Rules for GLOBAL

§1. An overall spirit of sportsmanship is expected of all participants throughout the duration of the competition.

§2. Any violation of the rules may result in disqualification of the team. Any decision of disqualification is final and not up for discussion.

§3. All materials produced during the CBS Case Competition, including the teams' presentations, photos and video are the rightful property of CBS Case Competition.

General

§4. The teams prepare one case solution during the competition, according to the case given.

§5. The case will be made available on the platform (https://signup.casecompetition.com) on Monday, November 16th, 2026, at 09.00 AM CET.

§6. The teams must hand in their final presentation on the platform before Tuesday November 17th, 2026, at 09.00 am CET. Late submissions are not accepted and will be disqualified.

§7. The presentations are final, no modifications to presentations are allowed after the hand-in deadline.

§8. Presentations must be made in English and uploaded as a .pdf file.

§9. The solution must consist of a slide deck of maximum 15 slides including appendices excl. title pages and breaker slides (the slide size must be 16:9).

§10. All submitted material must be anonymous. Participants are not allowed to disclose the name of their university or their country in the solution. Submissions are therefore not allowed to include names, pictures or other identifiers of team members. Note that the solution must be submitted as a single PDF document with the team's name as the filename.

§11. No outside help is allowed during the case solving, this includes but is not limited to; help from faculty staff, other students and any non-team member.

§11a. Databases requiring login are not allowed to solve the case.

§12. Teams are allowed to use all resources available to them to research and develop their case solution, subject to §11 and §11a.

§13. Teams advancing in the competition are required to facilitate their own technical setup for the semifinals, including, but not limited to, high bandwidth and stable internet connection and high-quality audio and video equipment. Failure to have proper equipment may result in disqualification.

§14. Teams advancing in the competition must be available for equipment and connection testing prior to the semifinals. Failure to be available may result in disqualification.

§14a. All participants selected to the semi-finals and finals must be eligible to enter Denmark. This means participants are responsible to acquire visa’s themselves if it’s required. This also entails that expenses associated with acquiring the visa are paid by the participants themselves.

§15. The selected semifinalists must be available in week 47 to participate online in the semifinal round on Thursday, November 19th, 2026.

§16. The selected finalists must be available in week 48, to participate in the final round on Thursday, November 26th, 2026, and able to fly in on Tuesday, November 24th, 2026. CBS Case Competition will provide flights and hotel accommodations for the team members.

Evaluation

§17. The case solutions will be evaluated based on the following criteria:

- 25%: Analysis (is the recommendation based on a thorough understanding of the company, market, and target customers?)
- 25%: Solution (to what degree does the solution answer the case question?)
- 25%: Feasibility (how realistic is the implementation of the solution?)
- 10%: Visual presentation (is the solution clearly communicated through the submitted material?)
- 15%: Creativity and innovation (is the solution bold and challenging industry standards?)

§18. All solutions submitted will be reviewed by a jury, who will select the top 9 teams to qualify for the semifinal round.

Semifinal

§19. The selected teams will randomly be assigned to one of three groups for the semifinal round.

§20. In the semifinal round, each team will present their solution over an online video conference call (facilitated by our Organising Committee) to a panel of judges which will include representatives from the case company and Bain & Company.
§21. Semi-finalist teams must facilitate their own technical setup for the semifinal and be available to participate in the equipment and connection testing sessions, subject to §13 and §14.

§22. Teams may present their solution in a PDF file.

§23. Teams may use notes and/or cue cards during their presentations.

§24. In the semifinal round, each presentation will consist of a 10-minute presentation followed by 10 minutes of Q&A. The presenting team will be notified when five minutes and one minute remain, both during their presentation and during the Q&A.

§25. The presentation should be held under the same circumstances as a physical presentation. Thus, during the presentation and Q&A no outside help is allowed, including, but not limited to, guidance from others or any other interaction with non-team entities.

§26. Before presenting, a check-up will be conducted of each team and member to ensure that the facilities are in accordance with §25. This is solely done to ensure the integrity and fairness of the competition, providing equal competing grounds for all teams.

§27. The judges will select one team from each of the three divisions to qualify for the final round.

Final round

§28. In the final round, each team will present their solution in person to a panel of judges, including the executives from the case company. The presentation will be streamed on all relevant social media platforms.

§29. Each presentation will consist of a 10-minute presentation followed by 10 minutes of Q&A. After the 10-minute Q&A from judges, the team must answer two of the top questions from the audience. The presenting team will be notified when five minutes and one-minute remain, both during their presentation and during the Q&A.

Confirmation of enrolment

§30. If your team proceeds to the semi-finals, CBS Case Competition will need confirmation of enrollment from all team members. Because of the short time between the preliminary screening round and the semi-finals, please have the appropriate documentation ready in advance.

Eligibility and team formation

GLOBAL is open to undergraduate and graduate students from across the globe.

§31. You are eligible to participate if you are either: a) an undergraduate student or b) a graduate student with no more than a two-year gap between graduating from your bachelor’s programme and being enrolled in your master’s programme.

§32. You are eligible to advance to the semifinal and final if you can facilitate your own technical setup and be available to participate in the equipment and connection testing sessions, subject to §13 and §14.
§33. Teams must consist of 3 to 4 eligible students. There are no requirements for gender balance on teams.

§34. Teams can be formed across universities and countries. To ensure fairness of competition, each team member is required to sit individually, but in a group video call with the rest of the team, if they proceed to the semifinals.

§35. Teams that are not between 3 and 4 students by the time of case launch will not be able to upload a solution.

Please keep in mind that the rules are preliminary and may be subject to change. We therefore advise you to look at the rules once again at case launch.