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# 180DC BUSINESS CASE COMPETITION



# Sponsored By





# Foreword CEO

Dear Amazing Participants,

Welcome to the 180DC Case Competition 2026 by 180 Degrees Consulting UGM! We are excited to have you join us on this journey. With the theme “Winning the Next Curve: Formulating Future-Ready Growth Strategies,” this competition is designed as a space to explore new ideas, challenge existing perspectives, and rethink how growth can remain relevant in a constantly changing world.

This competition is not just about finding the best solution. It is about the process of learning and growing together. Within this journey, you are encouraged to navigate uncertainty, balance ambition with responsibility, and turn complex challenges into strategies that create real impact for the future.

This guidebook will support you throughout the preliminary stage, but the experience will be shaped by your curiosity, creativity, and teamwork. We sincerely hope this competition becomes a meaningful experience that stays with you beyond the results, and perhaps the first step toward making a real impact on the business challenges of today and tomorrow. Good luck and we look forward to seeing how you shape the next curve together with us!

Best regards,



**Kalyca Indira Theta**

**CEO of 180DC Case Competition 2026**



# About 180DC Business Case Competition

180DC Business Case Competition prompts participants to solve a real business case provided by a partner company through a structured and analytical approach. Participants are required to understand the company's background, identify core business problems, and analyze relevant internal and external factors. Based on their analysis, teams must formulate strategic recommendations that are logical, feasible, and aligned with the company's objectives. The competition simulates a consulting style problem solving process that emphasizes structured thinking, teamwork, and clear communication.

Through this competition, participants are expected to showcase critical thinking, analytical rigor, and professional business communication skills. Participants will gain hands-on experience in translating analysis into actionable strategies and defending their recommendations. The competition provides early exposure to real world business challenges and consulting methodologies. This experience is designed to develop strategic mindset, problem solving confidence, and readiness for future academic and professional pathways.



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# Background Theme

**“Winning the Next Curve:**

**Formulating Future-Ready Growth Strategies”**

In today’s rapidly evolving business environment, companies are constantly faced with shifting market trends, technological disruptions, and changing consumer expectations. These dynamics require businesses to not only respond to change, but to anticipate it. Competitive advantage is no longer defined solely by current performance; instead, it is shaped by a company’s ability to recognize emerging curves, adapt strategically, and position itself for long-term growth in an uncertain landscape. As industries become more complex, the challenge lies in formulating strategies that allow organizations to remain relevant, resilient, and competitive.

Through the theme “Winning the Next Curve: Formulating Future-Ready Growth Strategies,” 180DC Case Competition 2026 invites participants to explore how businesses can design sustainable and forward-looking growth strategies amid continuous change. By analyzing real-world business cases, participants are encouraged to think critically about strategic decision-making, innovation, and long-term value creation. This competition aims to generate fresh perspectives and actionable insights that can support businesses in making better strategic decisions, while also equipping future business leaders with valuable skills to help achieve meaningful and sustainable growth.

# General Rules

- 1 **Participants must be active undergraduates students** from the Asia Pacific region and remain eligible until the final stage of the competition.
- 2 **Each team must consist of two to three students**, and team members may come from different faculty and universities.
- 3 Each participant must have a **valid student identity card**.
- 4 Each participant is **only allowed to join one team** throughout the competition.
- 5 Once a team member has been officially registered, **no replacement is allowed** for any reason.
- 6 **Each document may only be submitted once**. In the event of multiple submissions, only the first submission will be assessed.
- 7 **The judges' decisions are final** and cannot be contested.
- 8 **Participants must register** and pay the registration fee according to the registration mechanism stated in Section G before joining the competition.
- 9 **Participants are required to comply with all regulations**, and the committee reserves the right to take strict action in the event of any violation.
- 10 Rules are subject to change and any information will be delivered via **instagram @180dc.casecomp** and **coordination group**.

# General Rules

11

**Submissions must not contain** any content related to race, religion, ethnicity, nationality, or any other form of discriminatory material.

12

Any form of cheating or academic dishonesty is **strictly prohibited**.

13

The entire event will be conducted in **English**.

14

Only the **group leader** is permitted to **join** the official coordination group.

15

The competition consists of **preliminary, semifinal, and final** rounds.

16

The **business case will only be distributed to participants** after they have successfully completed the registration process.



# Competition Format

## Preliminary

**Output: Executive Summary**

**Deadline: May 2, 2026**

1

The preliminary round will be held from **19 April - 2 May 2026**.

2

The **executive summary** must be **submitted** no later than **2 May 2026** at 23.59 (GMT+7).

3

Participants are required to **analyze the given case** and **summarize their analysis and proposed solution**. The **one page** executive summary should **include problem identification, analysis, solution, and implementation approach**.

4

Teams are expected to **focus on the core problem, identify key findings, and present a comprehensive analysis** that supports their proposed solution. Each team must submit a one page executive summary in **PDF format**, excluding any attachments.

5

**Participants are required to follow the executive summary guidelines below:**

- The executive summary must be written in formal English.
- The executive summary must consist of one page only. There is no maximum word limit for the executive summary.
- Participants may include attachments as supporting materials, and the number of attachments is not limited.
- **Executive Summary Format**

**Paper size: A4**

**Font type: Times New Roman**

**Orientation: Portrait**

**Margin: 2.5cm on all sides or 1 inch**

**Line spacing: 1.15**



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# Competition Format

## Preliminary

5

- **Title Format**

Font size: 16 pt

Font style: Bold

Alignment: Center

- **Subtitle Format**

Font size: 10 pt

Font style: Italic

Alignment: Center

- **Body Text Format**

Font size: 12 pt

Font style: Regular

Alignment: Justified

- **References** must follow the American Psychological Association 7th Edition (APA 7th) referencing format.

6

The **document must not include** the name of the institution, universities, or any identifying logos.

7

File naming format must follow: **Preliminary180DC2026\_TeamName**.

8

Submission platform is **Google Classroom (GCR)**, and access will be provided to participants via email after successful registration and verification.

9

Any **incorrect format** and **late submission** will result in a **point percent deduction** from the total maximum score, as stated in Section F.

10

Other formats not mentioned above will not affect the assessment

# Competition Format

## Semifinal

**Output: 5-Pages Short Deck**

**Deadline: May 23, 2026**

1

The Semifinal round will be held from **9 May - 23 May 2026**.

2

The **submission deadline** is **23 May 2026** at 23.59 (GMT+7).

3

Teams are required to **prepare a short slide deck consisting of a maximum of five (5) pages** using the same case as the preliminary stage.

4

**Minor revisions to the analysis and proposed solution are allowed** to improve clarity and logic.

5

There is **no strict formatting requirement for the slide deck**, however participants are expected to follow a **professional consulting style**.

6

The slide deck **must not include** the name of any institution, universities, or logo.

7

File naming format must follow: **Semifinal180DC2026\_TeamName**.

8

Submission platform is **Google Classroom (GCR)**, and access will be provided to participants via email after successful registration and verification.

# Competition Format

## Semifinal

9

Any **incorrect format** and **late submission** will result in a **point percent deduction** from the total maximum score, as stated in Section F.

10

**Five teams** will be selected from the semifinal stage to advance to the **final stage**.

11

Other formatting aspects not stated above will not affect the assessment.

# Competition Format

## Final

**Output: Pitch Deck**

**Deadline: June 28, 2026**

1

The Final round will be held from **1 June - 23 June 2026**.

2

Final pitch deck **submission deadline** is **28 June 2026** at 23.59 (GMT+7).

3

The **final round will be held on 4 July 2026** and will involve five finalist teams selected from the semifinal stage.

4

Teams are required to **prepare a slide deck with no maximum slide limit** using the same case as the previous stages.



# Competition Format

## Final

5

Minor revisions to the analysis and proposed solution are allowed to improve clarity and depth.

6

There is **no strict formatting requirement for the slide deck**, however participants are expected to follow a **professional consulting style**.

7

Each team will deliver a **10 minutes presentation** followed by a **15 minutes question and answer session** with the panel of judges.

8

Submission platform is **Google Classroom (GCR)**, and access will be provided to participants via email after successful registration and verification.

9

The **final round will be conducted offline in Yogyakarta**. The exact venue will be announced at a later date.

10

The slide deck **must include the official 180DC logo** and the **case partner logo**.

11

All presentations must be delivered in **English**.

12

The **presentation order** will be determined **during the technical meeting**.

13

File naming format must follow: **Final180DC2026\_TeamName**.

14

Any **incorrect format** and **late submission** will result in a **point percent deduction** from the total maximum score, as stated in Section F.



# Penalties

<b>Late Submission</b>	<b>-3</b> for late submission in <b>first 10 minute</b> <b>-7</b> for late submission in <b>between 11-20 minute</b> <b>-15</b> for late submission <b>above 20 minute</b> <b>Maximum 60 minutes of tolerance.</b> If exceeded, submission will not be accepted, and the team will be disqualified from the competition.
<b>Non-Compliance with the Format</b>	<b>-1</b> for any component that does not comply with the format.



# Registration Guideline

1

Fill out and complete the registration form on the 180DC Case Competition website  
[180dcugm.com/RegistrationCC](https://180dcugm.com/RegistrationCC)

2

Participants are required to pay a registration fee:

## Team Registration

**Early Bird Registration** (March 29th until April 11th, 2026 at 23.59 WIB)

- National Students: IDR 100.000
- International Students: USD 8

**Normal Registration** (April 12th until April 27th, 2026 at 23.59 WIB)

- National Students: IDR 125.000
- International Students: USD 10

## Individual Registration

**Early Bird Registration** (March 29th until April 11th, 2026 at 23.59 WIB)

- National Students: IDR 65.000
- International Students: USD 4

**Normal Registration** (April 12th until April 27th, 2026 at 23.59 WIB)

- National Students: IDR 85.000
- International Students: USD 6

3

**Each team have to submit:**

- Students Card Identity;
- *Curriculum Vitae* (CV)
- Proof of Payment;
- Proof of Follow Instagram: @180dc.casecomp and @180dcugm;
- Proof of share poster into your instagram story;
- Proof of upload twibbon and tag 5 friends (each team member).

4

Please wait for a **confirmation email** from us.

5

Once confirmed, **you will be invited into whatsapp group** and officially be the participant of the 180DC Case Competition!

# Payment Mechanism

## National Participants

1

For participants from Indonesia, please go directly to the web ([180dcugm.com/RegistrationCC](http://180dcugm.com/RegistrationCC)) to register and pay via QR code that will be displayed inside the registration website. Registration status will be confirmed automatically upon successful payment.

## International Participants

2

For participants outside Indonesia, please transfer the fee to the bank account written below:

**Bank Name** : BNI (Bank Negara Indonesia)

**Account Number** : 2022144115

**Beneficiary** : Zufar Purwa Sanosuka

**SWIFT Code** : BNINIDJAXXX

Please ensure that you securely keep the payment receipt for future reference, if necessary.

# Judging Criteria

Submissions and presentations will be evaluated based on predefined criteria that reflect the competition's objectives. The assessment emphasizes problem understanding, analytical rigor, solution quality, and feasibility of implementation.

## Preliminary Round

Criteria	Description	Proposition	
Structure	Systemics and rule of writing	10%	10%
Analysis	Identification of key problems & root causes	20%	50%
	Clear definition of problem scope and stated assumptions (if any)	10%	
	Systemics and rule of writing	20%	
Research Method	Use of relevant and credible data	15%	25%
	Use of suitable methods or analytical tools	10%	
Summary & Conclusion	Summary and conclusion drawing	15%	15%

# Judging Criteria

## Semifinal Round

Criteria	Description	Proposition	
Problem Identify	Clearly identifying the core problem and key business challenges	15%	25%
	Demonstrating strong understanding of the case context and objectives	10%	
Quality of Solution	Relevance & effectiveness of the solution in addressing the core problem	15%	30%
	Logical reasoning and depth of insights behind the proposed solution	10%	
	Providing a solution and feasible solution	5%	
Feasible Implementation	Practicality and feasibility of the implementation plan	10%	20%
	Clear execution steps, risks, and resource considerations	10%	
Research and Data Usage	Appropriate use of data, assumptions, and analytical frameworks	10%	15%
	Data and analysis are relevant, correlated, and support the solution	5%	
Structure and Storytelling	Clear and seamless flow from problem identification to solution	5%	10%
	Professional consulting-styl presentation & clarity of communication	5%	

# Judging Criteria

## Final Round

Category	Criteria	Description	Proposition	
Presentation	Case Analysis	Clear identification of the core problem and key drivers	10%	60%
		Logical, data-driven, and structured analysis	10%	
	Solution	Innovative, realistic solution with measurable impact	20%	
	Implementation	Practical roadmap, resources, and risk mitigation	15%	
		Alignment with company strategy and constraints	10%	
	Public Speaking	Clarity, vocabulary used, body language, confident, and structured delivery	5%	
Q&A	Defense & Clarity	Logical defense and clear responses to judges	20%	30%
	Team Coordination	Balanced contribution, role clarity, and collective understanding	10%	
Visual	Deck Slides	Effectiveness of visual design, layout structure, and alignment with consulting pitch deck standards	10%	10%



# Pre-Event Details

## Pre-Events 1 : Masterclass x Roland Berger

Build Your Foundation, Elevate your Thinking

April 25, 2026

This masterclass is an **open-to-public online session** designed to equip participants with fundamental **case-solving skills** directly applicable to **business case competitions**. The session features **speakers from a reputable company** who will share practical frameworks, real-world insights, and industry perspectives.

### Participant Details

- Mandatory for all registered competition participants
- Free open-to-public session

### Contact Person

Anindya (0812-5734-0001)

Sharon (0819-3443-3146)

## Pre-Events 2 : CV Review x Hello Elmoo

This session is an **optional paid service** designed to help participants improve their **Curriculum Vitae (CV)** through personalized and professional feedback, where **participants will receive constructive and actionable insights** based on **real recruitment screening** standards commonly applied by **companies** and **recruiters**, enabling them to identify **key areas for improvement**, **refine the structure** and clarity of their **CV**, and strengthen their overall personal branding to ensure better readiness for future career opportunities.

### Participant Details

- Open to all participants
- Optional paid service



# Pre-Event Details

## Pre-Events 3 : Training Day x Kantar

From Learning to Leading

May 16, 2026

Training Days is an **open-to-public online workshop** focused on **developing advanced, technical, and financial case-solving skills**. The session is **led by an expert from a collaborating organization or company**, with a strong emphasis on applying financial frameworks within consulting-style problem solving. The workshop is designed to deepen participants' analytical capabilities ahead of the semifinal stage through structured materials and practical exercises.

### Participant Details

- Mandatory and free for all registered competition participants
- Open-to-public workshop with a participation fee

### Contact Person

Joylin (0817-0005-889)

Naifa (0811-6824-001)

## Pre-Events 4 : Company Visit & Finalist Mentoring

Closer to the Real Business World

June 27, 2026

This session is an exclusive online experience for finalists designed to bridge case understanding with practical industry insights through a company visit and mentoring session. Participants will gain first-hand exposure to the case context from the case partner, followed by interactive discussions with industry professionals who will provide strategic perspectives and constructive feedback. Through this integrated session, participants will deepen their understanding of the business environment, refine their analytical approaches, and strengthen their proposed solutions in a cohesive and practical manner.

### Participant Details

- Mandatory for all finalists
- Free of charge for all finalists





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## Contact Person

**Naifa (0811-6824-001)**  
**Sharon (0819-3443-3146)**

[180dcugm.com/RegistrationCC](https://180dcugm.com/RegistrationCC)

## Registration



## Guidebook

