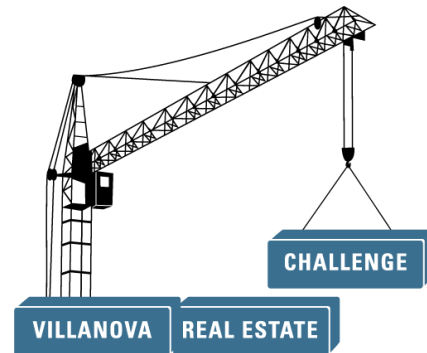


# Villanova Real Estate Challenge

## April 7-8, 2011

Hosted by the Villanova School of Business,  
Villanova University



### OVERVIEW, RULES, & GUIDELINES

*Failure to comply with these guidelines may result in penalties or disqualification from this and/or future competitions.*

- The Villanova Real Estate Challenge will be held from Thursday, April 7<sup>th</sup> through Friday, April 8<sup>th</sup>, 2011. Teams will arrive at the Marriott Hotel in Conshohocken, PA on Thursday, April 7<sup>th</sup> where a welcome reception and dinner will be held for all teams, advisors, judges, sponsors, and center advisory council members. The reception will begin at 6:00 p.m. The case competition will be held at the Villanova School of Business on Friday, April 8<sup>th</sup>. Breakfast and lunch will be provided. Buses will be provided to transport participants between the hotel and campus. There will a networking reception following the competition for all teams that can remain until Saturday.
- The Challenge will be a 12-team real estate development case competition. The case will center on financial analysis and feasibility, with minor design features. The purpose of the competition is to provide students with the opportunity to showcase their talents and interact with industry leaders and their peers.
- Participating schools will submit one team consisting of four members. All members must be undergraduate students currently enrolled in the school of business and not in programs outside of the business school.
- Each team should have at least one faculty advisor. The faculty advisor's role is to acknowledge and approve the team's participation on behalf of the university and confirm that all team members are currently enrolled students of the university. Advisors are prohibited from providing the team with any guidance on the case. Teams may access public data via the internet to complete the case. The case is to be completed by the team members only, with no outside advisement or involvement of any other stakeholders.

- Each team will select a team name that has no connection to their university. Once the teams arrive in Philadelphia they will not provide any indication of what school they are representing and should refer to themselves by their team names only. This includes PowerPoint slides, clothing, etc. The anonymity of the teams is central to all teams being treated with impartiality by the judges.
- Each team member must submit a one-page resume for inclusion in the Challenge resume book. Any material exceeding one page will not be included. All students, judges, and advisory council attendees will be provided with a copy of the resume book which will include judge bios and all participant resumes.
- The case will be distributed at 8:00 a.m. (EST) on Monday, April 4th to each team via email. The Villanova team will receive their case at 12:00 p.m. to account for travel times for visiting teams. The PowerPoint presentation slides for the case analysis will be due by 6:00 p.m. on Thursday, April 7<sup>th</sup>, prior to the welcome reception. All materials must be submitted by the teams in person, and include six hard copies of the PowerPoint slides and an electronic file on CD or flash drive.
- No changes are permitted to a team's slides following their submission. Only one submission is allowed per team.
- On the presentation day there will be a preliminary round and a final round at the Villanova School of Business. Team presentations in each round must be under 20 minutes with each team member required to have a speaking part in the presentation. A time-keeper will be present and presentations will be stopped at the 20 minute mark. The presentation will be followed by 10 minutes of judges' questions. If the presentation is less than 20 minutes the judges' questions can fill the remainder of the 30 minute total time allowed for each presentation. Only the presenting students and the judges will be present in the room for the preliminary presentations. The judges will determine the top teams for each preliminary group and those groups will present in the final round in an open forum with all participants invited to attend.
- Preliminary round groupings, presentation times, presentation order, and rooms will be assigned at breakfast on Friday, April 8th. Breakfast will be served at the Villanova School of Business at 8 a.m. The first presentation will begin at 9:30 a.m. Following the preliminary round, lunch will be served from 12:15-1:15 p.m. and the final round will begin at 1:30 p.m.
- Cash awards of \$5000, \$3000, and \$2000 will be distributed to the first, second, and third place team respectively. The awards will be distributed through U.S. mail and are considered taxable income.

- Business dress is required on presentation day. Business casual dress is requested for the welcome and networking receptions. All travel expenses including hotel, airline, and ground transportation are the responsibility of each team and/or sponsoring school.
- Questions regarding the specifics of the case should be submitted by email to Professor Shawn Howton (shawn.howton@villanova.edu) and a copy to Jessica Taylor (jessica.taylor@villanova.edu). If the question is deemed critical, the question and the answer will be distributed to all of the teams. All questions must be submitted by 3:00 PM on Wednesday, April 6th, 2011 for consideration.
- All materials used in the case presentation by teams will become the property of the Villanova Real Estate Challenge.

*Revised December 2010*