



Montreal Integration Business Network (MIBN)  
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**Subject: Proposal of Collaboration for Case Studies Challenge**

Dear Members of the GSA Council,

I am writing you on behalf of the Montreal Integration Business Network (MIBN) ([www.mibn.ca](http://www.mibn.ca)) where I hold the position of president of this organization. Upon my conversation with Mr. Mudasser Akbar we found a common interest in organizing a case challenge tailored to all graduate students.

As part of my activities in MIBN, we are an organization with the mission of bridging the gap between newcomers in Canada and business professionals already established in Canada. We believe networking is essential to increasing each members' job opportunities therefore we host seminars with industry guest speakers to talk about topics such as the Hiring Process, Marketing Yourself, French in the Workplace, English for your cover letter, LinkedIn All Star Profiles. Our events have been very successful and valuable to our members since May 2016. On the other hand, MIBN also offers professional training workshops helping any person in any discipline to train in presentation skills, storytelling, team working skills, and PowerPoint and excel skills.

As a final touch to our training program, we are hosting a Business Case Challenge on May 21st, 2017. We believe a collaboration with GSA would be tremendously valuable for both parties as our partnership can help students from Concordia and allow them to access Business Competitions which have been exclusive to business programs. We hope this competition can be structured in a sustainable format to allow the a repetition everywhere while giving a chance to non-business field major collaborate and innovation in their ideas and present in front of directors of the company.

We current have a business partner who is currently facing a challenge and would seek help from students to explore and brainstorm. They will then provide prizes and rewards to the top winners of the challenge. This format is classic from typical case competitions, however for the first time, it will be open to all without the restriction to an educational institution. We truly want to offer a chance to everyone regardless of their field of studies, or level of education.

Please allow me to speak to you about the competition in details and it's structure.

The RIAM.MIBN Business Challenge is Open to the public of Montreal who wish to participate in a real-life case studies experience. This event has 2 rounds, in Round 1, the top 10 teams will be selected to the May 21st, 2017. In Round 2, all teams will be presenting to a panel of industry judges and coaches. Prizes will be given to the top 3 winning teams.

The tentative schedule for the day of May 21st, 2017 is as follows (with subject to changes)

#### Tentative Schedule

08:00 Registration Opens  
08:30 Welcoming Speech  
09:00 Preliminary Presentations Start  
12:00 Open Lunch & Networking Event  
12:30 Announcement of Finalists  
13:00 Briefing Session Starts  
14:00 Final Presentations Start  
16:30 End of Presentations  
17:00 Networking Cocktail  
17:30 Announcement of the Winners

The following Key Dates including 2 professional trainings which will help students/members work on their presentation.

#### Key Dates

- Registration Opens March 25th, 2017 , End April 5th, 2017 at 12:00 (noon)
- April 6th, 2017 at 18:00-20:00 - Information Session (Rules & Material) (Mandatory 1 member of the team)
- April 13th, 2017 at 18:00-21:00 - RIAM.MIBN Business Professional Training Day 1 (Optional)
- April 20th, 2017 at 18:00-21:00 - RIAM.MIBN Business Professional Training Day 2 (Optional)
- May 4th, 2017 at 18:00-21:00 - Round I (Mandatory)
- Full Event by Invitation on March 21st, 2017

#### **Information Session (Rules & Material)**

During this session, we will be providing all teams with sample products, guidelines and learning material. This will be an occasion for teams to meet as well as meet the MIBN organizing team.

#### **RIAM.MIBN Business Professional Training Day 1**

During this training, a group of mentors in business consultancy will be helping each team develop their business strategy and create a framework for their presentation.

#### **RIAM.MIBN Business Professional Training Day 2**

During this training, a group of mentors in business consultancy will be helping each team with their research, idea development and storytelling.

#### **Round I**

During this session, all teams will be invited to present their recommendation in front of a panel of industry judges and mentors. Feedback will be given to all teams. By the end of the day, the top 10 teams will be announced and will move on to Round II. Eliminated teams will be invited to attend the presentations and seminars during the event of May 21st, 2017.

Proposal for what GSA can provide us as a partner.

- 2 Large classrooms (fitting at least 75 people) for final presentations
- 1 Training room for the following dates:
  - April 13th, 2017
  - April 20th, 2017
  - In the case of students having final exams we can also create two additional trainings to suit GSA members on two dates of your choice.

It would be our pleasure to give you the business partners pricing (in bold & highlighted)

#### Prices

**Package A** Includes - **25\$ for MIBN Members** , 50\$ for non MIBN Members

Registration to the Competition Only

+ Material from Case

**Package B** Includes - **50\$ for MIBN Members**, 80\$ for non MIBN Members

Registration to the Competition

+ Material from Case

+ RIAM.MIBN Business Professional Training Day 1 & Day 2

\*If you are a member of one of our partners, you will be receiving the lowest rate.\*

On our end, my experience comes from my involvement with the John Molson School of Business as the president of the case competition program for the graduate students from 2014-2016 and a competitor from 2010-present. I have been a coach for the undergraduate level case competition for over 5 years and a coach for 8 graduate teams in the last 2 years. As a participant, I have been to 15 competitions international and national level. Our group of mentors are also highly involved in business consultancy and case studies competitions many of which have participated, mentored competitors.

It would be a pleasure to collaborate with the GSA in creating an opportunity for different disciplines to come together and learn about business in an experiential setting. We believe this partnership can be long lasting and valuable to all students of GSA in their respective programs. Lastly, we strongly believe these skills are highly valuable for anyone seeking to enter the job market when complemented with a great network.

Thank you for giving us the opportunity to collaborate with you,

Sincerely,



Samie Li Shang Ly

President of Montreal Integration Business Network (MIBN)

[www.mibn.ca](http://www.mibn.ca)

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