



Smith MBA 

NATIONAL CASE COMPETITION

1 November, 2025
Queen's University



Welcome message from **Smith MBA**

I'm proud to invite leading business schools from across Canada to the Smith National MBA Case Competition. It's a privilege to host an event that brings together the brightest minds from the schools that carry forward a legacy of excellence, leadership, and innovation. The insights and strategies emerging from this competition shall reflect the bold thinking Canada needs to revitalize its economy. We look forward to the solutions the future leaders will bring forward.

Geoff Coons

Associate Director, MBA
Smith School of Business



Smith MBA

NATIONAL CASE COMPETITION

About the Competition

Hosted by Smith School of Business at Queen's University, this national competition brings together top MBA students to tackle complex, real-world challenges critical to Canada's prosperity.



Date & Location

- Saturday, November 1, 2025
- Smith School of Business, Queen's University, Kingston, Ontario



Format:

In-person event, with 2 rounds in 1 day:

- Morning: Teams present in groups, top team from each group will advance
- Afternoon: Final round



Who's It For:

MBA students from across Canada who are passionate about solving complex challenges, driven to create national impact, and eager to connect with like-minded peers and industry leaders.



Registration deadline

Friday, October 10, 2025



Competition Mission & Theme

Our mission

The Smith National MBA Case Competition brings together top MBA minds to tackle one defining national challenge each year, pushing students to design real solutions for a stronger, more inclusive and competitive Canada.

Competition theme

“Forging Canada’s Future, One Idea at a Time”

Canada is at a turning point: facing economic uncertainty, technological disruption and growing social divides. As trust erodes and citizens question their future here, one critical question emerges:

“How can individuals and businesses contribute to building a more prosperous, livable and united Canada?”

Each year’s case will explore a key area of national impact, selected from topics such as economic growth, national competitiveness, healthcare improvements, social cohesion or talent retention. Your solution should reflect bold innovation and integrated thinking that drive real change.



Why *participate?*

What you'll gain



Real-World Impact

Tackle a high-stakes national challenge that blends business, policy, and social responsibility, not just for marks, but for meaningful change.



Strategic Growth

Sharpen the skills top employers value most: structured problem-solving, storytelling under pressure, and high-impact presentations.



Powerful Connections

Meet and compete with top MBA talent from across the country. Whether you're networking, recruiting, or co-creating, the people here matter.

What you could win



\$10,000+ cash prize

for top 3 teams

Competition Timeline

September 3 - October 10

Form your team and register

Form a team of 4 MBA students.
Pick a fun, creative team name and register.



October 11

Receive the case

Analyze the challenge, conduct research, craft
your strategy and build your story deck



October 31

Submit slides & get ready!

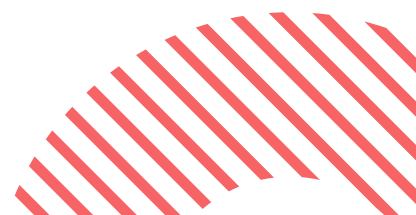
Submit your presentation deck and get
ready for the competition in Kingston!



November 1

Competition Day (in person)

All teams will present in Round 1, and top 4
teams will present in the Final round





Competition day agenda

Time	Activity	Location
8:00AM - 9:00AM	Breakfast & Registration	Main Event Hall
9:00AM - 9:30AM	Welcome & Opening Kickoff of the event, team check-in and room assignments.	Main Event Hall
9:30AM – 12:00PM	Round 1 Presentations Each team presents for 15 minutes, followed by 10 minutes of Q&A. Teams will be divided into 4 groups. Top team from each group advances to Final round.	Assigned Presentation Rooms
12:00PM – 1:00PM	Lunch & Networking	Main Event Hall
1:00PM – 1:30PM	Finalists Announced & Final Round Briefing	Main Event Hall
1:30PM – 2:00PM	Finalist Teams Prep Finalists polish their slides and submit	Assigned Team Rooms
2:00PM – 4:00PM	Final Round Presentations Each finalist team has 30 minutes for presentation and Q&A.	Main Event Hall
4:30PM – 5:00PM	Winners Announced & Awards Ceremony	Main Event Hall



Competition day **remarks**

- **Event day info sheet:** Detailed room numbers, presentation schedules, and event instructions will be provided during check-in at the registration desk.
- **Team rooms:** Each team will be assigned a dedicated room for the entire day. These rooms can be used for storage, team discussions, and final-round preparation if applicable.
- **Non-finalist experience:** Teams not advancing to Round 2 are encouraged to stay for networking and participate in a lucky draw for surprise gifts.
- **Lunch & refreshments:** Lunch and light refreshments will be provided for all participants. For dietary restrictions, please contact:
mbacasecomp@queensu.ca



How to register

Ready to compete on a national stage?

Gather your crew, bring your A-game, and register now!

1

Form Your Dream Team

- Teams of 4 MBA students from any Canadian business school
- Max 2 teams per school

2

Sign Up & Secure Your Spot

- Scan the QR code below or visit our website:
smith.queensu.ca/mba_programs/mba/case-competition
- Registration Fee: **\$1,000 per team** (non-refundable)
- Deadline: **October 10, 2025** 11:59PM ET (spots are limited to 20 first teams only)



*Scan me &
register now!*



Having registration or team forming issues? We're here to help

✉ mbacasecomp@queensu.ca



See you in Kingston!

Thank you for your interest in the Smith National MBA Case Competition. We look forward to welcoming you to Queen's University for a day of big ideas, strong collaboration, and lasting connections.

Whether you're competing, sponsoring, or judging, you are helping shape Canada's future.

Smith MBA Case Competition Organizers





Smith MBA

NATIONAL CASE COMPETITION

Smith School of Business, Queen's University

Goodes Hall | 143 Union Street Kingston, ON K7L 3N6

 mbacasecomp@queensu.ca

 smith.queensu.ca/mba_programs/mba/case-competition