

## 2019 Patagonia Case Competition

### Timeline:

- **November 5, 2018 - Rules Released**
- **November 26, 2018 (11:59PM PST) - Submission of FAQs** Initial questions about team formation and the competition must be submitted by this deadline at 11:59pm PST.
- **December 3, 2018 - Initial FAQ Answers Released** A document answering questions submitted will be posted online and emailed to all teams.
- **January 13, 2019 - Final Team Registration Deadline** Competition administrators reserve the right to extend targeted invitations after this deadline.
- **January 18, 2019 - Case Study, Submission Guidelines, and Final FAQs Released** The Patagonia Case Competition is released to the teams. (See “Case Study Information” for additional information.) Each team will receive the case via email and have approximately three weeks to prepare and submit their proposals.
- **January 24, 2019 - Final Submission of Case Questions (FAQs)** All teams must submit their questions about the case by 11:59pm PST.
- **January 29, 2019 - Case FAQs Released** A document responding to submitted questions will be emailed to all teams.
- **February 10, 2019 - Proposal Submission Deadline** (See “Proposal Details” and “Submission Guidelines” for information regarding the submissions.)
- **February 2019 - Finalist Selection** Proposals will be reviewed by Patagonia. (See “Proposal Selection Criteria” for additional information.) Ten semi-finalist teams will be chosen to participate in the final event, with an additional waitlist.
- **March 4, 2019 - Finalist Announcement** Up to ten finalist teams publicly announced, and waitlist and non-finalist teams notified.
- **April 18 (evening) to April 19, 2019 - Final event** University of California-Berkeley Haas School of Business in Berkeley, California. Ten finalist teams present their solutions to a suite of Patagonia senior leadership judges and engage in question and answers. Patagonia judges determine top three teams. Cash prizes are as follows: 1st prize, \$15,000; 2nd prize, \$5,000; 3rd prize, \$2,500.
- **June 2019 - Surf with Patagonia!** Selected top two teams hosted at Patagonia headquarters in Ventura, California. Flight, local transportation, food and lodging will be paid for and arranged. Visit includes a surf outing with Patagonia, and meetings with Patagonia and Patagonia Provisions leadership. Teams will also present their solutions to Patagonia employees.
- **2019-2020 - Case Publication** The case will be published as part of the Berkeley-Haas case series available for use in university classrooms throughout the U.S. and beyond.

### Forming a Team:

- Teams must be comprised of 4-6 graduate school students (Masters and PhD) from universities that are home to an accredited business school.
  - Post-doctoral students are not eligible.
  - At least one team member must be an MBA student.
  - Teams may include any combination of part-time and/or full-time students.
- All team members must be finalized by January 13, 2019
  - An official Team Lead must be finalized by January 13, 2019 and may not be changed. This person is the main contact person with the competition organizers at the Berkeley Haas Center for Responsible Business.
  - Team members may drop after January 13, 2019, assuming that the team is still between 4-6 members, but no additions may be made.
- Each team member must be currently enrolled as a student and taking credited coursework Spring 2019
  - Each team member must be from the same university.
  - Students studying abroad would be representing the university they are currently studying abroad at Spring 2019.
  - Multiple teams from the same university are permitted to register.
- Current or former employees employed at Patagonia's headquarters in Ventura, California or Patagonia Provisions are not eligible.
- Past participants in the Patagonia competition are eligible to compete again, provided they meet all other criteria. 1st, 2nd, and 3rd prize winners from the 2018 Patagonia competition as well as the 1st prize winners from 2017 and 2016 are not eligible to participate.
- Diversity in disciplinary perspectives is strongly encouraged. While a team could be, for example, comprised entirely of MBA students, this is discouraged. Patagonia values differing perspectives represented by disciplines from across the university. In cases where multiple MBA students comprise a team (or multiple students from any particular university program comprise a team) it will be important in the proposal to explicitly call out diversity in backgrounds.
  - See "Case Study Information" for additional information that may help to inform team selections.
- A team of varied gender, race, and sexual orientation is highly encouraged.
- Teams are encouraged to leverage student networks, such as the Net Impact student organization, to form teams. For example, Net Impact chapters may consider hosting mixers to connect students from across their respective universities to help enable multi-disciplinary teams.
- While not required, teams are encouraged to identify an advisor who is a member of the university faculty who can provide on-campus support to the teams. The advisor is not

considered a member of the team. A likely “good” advisor is an individual with one or more of the following attributes: experience with student and other case competitions; experience with business case studies; connections across the university to enable the effective identification of useful university resources; sustainability knowledge as applied to the field of business; and commitment to the team. The faculty advisor for the Net Impact chapter may be one potential advisor teams may consider approaching.

- At least 50% of the team must be able to attend the Final Event on April 18-19 in order to compete in the final round, and teams are expected to attend all presentations.
  - Each team is responsible for expenses associated with travel and lodging.

### Case Study Information:

Note: The following section represents a preview for the case. The full case study and prompt will be released January 18, 2019 as described in “Timeline.”

This case study focuses on Patagonia Provisions’ goal of identifying environmentally benign packaging options:

- Patagonia Provisions is continually searching for environmentally benign packaging options for its food products. What solutions – technical or otherwise – can Patagonia and the broader food & beverage market adopt?

### Proposal Details:

- After receiving the case on January 18, student teams analyze the case study while they are at their respective campuses and develop a proposal to respond to the issues.
- Along with the case, student teams will receive the prompt questions, directions for the proposal, and submission instructions.
- Each student team can submit only one proposal for the case study.
- All proposals and associated materials produced during the case competition are the rightful property of Patagonia. A fundamental strength of this competition is that Patagonia is utilizing it to search for a real solution to a real problem faced by the company. Senior leaders and key employees from Patagonia are eager to evaluate student solutions with the purpose of possibly implementing them.
- During the development of the Berkeley-Haas case, submitted proposals to the 2019 competition may not be shared outside of a team/advisor. Once the case is made public (~Fall 2020), teams may share their responses to the challenge. Teams will be notified once this occurs.

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### Submission Guidelines:

Each team is required to submit their proposal both **on the submission platform and to [respbu-haas@berkeley.edu](mailto:respbu-haas@berkeley.edu)**. Submission must occur prior to February 10, 2019 at 11:59pm PST (GMT-7). All submissions must be titled like "[Team Name] 2019 Patagonia Case Competition Proposal" with the same subject line for the email (note: include the brackets, just insert team name, e.g. [CRB] 2019 Patagonia Case Competition Proposal).

### Proposal Selection Criteria:

Proposals will be reviewed and all decisions for selection will be made by Patagonia. Successful teams will be those that best take into account the fact that actual Patagonia employees are making the selection decisions. Up to ten teams will be selected as semi-finalists to compete in person on April 18 and 19, 2019. Additional teams will be placed on a waiting list should a semi-finalist team no longer be able to attend. After presenting in-person, the top three teams will be selected as winning teams and the top two will travel to Ventura to present their proposal to the company.

### Final Event Details:

- Up to ten semi-finalist teams travel to the University of California-Berkeley Haas School of Business in Berkeley, California for April 18, 2019 (evening) to April 19, 2019.
- A series of Patagonia-related activities are being planned as part of the final event. Bring your hiking boots!
- Teams present their solutions in-person to judges comprised of a suite of Patagonia senior leadership. This may include, for example, the Patagonia CEO and other senior leaders and key employees of the company working the challenge presented by this case. Each team will have window of time to expand upon the content provided in their original proposal where this will be followed by a question and answer session with the Patagonia judges. Patagonia judges will determine the top three teams.

### Prizes:

- The winning team receives a \$15,000 prize, second place \$5,000, and third place \$2,500.
- The top two teams are invited to Patagonia headquarters in Ventura, California. Flight, local transportation, food and hotel to attend will be paid for and arranged. Visit includes a surf outing with Patagonia. The visit to Patagonia headquarters will take place in late May or June 2019.
- The top two teams receive official recognition by Patagonia for their respective contributions to the 2019 Patagonia Case Competition.
- All on-site finalists will receive Patagonia swag for their participation in the event.

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### **Additional notes:**

- All submissions and associated materials presented throughout the case competition are the rightful property of Patagonia.
- The Rules and Guidelines are not all encompassing and situations may arise that have not been covered. Any issues or disputes that may arise will be resolved in good faith by the competition organizers. While highly unlikely, in the event of an irreconcilable dispute, the conference organizers reserve the right to exercise discretion to make the final decision.
- This competition is based on a system of honor. Adherence to the rules is considered a minimum where all participants are expected to use their common sense to ensure this is a fair competition.
- The conference organizers reserve the right to reject, or alter in any fashion, the involvement by any particular individual or team or take any other decision felt necessary to ensure the integrity of the competition.