You’re Invited! Deloitte Case Competition at UVA

Are you interested in learning more about Consulting? Do you enjoy working in an interactive team to solve real-life business challenges?

If yes, we invite you to participate in the Deloitte Consulting Undergraduate Case Competition to:

- Gain real world, hands on experience
- Meet Deloitte Consulting leaders
- Win and take home a prize

### Case Competition

#### Team Composition

t eams should consist of up to 4 current undergraduate students (freshman and sophomores with a 3.3 or high GPA only, please). All majors are welcome.

#### Timing

School Competitions will be taking place at universities in January and February 2019.

**UVA’s Case Competition will take place on Friday, February 1, 2019.**

#### Applications

Team applications are due by Sunday, January 20th at 11:59pm. To participate, please submit an application online for your group Here. Please note, you will need to submit your team’s resumes and an essay response to a given prompt to apply; we recommend reviewing the “Apply Now” link in advance.

#### National Competition

If successful in your school’s competition, your team will go to the National Undergrad Case Competition at Deloitte University on Thursday, March 7th through Saturday, March 9th, 2019 with all expenses covered!

If you have any questions, please reach out to DeloitteCaseCompetitionUVA@deloitte.com.
Team Name

**Mission Statement: (Optional)**

**Question**

- How will your team benefit from participating in this case challenge?  
  - 100 Words or Less

- How will your team collaborate throughout this challenge to achieve success?  
  - 100 Words or Less

**Essay Prompt**

- 200 Words or Less
- Today’s auto manufacturers are fast approaching the beginning of a fundamental shift in how they must bring a vehicle to market. As a result of the continued advancement in autonomous driving technology, manufacturers must now be cognizant on how to transition segments of their existing customer base into early adopters when this technology hits the market. If executed in an improper manner, automakers may be subject to a reduction in their market share as new upstart competitors gain a foot-hand in this segment.

- With your understanding of current consumer market conditions, what is an example of the largest hurdle an automotive manufacturer has to bring a fully self-driving car to market?