

BIG RED CASE OFF



Microsoft



CORNELL MBA
HIGH TECH CLUB

Introducing Cornell Johnson's Inaugural Flagship Tech Case Competition *Brought to you by the High Tech Club (HTC)*

What it is:

The Big Red Tech Case Off is HTC's inaugural case competition where Johnson MBA students will tackle real-world tech strategy challenges, sharpen their problem-solving and pitching skills, and compete for epic prizes and the chance to present at Microsoft HQ in NYC.

Why enter:

- Pitch in front of alumni, company leaders, and esteemed judges
- Finalists travel to Microsoft NYC for an exclusive on-site presentation
- Build a resume-worthy line as a Finalist in HTC's Flagship Competition
- Gain exposure to alumni, recruiters, and industry experts
- Be part of a new Johnson and HTC tradition and help launch a legacy

Who can enter:

- Open to all Cornell Johnson MBA students
- Teams of 4 MBA students
- Must include at least 2 HTC members
- Max 2 second-years per team
- No team? No problem - sign up solo and we'll match you as a free agent

What to expect:

- **Team registration deadline:** October 27 (https://johnson.qualtrics.com/jfe/form/SV_6RaBHsT4MfKzVnE)
- **Prompt release:** October 31 via email to all registered participants
- **Round 1 Pitch (Nov 6):**
 - Each team will pitch a 2–3 minute proposal
 - Pitches will be delivered in person at Breazzano
 - BTRS students may participate virtually via Zoom
 - Judged by a panel of faculty, alumni, and tech professionals
- **Finalist announcement:** Nov 6
- **Final Round at Microsoft NYC (Nov 14):**
 - Finalist teams will be transported to NYC
 - Pitches will be presented live at the Microsoft office
 - Finalist judging panel includes senior Microsoft leaders
- Winners announced on Nov 14, followed by a light reception with judges and alumni

Prizes:

- **1st Place Team: Pending - stay tuned!**
- **2nd Place Team: Pending - stay tuned!**
- **3rd Place Team: Pending - stay tuned!**

Questions?

Please contact HTC VP of Innovation, Zoe Schulte, at zrw6@cornell.edu

Registration link:

