

AlphaSights (Hong Kong) Case Competition 2018

The AlphaSights Case Competition is held and sponsored by AlphaSights HK. This competition allows students to learn how to drive insight for a global client base of advisory firms, hedge funds, corporations, and private equity firms. The competition is intended to provide learning and skill building experience for students, and will encourage healthy competition, professionalism and interaction with senior leadership at AlphaSights. It will also provide students an opportunity to learn more about AlphaSights and potential career opportunities with the company. The competition is open to all currently enrolled, full-time undergraduate (year 2 or above only) and postgraduate students in the Hong Kong Universities. All majors and fields of study are encouraged to participate.

1. Benefits

Participation in the competition will provide students with following benefit:

- Learn how AlphaSights works with global advisories, investment and corporate clients, and understand the emerging knowable intelligence industry
- Opportunity to think creatively and enhance business research skills
- Chance to develop professional and demonstrate the ability to work in teams
- Finalist will interface with senior leadership at AlphaSights
- Members of the winning team will be offered cash prizes of HKD 10000, non-cash prizes: a trophy and certificate, and an invitation to One Day at AlphaSights

2. Overview

AlphaSights will provide a business problem resembling a typical project received by the company. Team will submit proposal in response to the case in order to be selected and considered a finalist team.

3. Timeline

- Competition Launch: 25 January 2018 9:00am (Thursday)
- Application Deadline: 25 February 2018 11:59pm (Sunday)
- Case Launch: 26 February 2018 (Monday)
- Case Proposal Deadline: 11 March 2018 11:59pm (Sunday)
- Finalists Announcement: 16 March 2018 (Friday)
- Finalist Presentations & Winner Announcement: **29 March 2018**

4. Finalist Team Selection

Finalist teams will be invited to AlphaSights HK and will be selected from all qualified entries by a panel of AlphaSights leaders based on the following criteria:

- Clarity of proposal and communication
- Clear conduction of appropriate research in approach to case
- Demonstrated critical thinking and understanding of client's needs
- Proposing a compelling slate of Advisors for client engagement
- Creative solutions and ideas

5. Judging Criteria & Scoring

Case will be judged by a panel of AlphaSights leaders based on the following criteria:

- Soundness and thoroughness of research content
- Demonstrated use of creative research in drawing conclusions
- Creativity and originality of insights presented
- Clarity and practicality of recommended Advisors
- Presentation and team dynamic skills

6. Team Rules & Regulations

- A. There is no cost to submit a case proposal.
- B. The competition is open to currently enrolled, both full-time undergraduate (year 2 or above) and postgraduate students in HK.
- C. Teams must be three to four students, one of whom will be the team contact person and team leader. Teams must be formed prior to application submission.
- D. Each student can only register as part of one team and all team members are allowed to enroll from multiple institution.
- E. Only participating students can complete casework.
- F. Each team is permitted to utilize an unlimited number of reference materials.
- G. Students with current or outstanding full-time offers of employment from AlphaSights at the time of application are not eligible to participate in competition, nor are current employees. Students may not receive any assistance or materials from current or former employees of AlphaSights.

- H. Teams must submit initial proposals in English to case.hk@alphasights.com no later than 11:59pm HKT on 11 March 2018. Confirmation receipt of the proposals will be sent to the team's contact person no later than noon HKT on 12 March 2018. If confirmation is not received, please contact case.hk@alphasights.com
- I. Finalist teams will be notified via email no later than 6:00pm HKT on 16 March 2018 and invited to AlphaSights' HK office for on-site presentations on 29 March 2018.
- J. Teams not selected as finalists will be notified before 20 March 2018.
- K. Finalist teams are selected after a review of qualifications and thus, substitutions are discouraged.
- L. When applying to the competition, please keep in mind of the finalist presentation dates.
- M. Finalists will receive presentations schedule and more details through email when event approaching.
- N. All judging decisions will be considered final and are at the sole discretion of AlphaSights.
- O. All products and information developed during the competition become the rightful property of AlphaSights Inc.
- P. All judging decision will be made on the Finalists' presentation date and winners will be announced after all presentations have been made and the panel of judges convenes.

Please combine resume from all members into one PDF file and submit your application to <https://goo.gl/forms/Hxb8sxNIgh7TQG3z1>