March 22nd-27th, 2024

Welcome

A Céad Míle Fáilte to you all, welcome to Technological University Dublin Faculty of Business for the 28th NIBS Worldwide Case Competition. It is an honour to host you and your students here in Dublin, Ireland's capital city.

As dedicated NIBS members, we are passionate about the value of international collaboration among staff and students, as well as the transformative impact of case-based learning and competition in creating the best 21st century graduates.

Despite Ireland's peripheral location on the edge of Europe, we are at the centre of the EU in every sense and globally connected in so many ways. The city of Dublin had a history stretching back over 1500 years, with TU Dublin's Aungier Street campus located adjacent to significant historical areas. At the same time, we are equally adjacent to every major MNE in the digital economy, with IBM, Airbnb, Adobe, Facebook, Twitter, LinkedIn, TikTok, Microsoft and Salesforce to name a few having their EMEA headquarters in the city.

Our Irish reputation as easy going, welcoming and fun will be tested this week and we hope we live up to that. However, we are equally competitive and we look forward to challenging you to bring out the best in your team.

Every good wish for the championship week.

Roger Sherlock,

Head of Discipline of Marketing,

Chair, NIBS Organizing Committee,

School of Marketing & Entrepreneurship,

TU Dublin, Faculty of Business,

https://nibscasecompetition.org

Welcome from The Dean of the Faculty of Business

On behalf of the Faculty of Business, I wish to take this opportunity to welcome you all to our Aungier Street campus in the heart of Dublin city. We are delighted to hosting the NIBS 2024 case study competition and I look forward to meeting many of you over the course of the competition. The Faculty of Business is one of five Faculties with the University that became Ireland's first Technological University on the 1st of January 2019, thus we have recently celebrated our 5th anniversary that builds on a long established heritage delivering high quality education to a diverse student cohort since the late 1800s.

At Faculty level **Our Mission** is

> We provide transformational learning experiences which are shaped by a highly connected, practice-based, experiential and supportive learning environment.

The Faculty offers applied industry linked programmes from Levels 6 to 10 within the National Qualifications framework in Ireland. We have developed significant strengths in practice-based education that are underpinned by strong industry links and applied research. Our mission aims to provide impactful, relevant, and enjoyable learning experiences which are personally and professionally transformational for our students.

This case study competition embodies the spirit of academic excellence and critical thinking that is the hallmark of our approach to teaching, learning and assessment. We are delighted to host some of the brightest minds from various institutions, all of whom have come together to engage in a spirited exchange of ideas and innovative problem-solving.

I wish to take this opportunity to thank the organising committee and NIBS council and particularly to Roger Sherlock who has led our organising committee. Equally thanks our student volunteers who you will meet over the next few days, your contribution to the smooth running of the conference is much appreciated. The final group to acknowledge is esteem judges who have graciously agreed to lend their expertise and time to evaluate the solutions presented. Your insights will undoubtedly enrich the learning experience.

Finally, to all our students taking part this competition is about you. Thus, I encourage you to make the most of this opportunity. Engage with your fellow competitors, seek guidance from the esteemed faculty members, and embrace the challenges that lie ahead. Remember that the skills and knowledge you gain during this competition will undoubtedly contribute to your personal and professional growth. I am confident that the next few days will be filled with intellectual vigor and camaraderie that you will remember fondly as among of the most enjoyable experiences of your higher education journey.

Lastly but by no means least, have some FUN and take the opportunity to enjoy the delights Dublin has to offer.

Regards,

Welcome from our Sponsors

Dear NIBS Worldwide Case Competition Participants,

GROWTHhub is TU Dublin's centre for student entrepreneurial learning and is funded by the Irish Government through the Higher Education Authority Human Capital Initiative Pillar 3. The GROWTHhub mission is to support learners to develop an entrepreneurial mindset for new ways of thinking and support a University student entrepreneurship ecosystem that facilitates idea generation, exploration, and experimentation. Indeed, the NIBS Worldwide Case Competition 2024 promises to see the entrepreneurial mindset at play in a significant way as the teams set about their case challenges.

There is no doubt that the competition will be fierce given the quality of teams, who have all done fantastically well already just to make it to the Dublin finals. Having heard the feedback from TU Dublin students who have participated at the NIBS Worldwide Case Competition in previous years, I know that this event offers you an incredible opportunity to immerse yourself in a challenging but inspiring personal and professional development environment.

GROWTHhub is delighted to have been able to support Roger Sherlock and his team for NIBS Worldwide Case Competition 2024. There has been a huge preparation the team and we are certain that a very successful competition beckons.

All of the team at GROWTHhub wish the teams and their coaches a great event. Enjoy the competition, make lots of new friends, and enjoy your time in Dublin.

Best wishes

Paul O'Reilly
Project Lead, GROWTHhub

Céad míle fáilte roimh go-léir,
I am delighted to extend a hundred thousand welcomes to you on behalf of Dublin City Council as you visit Dublin and compete in the NIBS Worldwide Case Competition 2024. We are honoured to support the hosting of NIBS 2024 as it takes place in Dublin and hope that you greatly enjoy your time as you engage in the competition and also in our city.

Dublin is a unique city and region, renowned as a hub for culture, heritage and also for entrepreneurship and innovation. Nationally, it is the most popular location for company start-ups and is also the location of many of the world's leading technology companies, including Google, Facebook, Twitter, Microsoft, HP and Dell. It is also one of the youngest capital cities in the European Union and features a young, dynamic and highly educated workforce. On account of various dynamic and extensive attributes, Dublin ranks competitively alongside many other leading and global cities. For instance, Dublin ranked 1st in the FDI 2024, Small Regions of the Future, Business Friendliness and Economic Potential categories; 28th in the Global Power City Index 2023; and 51st in the Global Startup Ecosystem Index.

Dublin is the most popular location for company start-ups in Ireland, with almost 10,000 launched during 2023. Nationally, this represents almost half of all start-ups launched during last year. Underpinning the high and consistent level of new company start-ups in Dublin is the vibrant entrepreneurship and innovation ecosystem that exists. The ecosystem is made up of diverse networks, linkages and synergies between various actors including investors, policymakers, support organisations, education institutions like TU Dublin, students, entrepreneurs, enterprises, infrastructure providers and important events like NIBS 2024.

The hosting of NIBS 2024 is a very welcome addition to our ecosystem and a great example of bringing together different ecosystem actors to engage, learn and mutually benefit. I look forward to learning from the case studies, hearing how different connections are made, and being inspired by the student teams. To everyone involved in organising the event, I wish to express sincere thanks, and I wish all the student teams the very best of luck as they compete.

Ross Curley,

Head of Economic Development,
Dublin City Council

Comhairle Cathrach Bhaile Átha Cliath
Dublin City Council

DUBLIN

Welcome from the President of The Network of International Business Schools (NIBS)

Dear Participants,

The Network of International Business Schools (NIBS) is an association of leading universities from around the world, united by a shared commitment to outstanding education that prepares students to succeed in the global economy. Nowhere is this spirit more clearly expressed than at the NIBS Worldwide Case Competition—truly the jewel in the NIBS crown.

This competition is one of the oldest and definitely one of the most challenging undergraduate case competitions in the world. During six days, teams from 16 member schools from many different countries will come together at Technical University Dublin to test themselves against the best from across the globe. In the process, they will have an opportunity to learn from their peers and forge friendships that will last a lifetime. Best of all, they will do it in Dublin, one of the most vibrant cities of Europe.

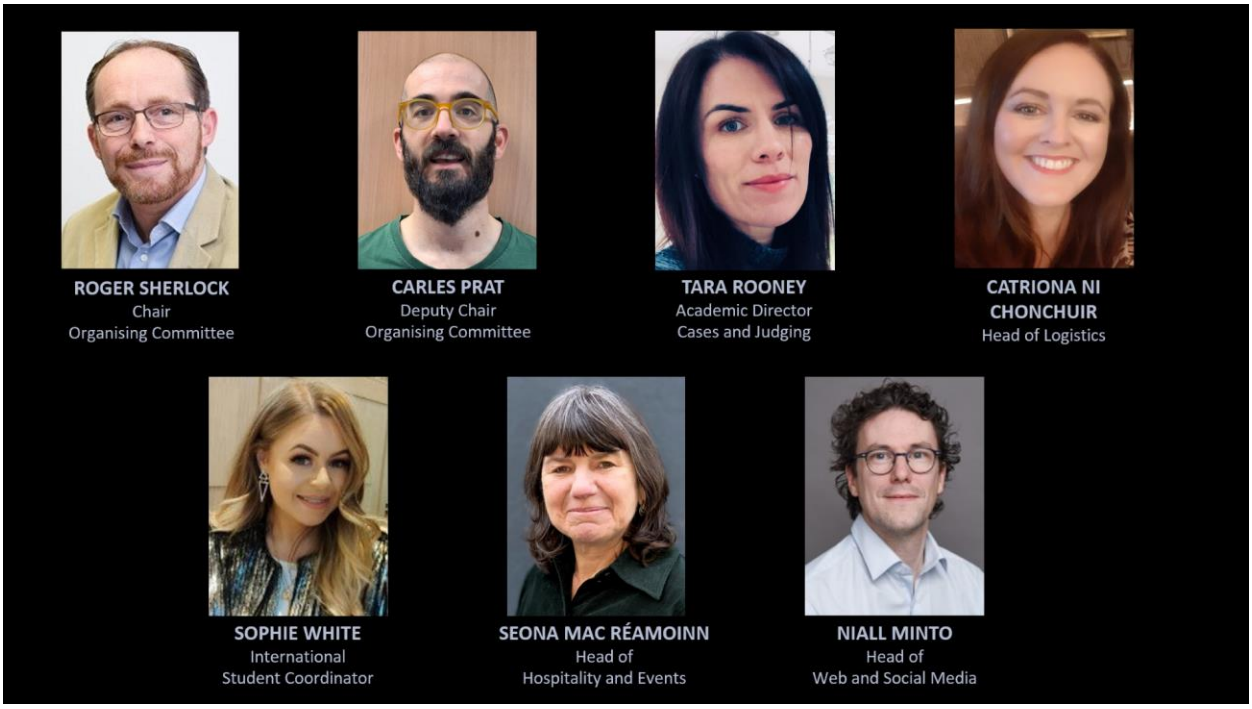
This edition of the NIBS Case Competition is a product of the effort and dedication of many individuals. This year's organising team, led by Roger Sherlock, has worked tirelessly to provide a competition and experience you will never forget. Intense preparations, excitement, nail biting, performing at the top of your game, but also relaxation, fun and making new friends. This TUD team will make it all possible and will be supported by dozens of student volunteers, judges and many others.

On behalf of the NIBS Board, and our more than 70 member schools across the globe, I extend my congratulations to the competitors and coaches on your success in qualifying for this year's Championship Round, and my thanks to TU Dublin, the volunteers and sponsors who have made this week possible. I look forward to an outstanding week of competition.

Hans van Oudheusden,

NIBS President

Meet the TU Dublin Team



Meet Your Ambassadors

Zuyd University of Applied Sciences

Chloe Corcoran

UnB

Charles Chukwuogor

Steven Golovin

ST. MARY'S UNIVERSITY
GREEHEY SCHOOL of BUSINESS

May Othman

Rotterdam University of Applied Sciences

Rhoda Apaflo

Carleton University

Umaya Romin Sirisena

UCLL
UNIVERSITY OF APPLIED SCIENCES

University of Northern Iowa
UNI

Rory Healy

HHN
HEILBRONN UNIVERSITY OF APPLIED SCIENCES

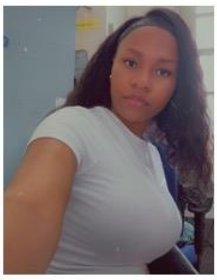
Michael Bohan

Meet Your Ambassadors

WOOSONG UNIVERSITY

Liliia Besklubova

EPHEC



Faith Sibande

Aoife Heller

UNIVERSITY OF GUELPH HUMBER

Mayur Manohar Surwas

UNIVERSIDAD DEL ISTMO
SABER PARA SERVIR

Marlon McGlashan

avans university of applied sciences

Eda Hadzhaoglu

UNIVERSITATEA BABEŞ-BOLYAI
BABEŞ-BOLYAI TUDOMÁNYEGYETEM
BABEŞ-BOLYAI UNIVERSITÄT
BABEŞ-BOLYAI UNIVERSITY
TRADITIO ET EXCELLENTIA

OLLSCOIL TEICNEOLAÍOCHTA BHAILE ÁTHA CLIATH
DUBLIN
TECHNOLOGICAL UNIVERSITY DUBLIN

Kelly Ennis Matthews

Hanzehogeschool Groningen
University of Applied Sciences

Lelia O'Byrne

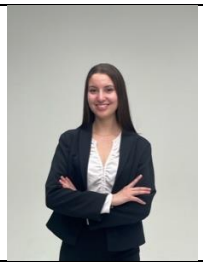
The NIBS 2024 Finalists

PARTICIPATING TEAMS

Home / I

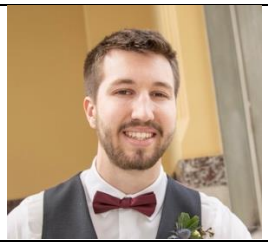
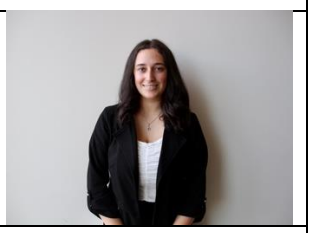
Avans University of Applied Sciences	Avans University of Applied Sciences Meet the Team	Netherlands
Babeș-Bolyai University	Babeș-Bolyai University Meet the Team	Romania
Carleton University	Carleton University Meet the Team	Canada
EPHEC	EPHEC Meet the Team	Belgium
Hanzehogeschool Groningen University of Applied Sciences	Hanze University of Applied Sciences Meet the Team	Netherlands
HHN Heilbronn University of Applied Sciences	Heilbronn University Meet the Team	Germany
Rotterdam University of Applied Sciences	Rotterdam University of Applied Sciences Meet the Team	Netherlands
St. Mary's University Greehey School of Business	St. Mary's University, Texas Meet the Team	USA
Technological University Dublin	Technological University Dublin Meet the Team	Ireland
UCLL University of Applied Sciences	UCLL University of Applied Sciences Meet the Team	Belgium
Universidad del Istmo	Universidad del Istmo Meet the Team	Guatemala
UnB	Universidade de Brasília Meet the Team	Brazil
University of Guelph-Humber	University of Guelph-Humber Meet the Team	Canada
UNI University of Northern Iowa	University of Northern Iowa Meet the Team	USA
Woosong University	Woosong University Meet the Team	Republic of Korea
Zuyd University of Applied Sciences	Zuyd University of Applied Sciences Meet the Team	Netherlands

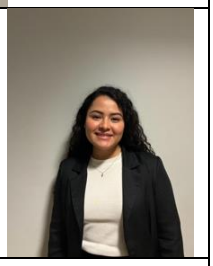
Meet the Teams

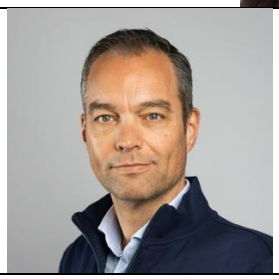
Avans University of Applied Sciences	
Lena Fallak	
Insaf Amrani Nedjar	
Remco Bastiaanssen	
Stefani Pekova	
Virgil van de Gevel	

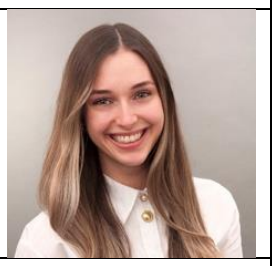
Babeș-Bolyai University	UNIVERSITATEA BABEȘ-BOLYAI BABEȘ-BOLYAI TUDOMÁNYEGYETEM BABEȘ-BOLYAI UNIVERSITÄT BABEȘ-BOLYAI UNIVERSITY TRADITIO ET EXCELLENTIA
Kate Szalontai	
Andras Antal	
Zsofia Banffy	
Mark-Andrei Dinea	
Kende Pastor	

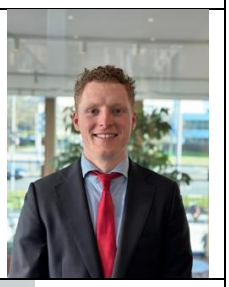
Team profile

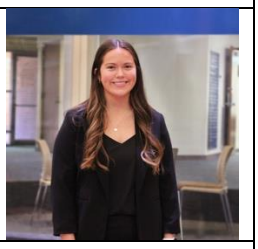
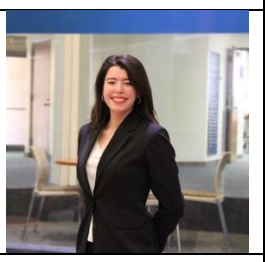
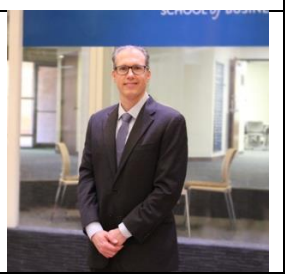
Carleton University, Sprott School of Business	
Vo Minh Anh Pham	
Suvansh Chhabra	
Quinn Cunnane	
Nicole Gluzman	
Devin Fraser	

EPHEC University College	EPHEC
Mariam Debaisieux	
Naomi Kuhl	
Carlotta Panigada	
Katherine Rivera Ramirez	
Silvia Payan Garci	
Barbara Brooijmans	

Hanze University of Applied Sciences	
Felix Fabian	
Jana Marcie Waller	
Simona Hutkova	
Alina Zafar	
Roy Rus	

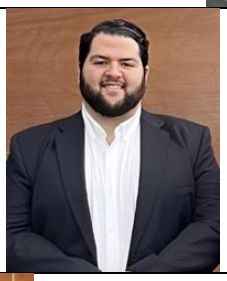
Heilbronn University of Applied Sciences	HEILBRONN UNIVERSITY OF APPLIED SCIENCES
Emilia Gebhardt	
Cosma Keimig	
Salih Ozkul	
Nina Willfuhr	
Joachim Link	

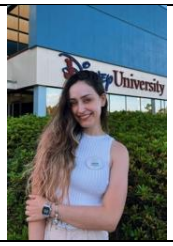
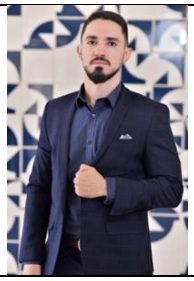
Rotterdam University of Applied Sciences	Rotterdam University of Applied Sciences
Djelo Gudde	
Kenzi Loa	
Jorik Groenenberg	
Victor Van de Mark	
Britta Stoelinga	

St Mary's University, Greehey School of Business	
Aaron Flores	
Aislan Lennon	
Daniel Gimena	
Liliana Rojas	
Jeffrey Johnson	
Barclay James	

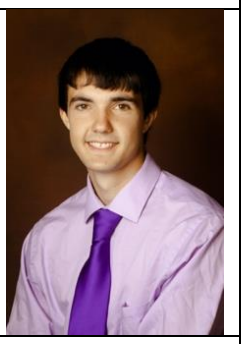
Technological University Dublin, Faculty of Business	
Gina Yoon	
Harrison Byrne	
Stephen Callaghan Kane	
Jack Burke	
Paul Donnelly	

UCLL University of Applied Sciences	
Ralph Bogaert	
Mathieu Bourdeaud'hui	
Quinten Mannaert	
Andrei Stoica	
Mario De Wolf	

Universidad del Istmo	
Jose Andres Navarro Minas	
Hussam Kamal Diab Massis	
Gerardo Garcia Gonzalez	
David Ricardo Hermosilla Herrara	
Oscar Paiz	

Universidade de Brasília	UnB
Sarah Alkimim	
Beatriz Santos	
Ana Loise Carneiro	
Joana Maria Lima Afonso	
Bruno Eduardo Fretias Honorato	

University of Guelph Humber	UNIVERSITY OF GUELPH HUMBER
Lyna Tran	
Kyle Mckenzie	
Kamaldeep Mundi	
Evan Thomas	
Farkhanda Shamim	

University of Northern Iowa	
Jade Durfey	
Mahedi Islam	
Matthew Lock	
Hayes Diersen	
Chris Schrage	

Woosong University	
Yuliya Li	
Iana Deriabina	
Aitolkyn Balabekova	
Jung Hyun Seo	
Ronny Fabricio Estrella Conza	

Zuyd University of Applied Sciences	Zuyd University of Applied Sciences ZUYD
Viha Shah	
Yutong Zhou	
Zara Eijkman	
Saad Hashmi	
Ed Overes	
Patrick Schoenmakers	

Daily Schedule

Friday, March 22

- Opening Ceremony starts (arrive at 2.45pm) TU Dublin Aungier St. 3:00 p.m.
  - Get information, meet team ambassadors, tour buildings
  - Special Guest Speaker- Dr. Larry McCarthy, President GAA
  -
- Welcome Reception in the Courtyard Aungier Street 5:30 p.m.

Team to view prep rooms and presentation rooms

Saturday, March 23

- Case Competition: Round 1 8:30 a.m.– 5:00 p.m.
  - 4 Hour preparation, staggered start times
- Coaches' Meeting in Coaches' Lounge 5:15 p.m. – 6:00 p.m.
- Dinner
  - Students' dinner at the Monto Cafe 6.30 p.m.
  - Coaches' dinner at the Dunne & Crescenzi's restaurant 7:30 p.m.

Sunday, March 24

- Case Competition: Round 2 8:30 a.m. – 5:00 p.m.
  - 4 Hour preparation, staggered start times
- Coaches' Activity: 10 a.m. – 12: p.m.

- Dinner at The Camden Yard 6:30 p.m.

Monday, March 25

- Case Competition: Round 3 7:00 a.m. – 12:05 p.m.
  - 3 Hour preparation, uniform start times
- Case Competition: Quarter-Finals 1:15 p.m. – 6:20 p.m.
  - 3 Hour preparation, uniform start times
- Evening program 7:00 p.m.
  - Welcome to Dublin – Reception at City Hall, Dublin Castle

Tuesday, March 26

- Buses Depart the Hotel 10.45am

The GAA Experience – Stadium tour and GAA museum, Croke Park

Tour to St Anne's Park – test your GAA skills

Travel to Howth, take in the sea air, lunch and relax

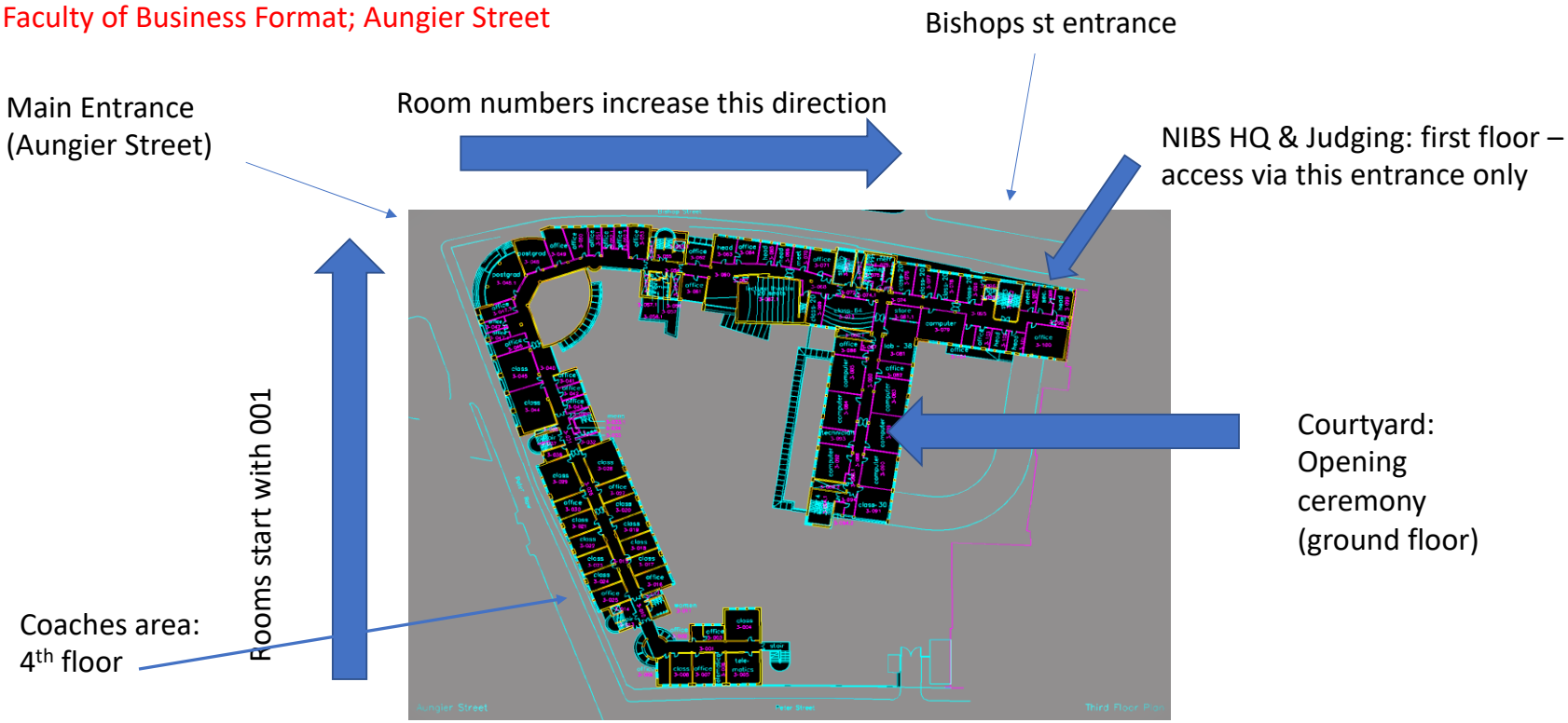
Return to hotel 4.pm (ish)

Wednesday, March 27

- Case Competition: - Finals

Coaches' Meeting	9:00 a.m. – 10:30 a.m.
Case Competition: Final	2.00 p.m. – 5:15 p.m.
NIBS Gala Banquet at Fallon & Byrne's	7.00 p.m. – 10.00 p.m.
NIBS After party wherever you wish	10pm+

Faculty of Business Format; Aungier Street



Room number protocol – first digit indicates floor – next three indicates room number

NIBS HQ; – 1077 1st floor

Prep rooms; 2nd, 3rd, & 4th floors

Presentation rooms; 2nd, 3rd & 4th floors

Coaches lounge & room GROWTHHUB 4th floor 4008, coffee area, staff room 2nd floor 2049

Competition Schedule Saturday — Round 1

GROUP A

Presentation Room Lead: [TBD]

MATCH 1.1: Presentation 3-068

Team 13

Set-up: 3-091	8:30-9:00
Preparation	9:00-1:00 p.m.

Team 1

Set-up: 3-081	9:15-9:45
Preparation	9:45-1:45 p.m.

Set-up presentation, Team 13	1:05-1:10
Presentation, Team 13	**1:10-1:40**
Deliberation first presentation	1:40-1:50 *
Set-up presentation, Team 1	1:50-1:55
Presentation, Team 1	**1:55-2:25**
Deliberation second presentation	2:25-2:35
Score teams	2:35-2:40
Feedback, Team 13	2:40-2:50
Feedback, Team 1	2:50-3:00

MATCH 1.5: Presentation 3-068

Team 5

Set-up: 3-100	10:30-11:00
Preparation	11:00-3:00 pm

Team 9

Set-up: 2-084	11:15-11:45
Preparation	11:45-3:45 pm
Set-up presentation, Team 5	3:05-3:10
Presentation, Team 5	**3:10-3:40**
Deliberation first presentation	3:40-3:50 *
Set-up presentation, Team 9	3:50-3:55
Presentation, Team 9	**3:55-4:25**
Deliberation second presentation	4:25-4:35
Score teams	4:35-4:40
Feedback, Team 5	4:40-4:50
Feedback, Team 9	4:50-5:00

GROUP B

Presentation Room Lead: [TBD]

MATCH 1.2: Presentation 4-068

Team 14

Set-up: 2-085	8:30-9:00
Preparation	9:00-1:00 p.m.

Team 2

Set-up: 3-097	9:15-9:45
Preparation	9:45-1:45 p.m.

Set-up presentation, Team 14	1:05-1:10
Presentation, Team 14	**1:10-1:40**
Deliberation first presentation	1:40-1:50 *
Set-up presentation, Team 2	1:50-1:55
Presentation, Team 2	**1:55-2:25**
Deliberation second presentation	2:25-2:35
Score teams	2:35-2:40
Feedback, Team 14	2:40-2:50
Feedback, Team 2	2:50-3:00

MATCH 1.6: Presentation 4-068

Team 6

Set-up: 3-076	10:30-11:00
Preparation	11:00-3:00 pm

Team 10

Set-up: 3-096	11:15-11:45
Preparation	11:45-3:45 pm
Set-up presentation, Team 6	3:05-3:10
Presentation, Team 6	**3:10-3:40**
Deliberation first presentation	3:40-3:50 *
Set-up presentation, Team 10	3:50-3:55
Presentation, Team 10	**3:55-4:25**
Deliberation second presentation	4:25-4:35
Score teams	4:35-4:40
Feedback, Team 6	4:40-4:50
Feedback, Team 10	4:50-5:00

GROUP C

Presentation Room Lead: [TBD]

MATCH 1.3: Presentation 4-079

Team 15

Set-up: 3-078	8:30-9:00
Preparation	9:00-1:00 p.m.

Team 3

Set-up: 4-091	9:15-9:45
Preparation	9:45-1:45 p.m.

Set-up presentation, Team 15	1:05-1:10
Presentation, Team 15	**1:10-1:40**
Deliberation first presentation	1:40-1:50 *
Set-up presentation, Team 3	1:50-1:55
Presentation, Team 3	**1:55-2:25**
Deliberation second presentation	2:25-2:35
Score teams	2:35-2:40
Feedback, Team 15	2:40-2:50
Feedback, Team 3	2:50-3:00

MATCH 1.7: Presentation 4-079

Team 7

Set-up: 4-085	10:30-11:00
Preparation	11:00-3:00 pm

Team 11

Set-up: 4-098	11:15-11:45
Preparation	11:45-3:45 pm
Set-up presentation, Team 7	3:05-3:10
Presentation, Team 7	**3:10-3:40**
Deliberation first presentation	3:40-3:50 *
Set-up presentation, Team 11	3:50-3:55
Presentation, Team 11	**3:55-4:25**
Deliberation second presentation	4:25-4:35
Score teams	4:35-4:40
Feedback, Team 7	4:40-4:50
Feedback, Team 11	4:50-5:00

GROUP D

Presentation Room Lead: [TBD]

MATCH 1.4: Presentation 5-034

Team 16

Set-up: 4-083	8:30-9:00
Preparation	9:00-1:00 p.m.

Team 4

Set-up: 4-081	9:15-9:45
Preparation	9:45-1:45 p.m.

Set-up presentation, Team 16	1:05-1:10
Presentation, Team 16	**1:10-1:40**
Deliberation first presentation	1:40-1:50 *
Set-up presentation, Team 4	1:50-1:55
Presentation, Team 4	**1:55-2:25**
Deliberation second presentation	2:25-2:35
Score teams	2:35-2:40
Feedback, Team 16	2:40-2:50
Feedback, Team 4	2:50-3:00

MATCH 1.8: Presentation 5-034

Team 8

Set-up: 4-097	10:30-11:00
Preparation	11:00-3:00 pm

Team 12

Set-up: 4-069	11:15-11:45
Preparation	11:45-3:45 pm
Set-up presentation, Team 8	3:05-3:10
Presentation, Team 8	**3:10-3:40**
Deliberation first presentation	3:40-3:50 *
Set-up presentation, Team 12	3:50-3:55
Presentation, Team 12	**3:55-4:25**
Deliberation second presentation	4:25-4:35
Score teams	4:35-4:40
Feedback, Team 8	4:40-4:50
Feedback, Team 12	4:50-5:00

* Judges have 10 minutes after each presentation to deliberate and record feedback. After the second deliberation, judges have 5 minutes to score the teams. Everyone, except for the judges, must leave the presentation room during the deliberation time.

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Sunday March 24

Case Competition - Round 2

- 8:30 a.m. - 5:00 p.m.
- 4 hour preparation for cases.
- Leave hotel no later than 25 minutes before your set-up time and come to the Aungier Street Campus.
- Participants will drop off electronics and belongings with the ambassadors
- Lunch will be provided to teams in the preparation rooms at Noon.
- Lunch for coaches will be available in the Coaches' Lounge, Postgraduate Area, 4th floor.
- Lunch for judges will be available in the Judges' Lounge, Management House, 1st Floor
- After finishing your match, return to hotel or stay on campus to watch other presentations

Coaches' Activity

- 9:30 - 11:30 a.m. Guided walking tour

Dinner

6:30 p.m. — Depart for hotel – dinner in the Candem Yard

Competition Schedule Sunday — Round 2

GROUP A

Presentation Room Lead: [TBD]

MATCH 2.1: Presentation 3-068
Team 9

Set-up: 2-084	8:30-9:00
Preparation	9:00-1:00 p.m.

Team 13

Set-up: 3-091	9:15-9:45
Preparation	9:45-1:45 p.m.

Set-up presentation, Team 9	1:05-1:10
Presentation, Team 9	**1:10-1:40**
Deliberation first presentation	1:40-1:50 *
Set-up presentation, Team 13	1:50-1:55
Presentation, Team 13	**1:55-2:25**
Deliberation second presentation	2:25-2:35
Score teams	2:35-2:40
Feedback, Team 9	2:40-2:50
Feedback, Team 13	2:50-3:00

MATCH 2.5: Presentation 3-068
Team 5

Set-up: 3-100	10:30-11:00
Preparation	11:00-3:00 pm

Team 1

Set-up: 2-084	11:15-11:45
Preparation	11:45-3:45 pm

Set-up presentation, Team 5	3:05-3:10
Presentation, Team 5	**3:10-3:40**
Deliberation first presentation	3:40-3:50 *
Set-up presentation, Team 1	3:50-3:55
Presentation, Team 1	**3:55-4:25**
Deliberation second presentation	4:25-4:35
Score teams	4:35-4:40
Feedback, Team 5	4:40-4:50
Feedback, Team 1	4:50-5:00

GROUP B

Presentation Room Lead: [TBD]

MATCH 2.2: Presentation 4-068
Team 10

Set-up: 3-096	8:30-9:00
Preparation	9:00-1:00 p.m.

Team 14

Set-up: 2-085	9:15-9:45
Preparation	9:45-1:45 p.m.

Set-up presentation, Team 10	1:05-1:10
Presentation, Team 10	**1:10-1:40**
Deliberation first presentation	1:40-1:50 *
Set-up presentation, Team 14	1:50-1:55
Presentation, Team 14	**1:55-2:25**
Deliberation second presentation	2:25-2:35
Score teams	2:35-2:40
Feedback, Team 10	2:40-2:50
Feedback, Team 14	2:50-3:00

MATCH 2.6: Presentation 4-068
Team 6

Set-up: 3-076	10:30-11:00
Preparation	11:00-3:00 pm

Team 2

Set-up: 3-097	11:15-11:45
Preparation	11:45-3:45 pm

Set-up presentation, Team 6	3:05-3:10
Presentation, Team 6	**3:10-3:40**
Deliberation first presentation	3:40-3:50 *
Set-up presentation, Team 2	3:50-3:55
Presentation, Team 2	**3:55-4:25**
Deliberation second presentation	4:25-4:35
Score teams	4:35-4:40
Feedback, Team 6	4:40-4:50
Feedback, Team 2	4:50-5:00

GROUP C

Presentation Room Lead: [TBD]

MATCH 2.3: Presentation 4-079
Team 11

Set-up: 4-098	8:30-9:00
Preparation	9:00-1:00 p.m.

Team 15

Set-up: 3-078	9:15-9:45
Preparation	9:45-1:45 p.m.

Set-up presentation, Team 11	1:05-1:10
Presentation, Team 11	**1:10-1:40**
Deliberation first presentation	1:40-1:50 *
Set-up presentation, Team 15	1:50-1:55
Presentation, Team 15	**1:55-2:25**
Deliberation second presentation	2:25-2:35
Score teams	2:35-2:40
Feedback, Team 11	2:40-2:50
Feedback, Team 15	2:50-3:00

MATCH 2.7: Presentation 4-079
Team 7

Set-up: 4-085	10:30-11:00
Preparation	11:00-3:00 pm

Team 3

Set-up: 4-091	11:15-11:45
Preparation	11:45-3:45 pm

Set-up presentation, Team 7	3:05-3:10
Presentation, Team 7	**3:10-3:40**
Deliberation first presentation	3:40-3:50 *
Set-up presentation, Team 3	3:50-3:55
Presentation, Team 3	**3:55-4:25**
Deliberation second presentation	4:25-4:35
Score teams	4:35-4:40
Feedback, Team 7	4:40-4:50
Feedback, Team 3	4:50-5:00

GROUP D

Presentation Room Lead: [TBD]

MATCH 2.4: Presentation 5-034
Team 12

Set-up: 4-069	8:30-9:00
Preparation	9:00-1:00 p.m.

Team 16

Set-up: 4-083	9:15-9:45
Preparation	9:45-1:45 p.m.

Set-up presentation, Team 12	1:05-1:10
Presentation, Team 12	**1:10-1:40**
Deliberation first presentation	1:40-1:50 *
Set-up presentation, Team 16	1:50-1:55
Presentation, Team 16	**1:55-2:25**
Deliberation second presentation	2:25-2:35
Score teams	2:35-2:40
Feedback, Team 12	2:40-2:50
Feedback, Team 16	2:50-3:00

MATCH 2.8: Presentation 5-034
Team 8

Set-up: 4-097	10:30-11:00
Preparation	11:00-3:00 pm

Team 4

Set-up: 4-081	11:15-11:45
Preparation	11:45-3:45 pm

Set-up presentation, Team 8	3:05-3:10
Presentation, Team 8	**3:10-3:40**
Deliberation first presentation	3:40-3:50 *
Set-up presentation, Team 4	3:50-3:55
Presentation, Team 4	**3:55-4:25**
Deliberation second presentation	4:25-4:35
Score teams	4:35-4:40
Feedback, Team 8	4:40-4:50
Feedback, Team 4	4:50-5:00

* Judges have 10 minutes after each presentation to deliberate and record feedback. After the second deliberation, judges have 5 minutes to score the teams.
Everyone, with the exception of the judges, must leave the presentation room during the deliberation time.

Case Competition - Round 3

- 7:00 a.m. - 12:05 p.m.
- 3 hour preparation for cases.
- Leave hotel no later than 25 minutes before your set-up time and come to Aungier Street campus.
- This is the last round of the group matches. Top two point-earners in each group advance to the quarter-final round in the afternoon.
- Teams that do not advance can stay to watch the quarter-final presentations in the afternoon, or use the time to tour Dublin. (See the back of this document for suggested itineraries.)

Lunch

- Available beginning at Noon.
- Lunch for participants will be served in their prep rooms .
- Lunch for judges will be served in the Judges' Lounge, Management House, 1-077, 1st floor

Case Competition – Quarter-Finals

- 1:15 – 6:20 p.m.
- 3 hour preparation for cases.
- Depart for hotel at 6:35 p.m.

Evening Program

Reception at City Hall, Dublin Castle – 7pm

Guest speaker and a welcome to the city

Competition Schedule Monday Morning — Round 3

GROUP A

Presentation Room Lead: [TBD]

MATCH 3.1: Presentation 3-068

Team 5

Set-up: 3-100	7:00-7:15
Preparation	7:15-10:15

Team 13

Set-up: 3-091	7:40-7:55
Preparation	7:55-10:55

Set-up presentation, Team 5	10:20-10:25
Presentation, Team 5	**10:25-10:50**
Deliberation first presentation	10:50-11:00 *
Set-up presentation, Team 13	11:00-11:05
Presentation, Team 13	**11:05-11:30**
Deliberation second presentation	11:30-11:40
Score teams	11:40-11:45
Feedback, Team 5	11:45-11:55
Feedback, Team 13	11:55-12:05

GROUP B

Presentation Room Lead: [TBD]

MATCH 3.2: Presentation 4-068

Team 6

Set-up: 3-076	7:00-7:15
Preparation	7:15-10:15

Team 14

Set-up: 2-085	7:40-7:55
Preparation	7:55-10:55

Set-up presentation, Team 6	10:20-10:25
Presentation, Team 6	**10:25-10:50**
Deliberation first presentation	10:50-11:00 *
Set-up presentation, Team 14	11:00-11:05
Presentation, Team 14	**11:05-11:30**
Deliberation second presentation	11:30-11:40
Score teams	11:40-11:45
Feedback, Team 6	11:45-11:55
Feedback, Team 14	11:55-12:05

GROUP C

Presentation Room Lead: [TBD]

MATCH 3.3: Presentation 4-079

Team 7

Set-up: 4-085	7:00-7:15
Preparation	7:15-10:15

Team 15

Set-up: 3-078	7:40-7:55
Preparation	7:55-10:55

Set-up presentation, Team 7	10:20-10:25
Presentation, Team 7	**10:25-10:50**
Deliberation first presentation	10:50-11:00 *
Set-up presentation, Team 15	11:00-11:05
Presentation, Team 15	**11:05-11:30**
Deliberation second presentation	11:30-11:40
Score teams	11:40-11:45
Feedback, Team 7	11:45-11:55
Feedback, Team 15	11:55-12:05

GROUP D

Presentation Room Lead: [TBD]

MATCH 3.4: Presentation 5-034

Team 8

Set-up: 4-079	7:00-7:15
Preparation	7:15-10:15

Team 16

Set-up: 4-083	7:40-7:55
Preparation	7:55-10:55

Set-up presentation, Team 8	10:20-10:25
Presentation, Team 8	**10:25-10:50**
Deliberation first presentation	10:50-11:00 *
Set-up presentation, Team 16	11:00-11:05
Presentation, Team 16	**11:05-11:30**
Deliberation second presentation	11:30-11:40
Score teams	11:40-11:45
Feedback, Team 8	11:45-11:55
Feedback, Team 16	11:55-12:05

Presentation Room Lead: [TBD]

MATCH 3.5: Presentation 2-046

Team 1

Set-up: 3-081	7:00-7:15
Preparation	7:15-10:15

Team 9

Set-up: Room 2-084]	7:40-7:55
Preparation	7:55-10:55

Set-up presentation, Team 1	10:20-10:25
Presentation, Team 1	**10:25-10:50**
Deliberation first presentation	10:50-11:00 *
Set-up presentation, Team 9	11:00-11:05
Presentation, Team 9	**11:05-11:30**
Deliberation second presentation	11:30-11:40
Score teams	11:40-11:45
Feedback, Team 1	11:45-11:55
Feedback, Team 9	11:55-12:05

Presentation Room Lead: [TBD]

MATCH 3.6: Presentation 4-027

Team 2

Set-up: 3-097	7:00-7:15
Preparation	7:15-10:15

Team 10

Set-up: 3-096	7:40-7:55
Preparation	7:55-10:55

Set-up presentation, Team 2	10:20-10:25
Presentation, Team 2	**10:25-10:50**
Deliberation first presentation	10:50-11:00 *
Set-up presentation, Team 10	11:00-11:05
Presentation, Team 10	**11:05-11:30**
Deliberation second presentation	11:30-11:40
Score teams	11:40-11:45
Feedback, Team 2	11:45-11:55
Feedback, Team 10	11:55-12:05

Presentation Room Lead: [TBD]

MATCH 3.7: Presentation 3-073

Team 3

Set-up: 4-091	7:00-7:15
Preparation	7:15-10:15

Team 11

Set-up: 4-098	7:40-7:55
Preparation	7:55-10:55

Set-up presentation, Team 3	10:20-10:25
Presentation, Team 3	**10:25-10:50**
Deliberation first presentation	10:50-11:00 *
Set-up presentation, Team 11	11:00-11:05
Presentation, Team 11	**11:05-11:30**
Deliberation second presentation	11:30-11:40
Score teams	11:40-11:45
Feedback, Team 3	11:45-11:55
Feedback, Team 11	11:55-12:05

Presentation Room Lead: [TBD]

MATCH 3.8: Presentation 5-032

Team 4

Set-up: 4-081	7:00-7:15
Preparation	7:15-10:15

Team 12

Set-up: 4-069	7:40-7:55
Preparation	7:55-10:55

Set-up presentation, Team 4	10:20-10:25
Presentation, Team 4	**10:25-10:50**
Deliberation first presentation	10:50-11:00 *
Set-up presentation, Team 12	11:00-11:05
Presentation, Team 12	**11:05-11:30**
Deliberation second presentation	11:30-11:40
Score teams	11:40-11:45
Feedback, Team 4	11:45-11:55
Feedback, Team 12	11:55-12:05

*Judges have 10 minutes after each presentation to deliberate and record feedback. After the second deliberation, judges have 5 minutes to score the teams.

Everyone, except for the judges, must leave the presentation room during the deliberation time.

Competition Schedule Monday afternoon — Quarter-Finals

SEMI-FINAL 1

Presentation Room Lead: [TBD]

MATCH 4.1: Presentation Room S1 **3068**

A1 (Winner from Group A)

Set-up: Room [Team's Prep Room]	1:15-1:30 p.m.
Preparation	1:30-4:30

B2 (Runner-up from Group B)

Set-up: Room [Team's Prep Room]	2:00-2:15 p.m.
Preparation	2:15-5:15

Set-up presentation, Team A1	4:35-4:40 p.m.
Presentation, Team A1	**4:40-5:05**
Deliberation first presentation	5:05-5:15 *
Set-up presentation, Team B2	5:15-5:20
Presentation, Team B2	**5:20-5:45**
Deliberation second presentation	5:45-5:55
Score teams	5:55-6:00
Feedback, Team A1	6:00-6:10
Feedback, Team B2	6:10-6:20

SEMI-FINAL 2

Presentation Room Lead: [TBD]

MATCH 4.2: Presentation Room S2 **4068**

B1 (Winner from Group B)

Set-up: Room [Team's Prep Room]	1:15-1:30 p.m.
Preparation	1:30-4:30

A2 (Runner-up from Group A)

Set-up: Room [Team's Prep Room]	2:00-2:15 p.m.
Preparation	2:15-5:15

Set-up presentation, Team B1	4:35-4:40 p.m.
Presentation, Team B1	**4:40-5:05**
Deliberation first presentation	5:05-5:15 *
Set-up presentation, Team A2	5:15-5:20
Presentation, Team A2	**5:20-5:45**
Deliberation second presentation	5:45-5:55
Score teams	5:55-6:00
Feedback, Team B1	6:00-6:10
Feedback, Team A2	6:10-6:20

SEMI-FINAL 3

Presentation Room Lead: [TBD]

MATCH 4.3: Presentation Room S3 **4079**

C1 (Winner from Group C)

Set-up: Room [Team's Prep Room]	1:15-1:30 p.m.
Preparation	1:30-4:30

D2 (Runner-up from Group D)

Set-up: Room [Team's Prep Room]	2:00-2:15 p.m.
Preparation	2:15-5:15

Set-up presentation, Team C1	4:35-4:40 p.m.
Presentation, Team C1	**4:40-5:05**
Deliberation first presentation	5:05-5:15 *
Set-up presentation, Team D2	5:15-5:20
Presentation, Team D2	**5:20-5:45**
Deliberation second presentation	5:45-5:55
Score teams	5:55-6:00
Feedback, Team C1	6:00-6:10
Feedback, Team D2	6:10-6:20

SEMI-FINAL 4

Presentation Room Lead: [TBD]

MATCH 4.4: Presentation Room S4 **5034**

D1 (Winner from Group D)

Set-up: Room [Team's Prep Room]	1:15-1:30 p.m.
Preparation	1:30-4:30

C2 (Runner-up from Group C)

Set-up: Room [Team's Prep Room]	2:00-2:15 p.m.
Preparation	2:15-5:15

Set-up presentation, Team D1	4:35-4:40 p.m.
Presentation, Team D1	**4:40-5:05**
Deliberation first presentation	5:05-5:15 *
Set-up presentation, Team C2	5:15-5:20
Presentation, Team C2	**5:20-5:45**
Deliberation second presentation	5:45-5:55
Score teams	5:55-6:00
Feedback, Team D1	6:00-6:10
Feedback, Team C2	6:10-6:20

*Judges have 10 minutes after each presentation to deliberate and record feedback. After the second deliberation, judges have 5 minutes to score the teams. Everyone, except for the judges, must leave the presentation room during the deliberation time.

Competition Schedule — Wednesday Grand Final

*

- 7.45 a.m. - 5:10 p.m.
- 6 hour preparation for cases.
- Leave hotel no later than 25 minutes before your set-up time and come to the Aungier Street Campus.
- Participants will drop off electronics and belongings with the ambassadors
- Lunch will be provided to teams in the preparation rooms at noon and beyond.
- Lunch for coaches will be available in the Coaches' Lounge, Postgraduate Area, 4th floor.
- Lunch for judges will be available in the Judges' Lounge, Management House, 1st Floor

CHAMPIONSHIP FINAL

Presentation Room Lead: [TBD]

MATCH 5.1: Presentation Room F1

SF1 (Winner from Semi-Final 1)

Set-up: [Team's Semi-Final Room]	7:45-8:00 a.m.
Preparation	8:00 a.m.-2:00 p.m.

SF2 (Winner from Semi-Final 2)

Set-up: [Team's Semi-Final Room]	8:25-8:40 a.m.
Preparation	8:40 a.m.-2:40 p.m.

SF3 (Winner from Semi-Final 3)

Set-up: [Team's Semi-Final Room]	9:15-9:30 a.m.
Preparation	9:30 a.m.-3:30 p.m.

SF4 (Winner from Semi-Final 4)

Set-up: [Team's Semi-Final Room]	9:55-10:10 a.m.
Preparation	10:10 a.m.-4:10 p.m.

Set-up presentation, Team SF1	2:05-2:10
Presentation, Team SF1	**2:10-2:35**
Set-up presentation, Team SF2	2:35-2:40
Presentation, Team SF2	**2:40-3:05**
Deliberation by judges	3:05-3:25
BREAK	3:25-3:35
Set-up presentation, Team SF3	3:35-3:40
Presentation, Team SF3	**3:40-4:05**
Set-up presentation, Team SF4	4:05-4:10
Presentation, Team SF4	**4:10-4:35**
Deliberation by judges	4:35-4:55
Rank teams	4:55-5:10

NO VERBAL FEEDBACK PROVIDED

Judges have 20 minutes after the first two presentations, and another 20 minutes after the second two presentations, to deliberate and record feedback.
After the second deliberation period, judges have 15 minutes to rank the teams and determine the order of finish.
During the Championship Final only, judges will leave the presentation room during the deliberation time; audience members remain in the room.

ROOM INFORMATION

Team Preparation Rooms & Lounges

NIBS 2024 Groups and Rooms for Championship week

	Saturday-Monday	Saturday-Monday	Additional presentation room Monday AM
Group A	**Prep Room**	**Presentation Room A**	**A1**
13	3091	3068	**2046**
1	3081		
5	3100		
9	2084		
Group B	**Prep Room**	**Presentation Room B**	**B1**
14	2085	4068	**4027**
2	3097		
6	3076		
10	3096		
Group C	**Prep Room**	**Presentation Room C**	**C1**
15	3078	4079	**3073**
3	4091		
7	4085		
11	4098		
Group D	**Prep Room**	**Presentation Room D**	**D1**
16	4083	5034	**5032**
4	4081		
8	4097		
12	4069		

Water stations located on floor, 2nd, 3rd 4th – mid way point of the building
Also available outside Coaches Lounge (GROWTHhub room) 4008; NIBS HQ 1077; and staff room; 2049

A Thanks to our Volunteers

Aleksandra Berezina
Anastasia Guzarevych
Anders Sams Keil
Anita O Donovan
Anna guseva
Camilly Dos Santos
Chanthira Plaeksantiah
Ellen Mchunu
Emmanuella Eke
Fionn whooley
Glennis Mboko
Jack O'Connor
Jacob Borkowski
Mark Brennan
Meghan Hudson Malone
Melik Karatas
Mentallah Rezk
Naomi Ahern
Noura Belkhatir
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Event and Accommodation organiser

Seona Mac Reamoinn, seona.macr@gmail.com

EMERGENCY CONTACT INFORMATION

Phone the emergency services by calling 112 or 999 from any phone. Both numbers are free of charge. 112 works in any EU country and from any phone.

Emergency Department

St. James's Hospital Dublin, James's Street, Saint James, Dublin 8, D08 NHY1

Phone: (01) 416 2774

WIFI access – for those not using eduroam

KEY: #TU-Dublin-Wir31e$$-Guest-Access