



Global Scaling Challenge

21st Century Global Space Challenge

APRIL 21ST – 23RD 2022

STUDENT HANDBOOK

Global Scaling Challenge

Student Handbook

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2022 Global Scaling Challenge

21st Century Global Space Challenge

25 Student Teams
From 20 Universities in over 9 Countries



North America 12 Teams

- 1 Rensselaer Polytechnic Institute, US
- 2 Menlo College, US
- 3 Rowan University, US (2 Teams)
- 4 Ohio University, US
- 5 University of New Mexico, US
- 6 Portland State, US
- 7 Stevens Institute of Technology, US
- 8 Brock University, CA
- 9 Bradley University, US (2 Teams)
- 10 Rutgers, US



European 8 Teams

- 1 University of Southampton, UK
- 2 Erasmus University Rotterdam, NL
- 3 University of Exeter Business School, UK
- 4 Grenoble Ecole de Management, FR (2 Teams)
- 5 Johannes Kepler University Linz, AT (2 Teams)
- 6 LUT University, FI



Asia 5 Teams

- 1 LM Thapar School of Management, IN (2 Teams)
- 2 SolBridge International School of Business, KR
- 3 Indian Institute of Technology, Jodhpur, IN
- 4 Indian Institute of Technology, Roorkee, IN

2022 Firms

21st Century Global Space Challenge

Day One Firm

Thursday, April 21st



Blue Space
(Formerly Blue Eye Soft)

Srikanth Kodeboyina
Founder & CEO
<https://www.blueeyesoft.com/>

VIDEO



Day Two Firm

Friday, April 22nd



Bluecom Systems
and Consulting LLC

Dr. Sudharman K. Jayaweera
President and CEO
<http://www.bluecomsystems.com/>

VIDEO



Day Three Firm

Saturday, April 23rd

Final Day

Only 12 Teams will present on this case



Goodman Technologies, LLC

Dr. Bill Goodman
President & CEO
<https://www.goodmantechologies.com/>

VIDEO



Three-day Agenda

April 21st - April 23rd

Day One, April 21:

Blue Space

- Session One: 1:30-6:30 p.m. (GMT), Asia and European Teams*
- Session Two: 6:40-11:20 p.m. (GMT), North American Teams*

Day Two, April 22:

Bluecom Systems and Consulting LLC

- Session Three: 1:30-6:30 p.m. (GMT), Asia and European Teams*
- Session Four: 6:40-11:20 p.m. (GMT), North American Teams*

Day Three Finalist Announced via email: 11:50 p.m. (GMT)

Day Three, April 23:

Goodman Technologies, LLC

- Session Five: 1:30-6:10 p.m. (GMT)
12 Advancing Teams (Teams TBD)
- Award Ceremony: 6:45-7:15 p.m. (GMT)

*Note: Greenwich Mean Time (GMT) is 6 hours ahead of Mountain Time and
5.5 hours behind India Standard Time*

Day One Agenda

Thursday, April 21st



	Mountain Time (MT) -6 GMT	Greenwich Mean Time (GMT)	India Standard Time (IT) +5.5 GMT
Welcoming Remarks	7:30 a.m.	1:30 p.m.	7:00 pm
Session One: Group 1	8:00 a.m.	2:00 p.m.	7:30 pm
	<ol style="list-style-type: none"> LM Thapar School of Management, IN (Team 1) SolBridge International School of Business Indian Institute of Technology, Jodhpur LM Thapar School of Management (Team 2) Indian Institute of Technology, Roorkee LUT University, FI Johannes Kepler University Linz (Team 1) 		
Break	10:20 a.m.	4:20 p.m.	9:50 pm
Session One: Group 2	10:30 am	4:30 p.m.	10:00 p.m.
	<ol style="list-style-type: none"> Johannes Kepler University Linz (Team 2) Grenoble Ecole de Management (Team 1) University of Southampton Erasmus University Rotterdam University of Exeter Business School Grenoble Ecole de Management (Team 2) 		
Ending Remarks	12:30 p.m.	6:30 p.m.	12:00 a.m. (April 22 nd)
Afternoon Remarks	12:40 p.m.	6:40 p.m.	12:10 am (April 22 nd)
Session Two: Group 1	12:50 p.m.	6:50 p.m.	12:20 am (April 22 nd)
	<ol style="list-style-type: none"> Rensselaer Polytechnic Institute Rowan University (Team 1) Rutgers Stevens Institute of Technology Rowan University (Team 2) Brock University 		
Break	2:50 p.m.	8:50 p.m.	2:20 am (April 22 nd)
Session Two: Group 2	3:00 p.m.	9:00 p.m.	2:30 am (April 22 nd)
	<ol style="list-style-type: none"> Bradley University (Team 1) University of New Mexico Ohio University Portland State Bradley University (Team 2) Menlo College 		
Ending Remarks	5:00 p.m.	11:00 p.m.	4:30 am (April 22 nd)

	Mountain Time (MT) -6 GMT	Greenwich Mean Time (GMT)	India Standard Time (IT) +5.5 GMT
Welcoming Remarks	7:30 a.m.	1:30 p.m.	7:00 pm
Session One: Group 1	8:00 a.m.	2:00 p.m.	7:30 pm
	<ol style="list-style-type: none"> 1. LM Thapar School of Management, IN (Team 1) 2. SolBridge International School of Business 3. Indian Institute of Technology, Jodhpur 4. LM Thapar School of Management (Team 2) 5. Indian Institute of Technology, Roorkee 6. LUT University, FI 7. Johannes Kepler University Linz (Team 1) 		
Break	10:20 a.m.	4:20 p.m.	9:50 pm
Session One: Group 2	10:30 am	4:30 p.m.	10:00 p.m.
	<ol style="list-style-type: none"> 1. Johannes Kepler University Linz (Team 2) 2. Grenoble Ecole de Management (Team 1) 3. University of Southampton 4. Erasmus University Rotterdam 5. University of Exeter Business School 6. Grenoble Ecole de Management (Team 2) 		
Ending Remarks	12:30 p.m.	6:30 p.m.	12:00 a.m. (April 23 rd)
Afternoon Remarks	12:40 p.m.	6:40 p.m.	12:10 am (April 23 rd)
Session Two: Group 1	12:50 p.m.	6:50 p.m.	12:20 am (April 23 rd)
	<ol style="list-style-type: none"> 1. Rensselaer Polytechnic Institute 2. Rowan University (Team 1) 3. Rutgers 4. Stevens Institute of Technology 5. Rowan University (Team 2) 6. Brock University 		
Break	2:50 p.m.	8:50 p.m.	2:20 am (April 23 rd)
Session Two: Group 2	3:00 p.m.	9:00 p.m.	2:30 am (April 23 rd)
	<ol style="list-style-type: none"> 1. Bradley University (Team 1) 2. University of New Mexico 3. Ohio University 4. Portland State 5. Bradley University (Team 2) 6. Menlo College 		
Ending Remarks	5:00 p.m.	11:00 p.m.	4:30 am (April 23 rd)

Day Three Agenda

Saturday, April 23rd



	Mountain Time (MT) -6 GMT	Greenwich Mean Time (GMT)	India Standard Time (IT) +5.5 GMT
Welcoming Remarks	7:30 a.m.	1:30 p.m.	7:00 pm
Session One: Group 1	8:00 a.m.	2:00 p.m.	7:30 pm
	1. Finalist* 2. Finalist* 3. Finalist* 4. Finalist* 5. Finalist* 6. Finalist*		
Break	10:00 a.m.	4:00 p.m.	9:30 pm
Session One: Group 2	10:10 a.m.	4:10 p.m.	9:40 p.m.
	7. Finalist* 8. Finalist* 9. Finalist* 10. Finalist* 11. Finalist* 12. Finalist*		
Ending Remarks	12:10 p.m.	6:10 p.m.	11:40 a.m. (April 24 th)
Winning Ceremony (30 Min)	12:45 pm	6:45 pm	12:15 am (April 24 th)

* Only 12 teams will be invited to present on the final day. These teams will be announced at the end of day two once all teams scores are in. The teams will present in the following order based on region: 1) Asia 2) European 3) North America

Global Scaling Challenge

Student Team Prizes

Over **\$40,000** in Student Team Prizes, Awards, and Internships.

Awards

Gold Medal: \$15,000

Silver Medal: \$10,000

Bronze Medal: \$5,000

Day One Winner*: \$2,500

Day Two Winner*: \$2,500

And more awards including over **\$6,000** in

Scaling Internship Excellence Awards

All prizes are in USD and subject to tax

**Day one and day two winners cannot be the same team*

Global Scaling Challenge

Sponsors



SPONSORED BY:
Walt Benson
Bernalillo County County Commissioner
DISTRICT 4



Presentation Guide:

Global Scaling Challenge - PowerPoint Slide Presentation Specifications

- **PowerPoint Slides:** Each team will prepare a set of PowerPoint slides for each Firm. (.ppt or .pptx format)
- **Presentation Time Limit:** 10 minutes (Teams will lose points for going over the allotted time) and 10 minutes of Q&A.
- **PowerPoint Submission:** Slides for each day are due **before the opening remarks of your scheduled session (1:30 p.m. GMT for Session 1 | 6:40 p.m. GMT for Session 2)** You only need to turn in slides for that day's scheduled firm.
Teams will lose points for not turning in their slides on time or updating them after submissions
- **How to submit slides:** Instructions will be sent out the day before the event. (April 20th)
- **Slide Format:** Power Point or PDF
 - Must include a cover slide with the following: Teams will lose points for not turning in their slides with this cover slide
 - Case (Firms Name) and Date
 - Team name, school name, school logo
 - Name of all team members and mentor
- **Q&A:** All teams must prepare for questions from both judges and firm executives about their slides or any topic about you brought up.
- **Zoom:** Use a virtual background containing the team's name and school logo, if possible. Please be professional and courteous to all participants.
- **Presenter(s):** We recommend all students talk (up to four) but you may select a spokesperson(s) to present the Global Scaling presentation.
- **Team members** who are not speaking should log in and keep their camera turned on. When your team is finished with the Q&A, please mute your audio and video.
- **Timing:** The clock begins to run as soon as the presenter begins speaking. The session administrator will appear on your screen during the last 30 seconds of your presentation window. Going over time or not being prepared to start your presentation will result in a point deduction

Zoom Logistics and Requirements

- You will receive an email from Zoom with an individual panelist link – please use this link or you will not be able to share your audio and video. Please do not share this link with others as they will login with your name displayed. If you are not familiar with Zoom, please practice a zoom meeting with your team.
- At least one team member will need to tune in to the opening remarks of your scheduled session for updates and announcements.
- Groups should be present for all presentations in their groups block (120 – 140 minutes) but are not required to watch all presentations.
- Each team will be given 10 minutes to make their pitch. Afterwards there will be a 10-minute Q&A from the judges panel and firm representative.
- The next team should be ready to share their audio and video when the host calls them up – host will give announcements during the Q&A session to begin staging the next team. They will tell you when to begin sharing your audio and video. If you are the first team of a session or group, please be ready 10 minutes before the session's start time – the zoom meeting will always be live.
- Please be prepared to share your audio, video, and your slides. Please designate one person to screen share and have a backup plan
 - Points will be deducted if teams aren't ready to go. Time spent will eat into the teams 20-min presentation and Q&A block
 - You will have no longer than 2-minutes to get on stage and start your slides once your team is called up
- Please refer to the agenda and be setup to present within 2 minutes of the previous pitch.

If you have any problems, please email ccooper6@unm.edu or call 505-362-9970

Judging Rubric Template

Team	Did students provide a scaling solution to the firm? (1-10)	Were potential opportunities presented in a compelling manner (1-10)	Was a convincing strategy presented to win in the opportunities identified? (1-10)	How well supported was their analysis? (1-10)	How was their overall presentation ability? (1-10)	Was a convincing funding strategy presented? (1-10)	Did students respond well to the Q&A? (1-10)	Did they go over the allotted time? (-1 point for up to 1 minute, - 2 points if over 1 minute)	Any additional comments:
Student Team – “Example One” – University: “UNM”									

Scaling Graphic





Global Scaling Challenge

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STUDENT HANDBOOK



ANDERSON SCHOOL OF MANAGEMENT

PREPARED BY UNM