



# **IE BUSINESS CASE COMPETITION**

February 23<sup>rd</sup>-27<sup>th</sup> 2026

Rules & Agenda

A stylized graphic of the IE logo, consisting of a dark blue, three-dimensional-looking shape that resembles a folded piece of paper or a stylized 'ie'. The lowercase letters 'ie' are printed in white on the top surface of this shape. The graphic is positioned in the lower right quadrant of the page, set against a background of blue and white wavy shapes.

ie

# IE BUSINESS CASE COMPETITION

February 2026 RULES

The IE Business Case Competition is a unique opportunity for university students to apply their business knowledge, enhance their consulting skills, and solve real-world challenges. Set in an international and diverse environment, the competition promotes collaboration, strategic thinking, and networking, allowing participants to connect with peers, industry experts, and corporate leaders while gaining valuable hands-on experience.

## General rules

1. An overall spirit of sportsmanship is expected from 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.
3. All materials produced during the IE Business Case Competition, including the teams' presentations, photos and video are the rightful property of IE University.
4. If a situation arises which is not addressed in this document , the IE Business Case Competition Reserves the right to decide on how to proceed.

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## Format

1. The competition consists of two cases, a short case that requires 5 hours of preparation and a long case requiring 12 hours of preparation.
2. The cases will present real business situations.
3. The short case weights 25% of the overall score and the long case weights 75% of the overall score
4. In case of a tie: The team with the higher score in the 12 hour case wins
5. Teams will be randomly assigned to three divisions, each consisting of four teams.
6. Teams will remain in the same divisions for both the Short Case and the Long Case
7. Presentation order in the Final Round will be decided by a draw, held after finalists are announced
8. Teams will present under their chosen consulting name for both cases, both in the qualifying rounds and the Final Round, and this consulting name will be used in all official communication and documentation (team announcements, and similar). Consulting names should not include the university name or home country symbols, such as university/school logos, school mascots, national symbols, etc.

## Case Preparation & Restrictions

1. Each team will have a room assigned in the campus to prepare the cases.
2. Each team will be provided with a supplies kit, which includes flipcharts, markers, pens and tape. Any additional supplies beyond the standard kit will be at the team's own expense.

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3. The case will be sent from [ieubs.competitions@ie.edu](mailto:ieubs.competitions@ie.edu) to all the team Members and Faculty Advisor to the email they have provided.
4. Case Preparation Permitted resources:
  - a. Resource Usage: Participants may use publicly available websites, open-access databases, free online content, for research and solution development.
  - b. Case Preparation: Standard office and collaboration tools are allowed for document preparation and collaboration and can be strictly used by the Participants only.
  - c. AI Tools: The free version of ChatGPT and other free AI tools that do not require a paid subscription may be used for research and brainstorming.
  - d. Team Communication: Communication is strictly limited to team members
5. Prohibited Resources and Actions.
  - a. Teams are strictly prohibited from discussing the case with anyone, including faculty advisors, professors, business consultants, company representatives, and other students.
  - b. Paid-subscription-based tools.

### 5-hour Case Specifications

1. The case will be distributed on \*Tuesday, February 24th , 2026, at 9:00 AM (GMT+1)."
2. Teams will have 5 hours to read and analyse the case, prepare a solution and make a presentation.
3. Teams must deliver a PowerPoint presentation on Tuesday, February 24th, 2026 by 02:00 pm (GMT + 1 hour).

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14. Teams must submit their presentation via the shared folder provided by the organization.
5. In case a team sends their PowerPoint presentation out of the established period, they will be able to use it but as penalization, If a team submits late, their placement will be lowered 1 point from the team's final score .
6. The presentations will take place on Tuesday 24th from 15:00 to 17:0, according to the following schedule:
  - a. First team: 15:00
  - b. Second team: 15:30
  - c. Third Team: 16:00
  - d. Fourth team: 16:30

### 12-hour Case Specifications

1. The case will be distributed on \*Thursday , February 26th , 2026, at 8:00 AM (GMT+1)."
2. Teams will have 12 hours to read and analyse the case, prepare a solution and make a presentation.
3. Team members will be provided with a lunch card that can be used to purchase snacks and meals at on-campus facilities.
4. Teams must deliver a PowerPoint presentation on Thursday, February 26th, 2026 by 08:00 pm (GMT + 1 hour)
5. Teams must submit their presentation via the shared folder provided by the organization.
6. In case a team sends their PowerPoint presentation out of the established period, they will be able to use it but as penalization, If a team submits late, their placement will be lowered 1 point from the team's final score .

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7. The presentations will take place on Friday 27th from 9:00 to 11:0, according to the following schedule:

- a. First team: 9:00
- b. Second team: 9:30
- c. Third team: 10:00
- d. Fourth team: 10:30

### Presentations

1. Presentations format must be a Microsoft PowerPoint file. In case the presentation is delivered as a PowerPoint file, be sure to use the common fonts. The IEBCO organization won't be responsible for any modification showed in the presentation format
2. English is the language that all teams should use in their presentation
3. During their presentation, teams are allowed to use only their PowerPoint presentation. Any other complement as executive summaries, product prototype, or any other is not allowed.
4. Formal Attire is mandatory for the presentations
5. Each team will have 15 minutes for their presentation followed by a period of 10 minutes for questions made by the judges.
6. In case a team ends their presentation in less than 15 minutes, it Will go right ahead into the questions period.
7. A member of the Organizing Committee will indicate when there are 5 minutes and 1 minute left for the presentation.

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8. After all presentations are finished, the panel of judges will provide feedback to all Participants and Advisors in each room during a 10-minute session.
9. During the presentation, advisors can observe the presentation of their team and other teams that are in the same division group
10. Teams will not be allowed to watch the presentations of other teams. The finals is an exception, all the teams that are not in the final can freely observe the final presentations.
11. Presentation files become the property of IEBC and can be displayed or utilized in media appearances as well as allow the company to use the solutions as part of their future strategic plans. Presentations may be recorded.
12. Scoring criteria:

Description	Weight
Problem identification and quality of analysis	20%
Innovative ideas an evaluation of alternatives	10%
Detail and feasibility of recommended solutions	20%
Adequate analysis of financial and operational implications	10%
Structure and quality of the presentation	10%
Performance in the Q&A session	20%
Overall performance (flow, team, persuasiveness)	10%

# IE BUSINESS CASE COMPETITION

February 2026 AGENDA

## Monday, 23 February

### 10:00-10:30 Teams Arrival & Registration

IE Tower Hall- Main Entrance  
Paseo de la Castellana 259E, Madrid

Upon arrival at the IE Tower reception, members of the IEBCC Team will be there to greet you and assist with your arrival. From there, you will be guided to the 22nd floor, where the registration process will take place.

### 10:30-11:00 IEBCC Welcome Session

T -22.01

### 11:00-13:00 Teams Presentation

T -22.01

Dress code: T-shirt competition

Each team will prepare a 8-minute presentation to introduce their team members and their university.

Please save your presentation on an online platform (e.g., Google Drive or Canva) so it can be accessed from the classroom devices.

# IE BUSINESS CASE COMPETITION

February 2026 AGENDA

## Monday, 23 February

**13:00**    **Division Draw**

T -22.01

Teams will be randomly assigned to their respective divisions for the case presentations.

**13:00-14:00**    **Lunch Cocktail**

Hub 22

During lunch, we will host a gift exchange. All participants should bring a small token representing their university or country of origin (e.g., a souvenir, local specialty, university merchandise, or cultural item).

**14:30**    **Shuttle Bus**

Avenida Monforte de Lemos

**16:30-18:30**    **Company Visit**

**19:00**    **Shuttle Bus to Segovia**

**20:00**    **Arrival to Segovia and  
Hotel check-in**

Hotel Exe Casa Linajes  
Calle Doctor Velasco, 9, Segovia

# IE BUSINESS CASE COMPETITION

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## Tuesday, 24 February

9:00 **Case Presentation**

IE Refectory- Segovia Campus  
Calle Cardenal Zúñiga, 12 Segovia

Case Presentation and distribution

9:00-14:00 **5-hours Case preparation**

Assigned workroom for each team

14:00 **Presentation Submissions**

Teams must upload their presentation to the designated shared folder.

14:00-15:00 **Lunch Cocktail**

Cloister-Ground Floor

15:00-17:00 **5-hours Case Presentations**

Dress code: Formal Business Attire

15:00 First team

15:30 Second team

16:00 Third team

16:30 Fourth team

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16:00 Third team

16:30 Fourth team

# IE BUSINESS CASE COMPETITION

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## Tuesday, 24 February

17:00 Feedback

The Jury Board will provide individual feedback to each team on their case solutions.

18:30-20:30 Social Activity

Dress Code: Casual and comfortable clothing. Jeans and sneakers are welcome

Location. IE Creativity Campus. Calle de la Trinidad, 14

An interactive city experience designed to encourage exploration, teamwork, and friendly competition.

20:30 Annoucement of 5-hour Case Results

Forum IE Creativity Campus. Calle de la Trinidad, 14

21:00 Dinner

Restaurante Jose María  
Calle Cronista Lecea, 11

# IE BUSINESS CASE COMPETITION

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## Wednesday, 25 February

9:30 Shuttle Bus to Madrid

Via Roma, Segovia

11:00-12:30 VR Session

T.05.01 & T05.02

Dress code: Competition T-shirt

12:45 Shuttle Bus to Madrid City Center

Avenida Monforte de Lemos

13:00-16:00 Cocktail and Lunch Reception

Casa Suecia

Calle del Marqués de Casa Riera, 4 Madrid

16:30-18:30 Madrid Walking Tour

Dress Code: Casual and comfortable clothing. Jeans and sneakers are welcome

18:30 Shuttle Bus to Hotel Exe Plaza

Hotel Exe Plaza

Paseo de la Castellana 191. Madrid

# IE BUSINESS CASE COMPETITION

February 2026 AGENDA

## Thursday, 26 - Students

### 8:30 Case Presentation

T-6.03. IE Tower

Case Presentation and distribution

### 8:30-20:30 12-hours Case Preparation

Assigned workroom for each team

Team members will be provided with a lunch card that can be used to purchase snacks and meals at on-campus facilities.

### 20:30 Presentation Submissions

Teams must upload their presentation to the designated shared folder.

### 20:30-21:30 Dinner Cocktail

Hub -4 floor

# IE BUSINESS CASE COMPETITION

February 2026 AGENDA

## Thursday, 26 - Faculty Advisors

**8:30 Case Presentation**

T-6.03. IE Tower

Case Presentation and distribution

**9:00 Coffee**

Hub-10 Floor

**10:00 Shuttle Bus to Toledo**

Avenida Monforte de Lemos

**11:00 Toledo City Tour**

**13:00 Lunch Reception**

Taberna Botero  
Calle Ciudad, 5. Toledo

**17:00 Shuttle Bus To Madrid**

**20:30-21:30 Dinner Cocktail**

Hub 4-floor

# IE BUSINESS CASE COMPETITION

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## Friday, 27 February

### 9:00-11:00 12-hours Case Presentations

Dress code: Formal Business Attire

9:00 First team

9:30 Second team

10:00 Third team

10:30 Fourth team

### 11:00 Feedback

The Jury Board will provide individual feedback to each team on their case solutions.

### 11:00-12:00 Networking Coffee

Hub-10th floor

### 11:45 Finalist Announcement

Hub-10 floor

### 12:00-14:00 Finals

IE Auditorium. -4 Floor

Dress Code: Formal Business Attire

### 14:00-16:00 Reception Lunch

Foyer. -4 Floor

### 16:00-17:00 Closing Ceremony

IE Auditorium