



FUSE SOCIETY PRESENTS:

FUSE CHALLENGE

*BRIDGING THE GAP BETWEEN
ACADEMIA AND THE REAL WORLD.*





ABOUT FUSE AND FINALE

FUSE Society is a federally registered, youth-led non-profit that aims to bridge the gap between academia and the world of business. Founded in 2016 by two Vancouver high-school students, FUSE promotes business literacy by distributing free, case-based learning tools to high school business classes. We are an organization that branches across 3 provinces: Alberta, British Columbia, and Ontario to teach business fundamentals on a national scale.

Fuse Finale will serve as the culmination of our NBP curriculum. Students will apply the lessons they have learned within a case competition featuring students from across Canada. By participating in the FUSE Finale, participants will have an opportunity to hone their critical thinking and teamwork skills in a setting that allows for growth. Teams will have the unique opportunity of facing-off against students from across the country and put their case skills to the test.

CASE COMPETITION BASICS

A case study summarizes a real-life business issue faced by a company and looks for solutions to the problem they are presented with. At its core, a case study is an intensive, systematic investigation into the complex variables surrounding a business. A case competition is an event where contestants are presented with a business case study, which focuses on specific companies and their challenges. Teams compete against each other to present a comprehensive solution. Typically, case presentations include a statement identifying the problems that a company is facing, multiple analyses examining internal and external business environments, a set of solutions that seek to resolve the aforementioned issues, as well as their risks and mitigations, and a concrete implementation plan to ensure that the solutions are enacted. Additionally, case studies can include financial analyses and various other analytical devices to provide further context.

Our National Business Program (NBP) teaches a proprietary case-based curriculum to classrooms across Canada. Our lessons contain a comprehensive guide to tackling case competitions from the basics of case study analysis to presentation skills. These resources provide a clear overview about building a case and old cases to practice with. The program materials can be accessed at: bit.ly/NBPRESOURCES

LOGISTICS

FUSE Finale will take place on Saturday, March 25th 2023. It will be hosted virtually on Zoom, starting at 10 AM PT/11 PM ET and ending at the times shown below.

SCHEDULE

EVENT	PST	MST	EST
SIGN IN	10:00	11:00	13:00
START OF COMPETITION	10:30	11:30	13:30
BREAK	11:30	12:30	14:30
RESUME COMPETITION	11:45	12:45	14:45
BREAK	12:45	13:45	15:45
FINALS	13:00	14:00	16:00
BREAK	14:15	15:15	17:15
CLOSING CEREMONIES	14:30	15:30	17:30

LOGISTICS

There will be 2 hours of competition, and 8 15-minute timeslots for teams to be placed in. Your team will be contacted with your corresponding timeslot for presentation.

The event will start with an opening ceremony and end with a closing ceremony, with team presentations to judges taking place throughout the day. All teams will be given their presentation times via email before the event starts, so be sure to arrive on time! Each team will only be presenting once. Each presentation consists of a **7 minute presentation** time before a **3 minute Q&A period** with our judges, for a total of 10 minutes.

The case study will be released 10 days prior to the competition, allowing attendees to prepare presentations in advance. This can be found on our website along with the supplemental resources.

EXPECTATIONS AND POLICY

FUSE Society is committed to withholding integrity by providing an equitable experience. By participating in the FUSE Finale Qualifiers, FUSE Society expects all attendees to adhere to the following expectations:

1. Any form of cheating and team-to-team collaboration will be strictly prohibited. Teams will not be allowed to receive premature disclosure of the case and external assistance during the competition.
2. Verbal harassment and disrespectful conduct will not be tolerated. All attendees, as well as judges, FUSE staff, and guests, must be treated with respect.
3. Attendees are strongly encouraged to adhere to the dress code of business formal.
4. Since the competition will be conducted virtually through Zoom, attendees must follow proper video-conferencing etiquette, including appropriately muting, abstaining from using the chat needlessly, enabling cameras when instructed to do so, and arriving on time – FUSE reserves the right to disqualify teams due to late arrivals. Please ensure that each team member's wireless connection is strong and that they are in a quiet location prior to the start of the event.

Failure to comply with these expectations will result in immediate disqualification of the entire team. To report violations of our code of conduct, or any problems, including technological issues, please email: contact@fusesociety.ca

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