



Institute for
International
Business

In cooperation with



Business Case Challenge 2021

Adjusting to the “Next Normal”

Beginner Case

The current crises, a challenge for firms: we seek innovative ideas



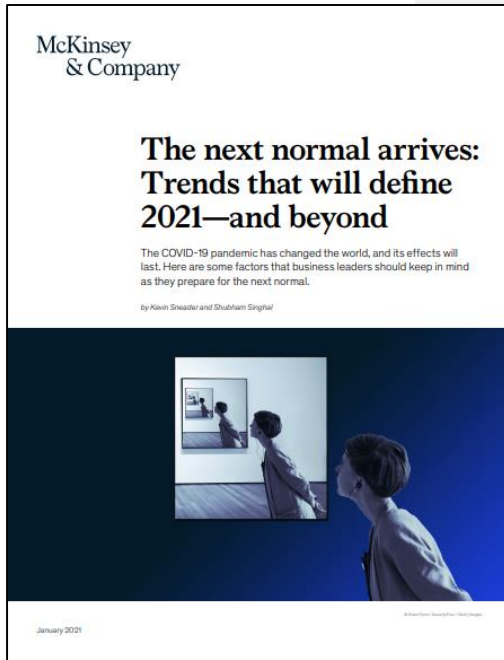
Covid-19 has led to substantial **shifts in how we live, work and study**. These changes are often summarized as „**the „next normal“**“. Within this situation, we seek **innovative ideas and entrepreneurial spirit** to overcome and leverage these changes. We want to specifically encourage **younger students** (Oberstufe, HAK, etc.) and **university students from non-business fields** to get involved with the basics of management

Challenge
What are we
looking for?

We seek **innovative ideas!** This can be ideas for products/services/start-ups but also ideas for internal entrepreneurship and innovation:

- **Innovative ideas** on how firms can successfully act in “the next normal” (strategies, management, marketing, etc.)
- Ideas for **innovative business models** (services, products, etc.) that offer a great market opportunity in “the next normal”

„The next normal“ causes shifts in our lives and opens up room for new business ideas



Potential trends caused by “the next normal”



Unleashing of pent-up demand with increasing consumer confidence



Changes in consumer shopping behaviour (e.g., increased likelihood to order online)



Emergence of completely new ways of working and studying (e.g., less business travel, increased work-from-home)



Rebalancing and regionalization of supply chains to mitigate future risks and disruptions



New wave of innovation and entrepreneurship (technologies related to remote working, supply-chain improvements etc.)



Acceleration of “Fourth Industrial Revolution” due to increased deployment of digital solutions



Acceleration of biopharma revolution (e.g., mRNA)



Which business ideas can you think of to build on “the next normal”?



In your case, we want you to highlight how your idea works in the context of the crisis

Product

How does the product contribute?

What is your idea? How does it relate to the current situation? How does the idea help to address the economic challenge we are facing (i.e. “the next normal”)?

- Product description: What is the value to the customer/how does your idea help firms in the context of “the next normal”?
- What is its unique selling proposition, what is new and special about your idea?
- Why is the product important today?
- ...

Market

What will the market look like?

What is the market for your product? Why is this specific market attractive in times of “the next normal”?

- What is the size of the addressable market and how is this market segmented?
- What are the main factors on a macro- and industry-level influencing the business in this segment?
- How does the competition look like?
- What is the sales potential of your idea within this market segment?
- How should the product be priced?
- ...



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What is expected from submissions for the Beginner Case?

Potential structure of the presentation document

- | | | |
|---|---------------------------------------|--|
| 1 | Introduction and relevance | How will the “Next Normal” look like in your opinion? Which effects will it have on our private and professional lives? Which opportunities may arise for companies? |
| 2 | Product idea | How does your product look like? What are its features and functionalities? How will it look like? |
| 3 | Value proposition | Which needs are addressed by your product? Why would people buy it – or does it maybe address a non-profit cause? What makes your product unique? |
| 4 | Market segmentation and sizing | Which market segment will you target? Who will be your target group, and why? How large is your target market? What are your expected sales? |
| 5 | Competition | Which are potential competitors on that market? What are their strengths and weaknesses? How will you differentiate your company against them? |
| 6 | Strategy | How do you want to price your product? How will your marketing strategy look like? How will you organize your distribution channels? |

**This is just one way how you can structure your presentation.
Other approaches are possible!**



Organization of the Business Case Challenge

Content

Use a **presentation tool** to show your case. The chapters product and market must be covered. The maximum slide deck covers **6 content slides** + cover and closing slide with contact details

Please use corporate websites and other sources of insight to find more information on the business case

Submission and Grading

Please **submit** your business case as PDF to ***business-case@wu.ac.at*** **until 11th of June 2021, 11:55 o'clock p.m**

Your contribution will be **evaluated** by an independent jury by:

- **Product:** novelty of idea, clarity of USP etc.
- **Market:** analysis depth, sophistication of methods used etc.
- Clarity, conciseness and quality of **presentation**

Contact

In case you have any **questions** related to the organization (!) of the business case challenge, **please contact** ***business-case@wu.ac.at***

The contact person will be **available at regular working days** and responds as soon as possible



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