilized in the Competition.

Released Parties are not responsible for injury or damage to participant's or to any other person's computer related to or resulting from participating in this Competition or downloading materials from or use of any website. Persons who tamper with or abuse any aspect of the Competition, website, as solely determined by Sponsor, will be disqualified.

Should any portion of the Competition be, in Sponsor's sole opinion, compromised by virus, worms, bugs, non-authorized human intervention or other causes, or in the event the Competition is unable to run as planned for any other reason, which, in the sole opinion of the Sponsor, corrupt or impair the administration, security, fairness or proper play, or submission of entries or comments, Sponsor reserves the right at its sole discretion to suspend, postpone or modify the Competition to address the impairment and resume the Competition in a manner that best conforms to the spirit of these Official Rules, or terminate the Competition and select the potential winners from all eligible, non-suspect entries received prior to action taken.

Participants, by participating, agree that that Deloitte LLP, Deloitte & Touche LLP, Deloitte Tax LLP, Deloitte Financial Advisory Services LLP, Deloitte Consulting LLP, Deloitte Transactions and Business Analytics LLP, Deloitte Services LP, Deloitte USA LLP, Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee ("**DTTL**"), and any and all DTTL associate and member firms, all their respective, past, present and future parent companies, subsidiaries, affiliates, divisions, related entities, joint venturers, subcontractors, agents,

attorneys, insurers, subrogees, co-insurers and reinsurers, all their respective, past, present and future officers, directors, employees, members, partners, principals, shareholders and owners, and all their respective heirs, executors, administrators, personal representatives, predecessors, successors, transferees and assigns (collectively, the "**Released Parties**") will have no liability whatsoever for, and shall be held harmless by participants against, any liability for any injuries, losses or damages of any kind, including death, to persons, or property resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the prize or participation in the Competition.

Each participant, by participating in the Competition, except where legally prohibited, grants permission to Sponsor and its designees to use his/her name, address (city and state), photograph, voice and/or other likeness and prize information for advertising, trade and promotional purposes, in any manner, without further compensation, in all media now known or hereafter discovered, worldwide, and on the Internet and world wide web, in perpetuity, without notice or review or approval.

In the event of a dispute regarding entries received from multiple users having the same e-mail account, the authorized subscriber of the e-mail account at the time of entry will be deemed to be the entrant and must comply with these rules. Authorized account subscriber is the natural person who is assigned the e-mail address by the Internet Service Provider (ISP), on-line service provider, or other organization responsible for assigning e-mail addresses by or on behalf of the Sponsor or any Released Party or recognized by the Sponsor or any Released Party.

GOVERNING LAW/DISPUTES:

By entering the Competition, participants agree that (i) any and all disputes shall be governed by the laws of the State of New York, USA to the extent permitted by law; (ii) any legal action or proceeding relating to the Competition shall be instituted in a state or federal court in New York City, New York, USA; and (iii) they will submit to the exclusive jurisdiction of, and agree that venue is proper in, these courts in any such action or proceeding, to the extent permitted by law.

WINNERS LIST:

Final winners' names will be available on the Deloitte National Undergraduate Case Competition website at www.deloitte.com/us/undergradcasecomp from March 28, 2025 – April 25, 2025 sometime after all the national case competition presentations are completed.

SPONSOR: Deloitte Consulting LP, 30 Rockefeller Plaza, New York, NY 10112.

