

WELCOME! Thank you for participating in our LAUNCH case competition on 8/20. This email is meant to summarize the event, but please feel free to reach out to me anytime with questions.

Sincerely,

Greg Stoller

1. The slide template is to ensure graphical consistency amongst the teams, but the contents of each slide are entirely up to you! The general request from the entrepreneur is: Slide #1: Should BVC (Blackstone Valley Cannabis) look to open another store? Where in Massachusetts should it be located? Slide #2: Should they consider expanding to another state? Rhode Island approved Marijuana for recreational use; would it make sense to operate there, too? Keep in mind that they would have to set up a whole new Grow facility to enable this, as Marijuana cannot be sold across state borders. Slide #3: Given the current market dynamics, does it make sense for BVC to look to make a strategic brand acquisition, and/or in-house collaboration with an out-of-state brand? **Outside of your presentation, please note:** a) No handouts, b) No Multimedia content (i.e., video / audio), and c) No Props. We are simply trying to be fair to all teams. Please plan to email your PPT to me so we have a copy.
2. Research: Please use the case study as a ****starting point.**** You are welcome to bring in any outside research, including, but not limited to, related articles, other case studies, competitive intelligence, industry studies, medical analyses / studies / research, and executive interviews. However, we respectfully request, please, that you ****DO NOT**** contact any of the following: Past, current (or presumed future) full or part-time employees, contractors, consultants, customers, clients, partners, stakeholders, or investors of the company profiled in the case. Please also ****DO NOT**** use: Any non-public / proprietary / confidential / copyrighted / patented material from other individuals, databases, or companies in your preparation. Finally, please ****DO NOT**** sign up as prospective customers on their website. Multiple Questrom teams will compete, and we don't want to breach any client confidentiality from the company in the case or from others in the industry. The entrepreneur is genuinely interested to hear our students' thoughts and analysis.
3. Judges: The Judges for the competition will be from the MBA Center, and in the finals, the company's executive team profiled in the case. Outside of the entrepreneur, the Judges have received the same information as the teams.
4. The event will take place in three portions.
 - a) Prep sessions: This will take place in rooms 418, 420 or 424 from 2:00 – 3:00 p.m.
 - b) Semi Finals: The preliminaries will start promptly at 3:00 p.m. EST on 8/20 in rooms 418, 420 or 424. Each team will present for five minutes, followed by five minutes of Q&A. While we expect each member of your team to have an active role in this overall project, we will defer to you

regarding how many people you would like to have present and/or participate in the Q&A.

- c) **Finals:** A finalist team will be selected from each classroom. They will present to the entrepreneur directly at 4:00 p.m. EST on 8/20. The entrepreneur will announce the winner for fun at 5:20 p.m.

- 5. **Survey:** Like we do for most competitions we will be analyzing your preparation approach for academic research. You will be receiving two emails from a site called Qualtrics. Please complete the first survey before the competition on 8/20 and then the post-survey within two or three days afterwards. Both of these should take no more than 5 to 10 minutes, please. (This is being coordinated with Marymount University).

- 6. **Dress:** Please dress in formal business attire. In addition to the Judges, audience members will be classmates from different BU undergraduate and graduate programs across the university.

Here is some additional information:

- a) Video interview with Entrepreneur: https://youtu.be/nbivz7o0t_Q
- b) Slide Template: We have put together a slide template to be fair to all teams
- c) Judging Form: We have provided the form so you know how each team will be evaluated.
- d) Tips: We have put together a one-page tips sheet about how to be successful in case competitions.

If you have any questions, please feel free to reach out to me at any time:

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