

# FUSO CASE CHALLENGE 2020

## **There is only one Planet Earth: How can Fuso further contribute to a sustainable future?**

FUSO Case Challenge is not only a competition. It is a learning experience that will give the participants the opportunity to present their best ideas to solve a real challenge that FUSO faces today to make the roads cleaner, safer and better for everyone. The winning team will have a chance to pitch their ideas to our executives. Some exciting gifts also awaits!

### **Rules and Guidelines**

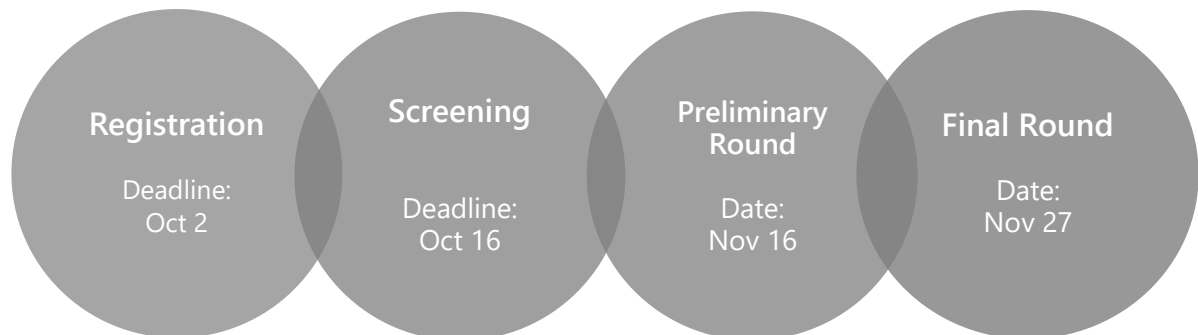
#### 1. Participants:

The competition is open to all Bachelor's students. Each team must comprise of 4 team members from the same university. (Master/Doctor students are out of scope.)

#### 2. Language:

The competition program and presentation materials shall be in English. Students are encouraged to deliver the presentation in English, however, a translation device will be provided in case the students will present in Japanese (please contact us in advance).

#### 3. PROCESS



#### **3.1. REGISTRATION**

- Registration deadline: **October 2, 2020**
- To register, please have one member of your team apply via QR code in poster. The team leader will be your team's primary point of contact throughout the competition.

#### **3.2. SCREENING**

Once registered, the team will be provided with the participant kit which includes the task and the details of the case on October 2, 2020.

- Task: will be asked to submit a 3-5 pages PowerPoint summary of the business case (via email) by October 16.
- Outcome Announcement: Oct 30, 2020.

- Nine teams will advance to the semi-final round and will be required to present the full presentation.

### **3.3. PRELIMINARY ROUND**

The 9 finalists that will advance in the Preliminary Round are expected to make a 15-minute full presentation on November 16 via online.

- 9 finalists will be randomly divided into 3 divisions which will be announced on the same day.
- Time schedule: Each team has 30 minutes (Presentation: 15 min, Q&A: 15 min)
- 1 team from each division will advance to the Final Round

### **3.4. FINAL ROUND**

The Final Round will be held on November 27 in MFTBC HQ or via online. Top 3 teams (1 from each division) will advance to the Final Round and will present in the plenary hall where all participants, professors, judges and MFTBC executives are invited.

- Top 3 teams are not allowed to modify their presentations at this point.
- Time schedule: Each team has 35 minutes (Presentation: 15 min, Q&A: 20 min)

***\*Transportation cost will be reimbursed up to 30,000 yen per person in case you use flight/Shin-kansen to join the final round.***

## **4. CONTACT:**

For any questions, please feel free to reach us at [mftbc\\_hr\\_marketing@daimler.com](mailto:mftbc_hr_marketing@daimler.com) with email subject 'FUSO CASE CHALLENGE'.

Details are subject to change to adjust to unforeseen situation.