

# ASES & GUCS BUSINESS COMPETITION PROPOSAL

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October 19th, 2017



## GOALS

This year's aim is to ensure the Business Case Competition remains at the forefront of the business school's events. After the extraordinary expansion and success of the Case Competition in 2017, we hope to make some adjustments to improve the event based on previous feedback.

What students gained from last year's event:

- Increased employability skills through real-life experience of business presentations
- Networking opportunities and exposure with employers and alumni
- Opportunities for recruitment within ASBS from represented firms

The Adam Smith Business School emphasised the Business Case Competition as a unique way it provides students with opportunities to gain experience and network.



## EMPLOYABILITY & NETWORKING

By capitalising on the potential scope of this event we can offer a fantastic opportunity for the ASBS to showcase its students' abilities, for employers to have direct access to these exceptional students, and engage alumni.





# COMPETITION OUTLINE

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## COMPETITION DAY

Based on last year's schedule and feedback, we believe that this model worked extremely well.

"The organisation of the event was top draw. Timings were never off and everything from the coffee to the speakers seemed to be taken care of." - Matthew Harrison, Deloitte Judge

"I would be delighted either personally or have delegated the honour of being involved again, if you will have us!" - Andrew MacQueen, Capco Judge

There will be slight adjustments to adjust to increasing the participation to 12 teams, however this is only an arrangement change for rooms needed, not the timetable.

08:30- Contestants arrive, breakfast and welcome

09:00- Teams 1 & 2 start case

09:15- Teams 3 & 4 start case

09:30- Teams 5 & 6 start case

09:45- Teams 7 & 8 start case

12:00- Teams 1 & 2 present

12:15- Teams 3 & 4 present

12:30- Teams 5 & 6 present

12:45- Teams 7 & 8 present

13:00 - 13:45 Lunch

13:45 -14:15 Judges deliberate & first round winners announced

14:15 - 15:45 Move to Hilton

16:00 - 16:30 Welcome

16:30 - 18:30 Teams present

18:30 - 19:00 Judges deliberate

19:00 - 19:15 Winners announced

19:15 Reception begins followed by networking and dinner

# KEY SKILLS

Throughout the day students must draw from numerous skills needed to succeed in the business world. Most importantly they will be exposed to team-working under stressful circumstances, delivering on a tight deadline and presenting to both small and large audiences.



**Matthew Harrison, the judge representing Deloitte commented:**  
“The competition provided an excellent platform for applicants to demonstrate thorough planning, teamwork, facilitation & presentation skills, personality & creativity, feedback implementation, and using business case content. In terms of taking students out of their comfort zone and asking them to adapt to different situations, the competition gave them excellent preparation for what real life consultancy work often looks like.”

**Susan Patterson, the judge representing Morgan Stanley commented:**

“I was very impressed with the effort and dedication of the graduates. It tested not only their presentation and analytical skills but also showed how they were able to plan to allow them to best use the limited time that was available to them, work under pressure and to set deadlines, and also to work effectively in a team. All skills that we look for not only in graduates but from anyone who applies for a role. These are skills that will be useful throughout their careers.”





# COMPETITION OUTLINE

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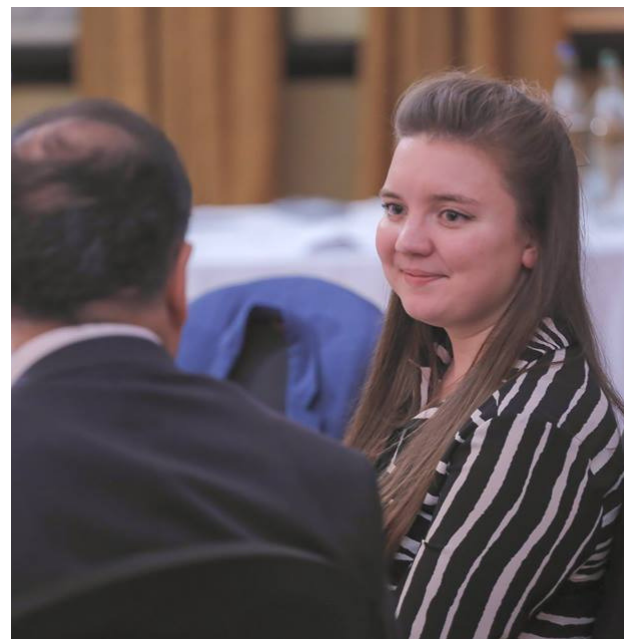
## APPLICATIONS

Apply as a group of 4 (any year or degree discipline, mixed sex groups will be encouraged but not compulsory)

- CV, general information questions (for example, year, degree)

Try-outs: When applications are opened, a short, simple, creative case will be publicly published. Teams will have 2-3 weeks to complete their application, including the case. The case will require a short 5 minute presentation. Teams will have 5 minutes to present to the coordinators and organisers of the competition.

The purpose of this change is to allow students to more effectively demonstrate their skills that are not easily emphasised in a paper application (public speaking skills, presentation, creative thinking)





# COMPETITION OUTLINE

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## FOR ACCEPTED TEAMS

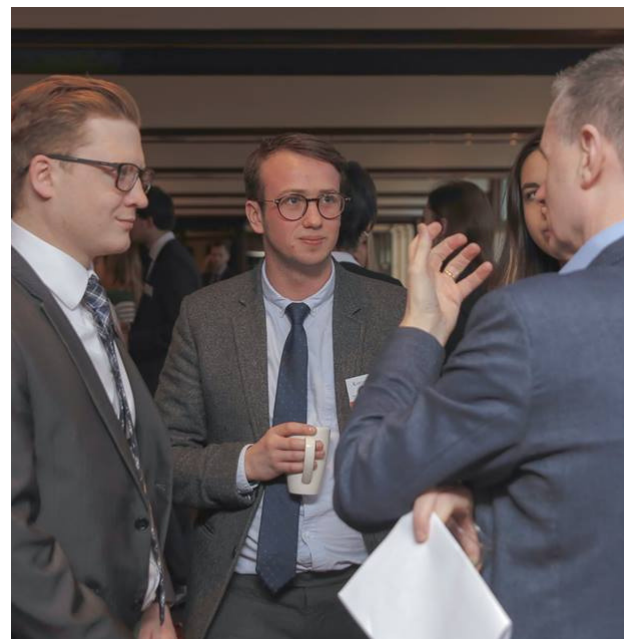
Compulsory public speaking seminar:

- Host to be determined, January 23rd (approx)
- Required for all teams admitted into the competition
- At this point written feedback will also be given on teams application case.

Compulsory information seminar:

- Will give an outline of the competition, tips for teams in the week before the event.
- Mandatory attendance required for all teams

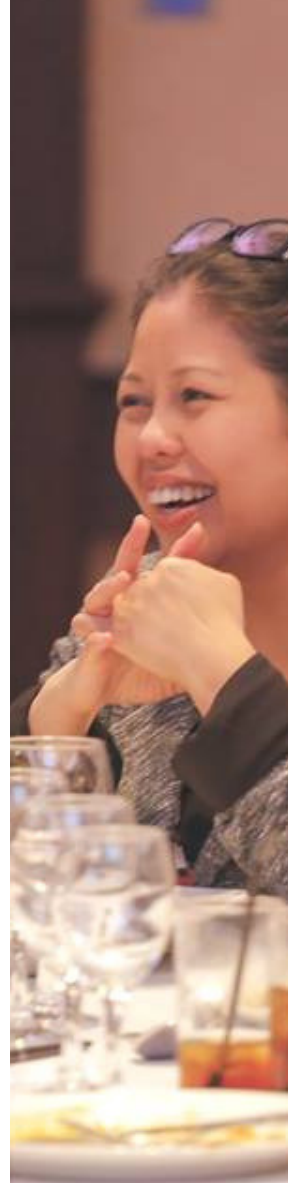
These seminars help teams prepare for the competition and participants appreciated the feedback and information prior to the competition



# ALUMNI ENGAGEMENT

The University's commitment to Alumni engagement can be continued through the Business Case Competition. By continuing the competition format to include a cocktail reception and dinner, the ASBS can once again extend invitations to its alumni network.

"It was an absolute pleasure to attend the event, I was extremely impressed with the professionalism, self-confidence and enthusiasm of each of the groups presenting the case studies. The organisational team was also superb in making the evening run extremely smoothly and I thoroughly enjoyed meeting each one of them. It was also great to mix with fellow alumni and meet new contacts."- Nicola Ellis, Alumni Guest



# ADDITIONAL ORGANISATIONAL STRUCTURE

Like last year, we will be relying on student volunteers to assist in the organisational and oversight components of the Case Competition during the day. We will have a volunteer per team to ensure that each team abides by the rules as well as managing the time for the team and bringing them to their presentations when required. There will be a lead volunteer that oversees team-volunteers. The lead volunteer will be able to help if there are any issues during the day.



## STUDENT INVOLVEMENT

Reflecting on last year's organisational structure, we intend to expand the organising body to include a logistics coordinator (coordinating timetables, Hilton details), engagement director (specifically to promote the event and increase student engagement), and possibly one more director. This intends to provide more students with the opportunity to plan an event of this scale, while also relieving some of the burden from the coordinators. This sub-committee will be guided by the coordinators and will work collaboratively with the coordinators and other parties.

## MARKETING & ENGAGEMENT CHANGES

The coordinators are hoping to spread information and buzz about the competition to more students and at an earlier date. Our promotion began in Freshers Week, handing out flyers, speaking to students, and most importantly, speaking at inductions. Throughout autumn, all society events will include quick information shout outs about the competition, we will maintain active social media campaigns and have information displayed on the Business School TV Screens.

The application process (tryouts) will likely increase the number of 1st and 2nd years accepted into the competition, because there will be an increased emphasis on demonstrating creative thinking and public speaking skills, rather than acceptance based solely on an excellent CV (which is biased towards Honours students).

## PSP & CoSS Employability

For the first time, we are partnering with Alec Pearson and his Professional Skills Programme team and Dickon Copsey (College of Social Sciences Employability Officer) to present two awards-PSP Leadership Award (individual) and PSP Team Award.

Dickon, Alec and PSP assistants will sit in the room with the competition teams overseeing the teams' preparation for the presentation, based on which they will allocate the PSP Leadership Award Team Award respectively.

We believe that this partnership will highlight the importance of the teams' employability skills development. It will also increase the strength of the relationship between College of Social Sciences Employability Programme and student societies.



# KEY CHANGES

BASED ON FEEDBACK AND EXPERIENCE

Given the popularity of the event (160 student applications) the coordinators propose increasing the teams from 8 to 12 in the first round. The final presentations at the Hilton Hotel would decrease to 3 teams. The decrease in final presentations were in response to feedback commenting on the length in which the audience sits to watch the final presentations. Additionally, this will increase the competitive nature of the event. The organisers are anticipating an increase in team applications this year (as a response to the success and coverage of last years event, and increased marketing plans for future). This increase to 12 teams will make entry into the final round more competitive while also allowing more engagement with the event.

Additionally, we would like to add some audience engagement during the final presentations and GSP/employability engagement throughout the day. More specifically, we will have audiences vote on 'Best Speaker' and other categories. These votes will not contribute to the winning team, but will be recognized as individual prizes and announcements. We are hoping to include a member of alumni on the judging panel. There is also discussion about the case being provided by a company that focuses on a real world problem, and students presentations would focus on providing a solution.



## BUDGET

Given the popularity of the event, the coordinators expect an increase in costs for the next Case Competition.

Hilton (3 Course Dinner, Drinks, Venue Hire, Canapes) for 160	£8698
Lunch & Breakfast (Uni Catering)	£875
Videographer	£1100
PSP/Employability Partnership	£900
Total	£11,573

# Summary

The ASES & GUCS Business Case Competition is a unique event that provides students with the exceptional opportunity to compete in teams on business cases, use creative thinking skills, analytical skills, apply knowledge from their courses, publicly present to panels of academic and corporate judges, and network with alumni. It has seen tremendous growth within two years, and moving forward the organisers aim to increase to prominence, professionalism, competitiveness and engagement of the Case Competition. The Adam Smith Business School is a key supporter in this endeavour. The collaboration between ASES, GUCS, and the ASBS not only legitimises the competition, but shows the Business School's value of student participation, engagement and opportunities. The Co-Coordinator's aim to make the 2018 competition better than ever by driving early student engagement and learning from previous year's feedback.



# GUTIC

GLASGOW UNIVERSITY TRADING AND INVESTMENT CLUB

SINCE  2009

## LONDON BANKING TOUR

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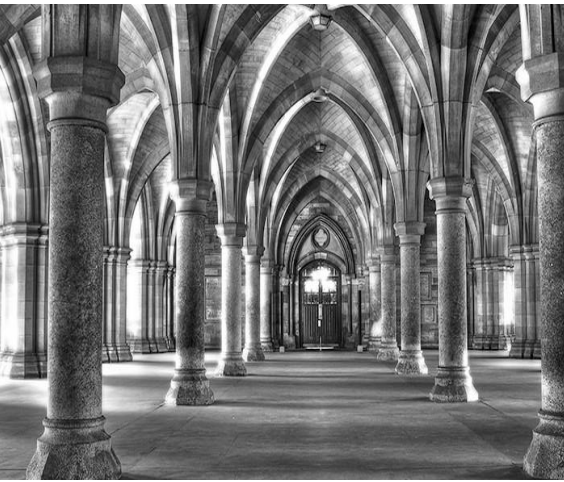
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## Who we are

We are Glasgow University Trading and Investment club (GUTIC), the largest finance society at the University of Glasgow. Since its inception in 2009, GUTIC has evolved from a trading club to a more diverse society by broadening our remit towards the financial services industry as a whole.

**Our mission** is to act as a bridge between students and financial institutions, by giving students the opportunity to meet professionals and like-minded individuals. We achieve this by pursuing **high quality partnerships** with organisations who are willing to share their experience and knowledge to benefit our members.

## Our three core commitments

### Bridging the gap between employers and students

We organise events where students have the opportunity to meet and network with representatives from a variety of financial institutions to strengthen the connection between ambitious students and potential employers.

We **support our members** through their application processes at varying stages of springs weeks, internships, and graduate job opportunities. International students and those pursuing non-finance related degrees benefit greatly from the expertise and help we provide on our social media platforms. Members further benefit from the advice provided by more **experienced postgraduate students** who are already well-versed in the UK finance sector.

### Community and inclusivity

Our aim is to prepare students for professional environments, help them achieve their aspirations and give them plenty of opportunities to extend their professional networks. Beyond that, we have always excelled at fostering meaningful relationships within the society, as evidenced by the extensive amount of alumni that we are still in contact with. This is coherent with our objective of bridging the gap between employers and students, as our members can draw on our alumni for support.

Through these relationships we **develop students' soft skills**, providing them with the tools they need to develop the skill sets to connect with clients at future workplaces, be strong team players and to recognise their own strengths and weaknesses. GUTIC is a **diverse community** and today more than one third of all members are female, studying everything from biochemistry to aerospace systems.

### Education and excellence

Through regular workshops, recruitment events and networking events we provide our members with a wide range of extracurricular learning opportunities. We encourage students to achieve excellence, both academically and in their professional ambitions by spurring them to step outside their comfort zone and participate in events where they are able to improve skills such as public speaking, teamwork, communication and research.

GUTIC members have in the past been successful in securing offers from firms such as J.P. Morgan, Barclays, Goldman Sachs and HSBC among many other organisations. We are committed to helping future students **achieve excellence** and are convinced that many more will be able to secure insight schemes, internships and graduate opportunities with our guidance.



The typical format of a London Banking Tour visit is a one to two hour seminar comprising of a description of the ethos and inner workings of your institution, followed by how to tailor one's application in accordance to your organisation's future needs followed by how to tailor one's application in to stand out in a competitive industry, and finally a Q&A session and/or networking with recent graduates.

## What the banking tour offers your organisation

### Ambitious participants

We ask our applicants to demonstrate their commitment and interest in the finance industry through essay questions in the selection process. The applicants are then selected based on their merit, while also taking their other achievements, degree path and year of study into account. The **selected participants** are those students who qualify as the **brightest and most influential** for their respective degree disciplines and year of study.

### Reach

The London Banking Tour is an excellent opportunity for your institution to **network and connect** with talented and highly motivated students. As one of the largest societies at the University of Glasgow, we are able to provide your organisation with **direct access** to a large number of students, passionate about the financial industry, from **diverse backgrounds** and degree disciplines. We are able to promote your organisation's opportunities within our society and the wider university of 25,000 students.

### Future collaboration

The London Banking Tour is a great way to encourage future recruitment fairs and events at the University of Glasgow. We would be delighted to discuss the possibility of speaker events, panel discussions, FinTech and Women in Finance forums. These events are public to all students and have in the past been successful at the University of Glasgow.

The London Banking Tour has been a great success in previous years and we aim to maintain this high standard. Previous participants of the London Banking Tour include Barclays, Goldman Sachs, Coutts, Morgan Stanley and several more. Most students are interested in a variety of roles within the financial industry and the London Banking Tour provides an excellent insight into the diverse range of roles available.

**240**  
**ACTIVE**  
**MEMBERS**



FOUNDED 2009

## Investment Fund

We will continue growing our newly established investment fund to put the club in a prominent position among some of the top finance societies in the United Kingdom.

## Stock Pitching Event

A competition for anyone interested in finance, giving students the opportunity to analyse and pitch a stock in front of a panel of judges. The event is open to all years and degrees, from beginners to intermediates.

## London Banking Tour

The London Banking Tour offers a number of carefully selected students the opportunity of visiting London to learn about finance from some of the very best in the industry.

## Edinburgh Corporate Tour

The latest addition to our events calendar, the Edinburgh Corporate Tour offers students a chance to visit a variety of institutions in the largest financial city in the United Kingdom outside of London.

## Scottish Economic Conference

The Scottish Economic Conference is an initiative led by students from the universities of Glasgow, Edinburgh, St. Andrews, Aberdeen, Dundee, and Heriot-Watt. GUTIC is proud to co-host the event in Glasgow in 2019.

## Workshops

Throughout the academic year, GUTIC hosts a number of workshops to improve our members' employability. These range from mock assessment centres to CV workshops, all offering student led feedback.

## Speaker Series

We will be continuing our speaker series that will run throughout the entire academic year, where we invite professional speakers and students to share and discuss their expertise with our members.



## GUTIC IN NUMBERS

- Over 1/3 of all members female
- 1/3 of the board is female
- One of the largest finance societies in Scotland with 240 active members
- 1500 subscribers on social media
- Founded in 2009
- More than 20% of all members are currently postgraduates

## DIVERSITY

34%

FEMALE

45%

NON-FINANCE  
RELATED DEGREES

*MAKING US ONE OF  
THE MOST DIVERSE  
CLUBS ON CAMPUS*



## Scottish Economic Conference

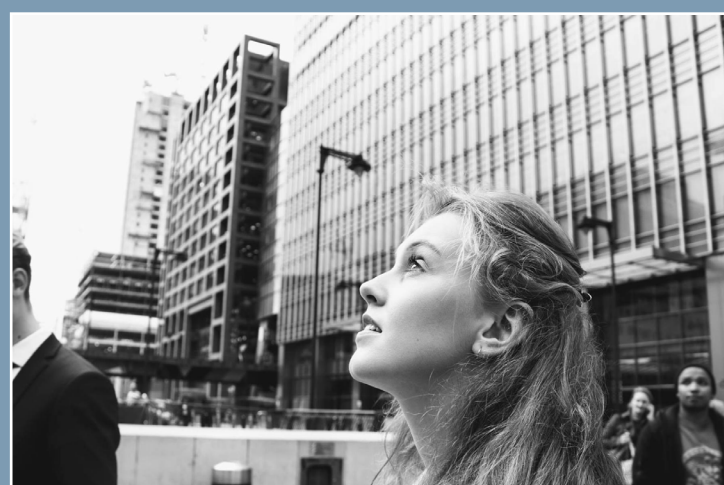
The Scottish Economic Conference (SEC) is one of the largest student-run conferences in Europe. It aims to highlight the role of economics in a changing world while promoting collaboration between six world-class Scottish universities. The conference will allow for ideas and opinions to be exchanged between students and industry leaders with the goal of provoking further thought and discussion, previous participants include Mark Carney. The organisation for the SEC from the University of Glasgow is a combined effort between the Glasgow University Trading & Investment Club, The Adam Smith Economics Society and the Glasgow Economic Forum.

## Stock Pitching Event

The Stock Pitching Event is a student-led initiative aimed at giving participants a taste of the financial world. In the 2017/2018 competition, six teams of three analysed from the FTSE 100 index and pitched their investment thesis in front of a panel of distinguished professionals from companies such as Citi Group and MB Wealth Management (St. James's Place), and defended their ideas in a Q&A session. Students had the opportunity to apply macro-economic and industry analysis, as well as financial modelling techniques, to a real world case, in a uniquely professional setting.

## Speaker Series

One of the highlights of the 2017-2018 academic year was our training programme where postgraduate members taught undergraduates about the financial markets through a series of six two-hour seminars. We aim to introduce more student led speaker events after this success and to attract more high-quality speakers from different organisations. This series has in the past featured some exceptional guest speakers such as Chris Telfer, portfolio manager at ECM and Michael Pagliari, partner at Smith and Williamson.



# Contact Us

For further information or if you have any other queries, please feel free to contact us

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# Information Pack

2017/2018

UoG FinTech Society

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 [www.uogfintech.com](http://www.uogfintech.com)

# About Us

## Who we are

Founded in summer 2017, we are the first student-led FinTech Society in Scotland. We bring together University of Glasgow students of any degree who are interested in technological innovations that are likely to significantly disrupt the financial services sector. The topic of FinTech encompasses a number of topics such as blockchain, cryptocurrencies, peer-to-peer lending or stock-trading apps.

## Founding members



**Jan Jindra**  
M.Sc. Quantitative Finance



**Nicholas Goetze**  
B.Acc. Accounting & Finance



**Andreas Pogiatis**  
B.Sc. Software Engineering

## Aims of the society

Our purpose and aims are:

- ✓ to share and develop knowledge of FinTech-related topics among society members
- ✓ to give members opportunities to develop useful employability skills (teamwork, industry awareness, analytical & communication skills,...)
- ✓ to promote UK FinTech in the world



## How we want to achieve the goals

We believe we can achieve our goals by running a series of workshops throughout the academic year.

The workshops are characterised by students' cross-faculty collaboration, peer learning and engagement with industry professionals & academia to bring different perspectives on the given FinTech topics.



# How Members Benefit

## The benefits go well beyond increased FinTech awareness...

- ✓ Developing & deepening the knowledge of FinTech topics
- ✓ Networking opportunities with industry experts and meeting other students
- ✓ Developing valuable employability skills (leadership, teamwork, effective communication, event management, etc.)
- ✓ Developing your own personal brand by sharing your work outputs online, which, equally increases the reputation of the society
- ✓ CV & application clinics by our sponsors to get the job you want
- ✓ Enhanced career prospects as the awareness of FinTech is increasingly sought after by employers in a number of sectors



# Plan for the upcoming year

In the first semester, we run 3 workshops for registered society members in order to develop a fundamental awareness of FinTech-related topics among students, as per the following table:

SEMESTER 1			
#	Date	Workshop Topic	Details
1	21/09/2017	<b>Society introduction &amp; What is FinTech workshop</b>	<ul style="list-style-type: none"> <li>• Introduction of the society</li> <li>• Introduction to FinTech</li> <li>• Recruitment of members</li> </ul>
2	19/10/2017	<b>Cryptocurrencies &amp; Blockchain workshop</b>	<ul style="list-style-type: none"> <li>• All about Cryptocurrencies &amp; Blockchain technology</li> </ul>
3	9/11/2017	<b>Peer-to-peer lending and stock-trading apps workshop</b>	<ul style="list-style-type: none"> <li>• All about peer-to-peer services and FinTech apps</li> </ul>
SEMESTER 2			
<ul style="list-style-type: none"> <li>✓ Continue running workshops on further FinTech-related topics, e.g.: Artificial Intelligence, Big Data, Algorithmic Trading, IT Start-Ups, Technology in investment banking...</li> <li>✓ Programming workshop</li> <li>✓ Run a number of specific Projects that build on the knowledge of Fintech developed in Semester 1, potentially in collaboration with companies/start-ups.</li> </ul>			

## WORKSHOP STRUCTURE

- 1) **Introduction** into the Workshop topic – students' presentation (15-20min).
- 2) **2 Guest Speakers** from the industry / academia relevant to the workshop topic (20min per speaker)
- 3) **Q&A** on Guest Speakers

# Partnership & Sponsorship Opportunities

Our society is proud of our membership base consisting of students of diverse backgrounds and degrees. Yet, they have at least one thing in common – they are all passionate about FinTech. We are determined to attract sponsors who helps us from our early steps and in return we offer a chance to address our members in interested in this market niche. Generally, our members can be described as tech-savvy, commercially aware and forward-thinking, individuals embracing innovations and eager to develop themselves.

## What we offer:

- ✓ Access to our society members
- ✓ Promoting your brand on our website & social media
- ✓ Promoting your brand at our events/workshops
- ✓ Sending out emails of your design on your behalf to society members

Please contact us at [info@uogfintech.com](mailto:info@uogfintech.com) for more information regarding our Sponsorship Packages.

## In-kind Sponsorship

Apart from cash sponsorship, we are also keen to attract in-kind sponsors offering:

- ✓ Guest speakers for our workshop
- ✓ One-off programming class for society members
- ✓ Media / Location sponsors
- ✓ Other

# Follow us on social media



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