



## RSM STAR Case Competition 2018

*September 19, 2017*

Dear Sir/Madam,

On behalf of Rotterdam School of Management, Erasmus University, it is our great pleasure to send you this official invitation for participation in the RSM STAR Case Competition 2018 in Rotterdam, the Netherlands.

If you are not the one involved with case competitions at your university, could you please forward this letter to the right person?

The next case competition in Rotterdam will take place from **April 15<sup>th</sup> – 22<sup>nd</sup>, 2018**. We will do our utmost to bring this year's case competition to an even higher level than last years. During the case competition, real-life business cases are to be solved with a duration of 10 and 24 hours. In addition, a workshop on case solving will be organised.

And, of course, several social activities aimed at stimulating cross-cultural interactions, immersed in Rotterdam's culturally rich and business-orientated atmosphere will be part of the one-week program.

### **Application Rules**

A participating team should consist of 4 trained undergraduate students, pre-selected by their home university. There is a maximum of one first year student per team. In addition, the team must be accompanied by one faculty advisor.

We will bring twelve top-ranked teams together at our case competition to compete against each other. So, do you want your students to challenge themselves and to come up with creative and innovative ideas?

Do you want them to rise above their limits, then please check the following steps:

- We would like to receive a motivation letter (no more than one A4) including insights into the unique qualities/experience of your students, history of participation in previous case competitions plus significant results.  
Please send us this letter **before November 1, 2017**.
- On November 1, we will send you a case, which the optional participants must solve. The deadline for sending us the solved case is **November 15, 2017**.
- Our Case Society will examine this case, and we will choose the universities with the best responses to participate at our case competition. Decisions on the accepted universities are expected **on December 15, 2017**.
- After December 15, we will also send you our letter of commitment, which we would like you to return to us **at January 1, 2018 the latest**.

**Please send all documents to: [communication.casecompetition@rsmstar.nl](mailto:communication.casecompetition@rsmstar.nl)**



The participation fee for 2018 will be €1,750 per team, which includes the faculty advisor.

This fee covers the following:

- Accommodation for seven nights;
- Meals: breakfast, lunch and dinner;
- Social and academic activities;
- Transportation in the Netherlands, excluding transport from/to the airport.

Lastly, we would like to introduce Parthenon-EY as our main partner. Parthenon-EY is a merger between Parthenon Group, the former OC&C Strategy Consultants, and EY. Parthenon-EY is one of the leading Benelux strategy consultants with their office located in Rotterdam. Parthenon-EY advises top management from leading companies and institutions in Europe, US, Asia and Australia with their strategic topics. Parthenon-EY will provide all participants with training to bring their case-solving skills to an even higher level.



If you have any further questions, feel free to contact us through:  
[communication.casecompetition@rsmstar.nl](mailto:communication.casecompetition@rsmstar.nl).

In addition, you could also visit our Facebook page:  
[facebook.com/rsmstarcasecompetition/](https://facebook.com/rsmstarcasecompetition/) or our website: [rsmstar.nl/casecompetition](http://rsmstar.nl/casecompetition).

We are looking forward to welcoming your team at our RSM STAR Case Competition!

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'N.K.', written over a horizontal line.

Niek Kirchner  
*Chairman Case Competition Committee*

A handwritten signature in blue ink, appearing to read 'M.G.', written over a horizontal line.

Marc Gijsbers  
*Chairman 40<sup>th</sup> STAR board*