

Kravis Concept Plan Competition Guidelines 2024

1. **Step 1:** Those interested in competing in the 2024 Kravis Concept Plan Competition should plan to attend the information session on **Thursday, November 9, 2023, at 12:00pm PST**.

You can view the recording of the information session here: https://youtu.be/4Mp8OQdV_B0.

2. **Step 2:** If you plan to turn in a concept plan, submit an electronic [Intent to Compete form](#) by **Friday, March 1, 2024**, so you will be included in important communications about the competition.
3. **Step 3:** To let us know more about your plan and provide you with the necessary support to complete it on time, fill out the electronic Kravis Concept Plan Check-In (this will be sent out in **mid-February 2024**).
4. **Step 4:** Participants must then send an electronic version (zipped folder) of their **concept plan, a waiver of confidentiality for the team (1), and W-9 (domestic participants) or W-8BEN (international participants) forms for each team member** to Jill Steggall at jill.steggall2@cgu.edu by **Friday, March 8, 2024, at Midnight**. You may alter your concept plan after submission, but please keep in mind that this is the plan the judges will review when selecting finalists to move on to the next round.

Please note that plans will not be accepted after the Midnight deadline on Friday, March 8, 2024. There are no exceptions to this rule.

5. **Step 5:** If selected as a finalist (announced via email on **Wednesday, March 20, 2024**), your team will create a slide deck consisting of no more than 15 slides pitching your concept plan and submit it by **Tuesday, April 2, at 12:00pm PDT**.

Finalists will receive faculty advisor support in developing their PowerPoint presentation.

6. **Step 6:** The judges will select 3 teams to move forward to the final round of the competition taking place on **Friday, April 5, 2024**.

During the final round, the three final teams will respond to question(s) from the judges who will also provide feedback about their overall concept. The judges will then determine how to distribute the cash prize amongst the top three teams, which will be mailed to them shortly after the event.

Questions? Please email Jill Steggall, Assistant Director of Programs & Student Life for the Drucker School of Management, at jill.steggall2@cgu.edu if you have questions about the guidelines above.