SAP University Challenge 2021 - Industry Cloud for Revenue Growth Management

Information Package for Students

About the University Challenge:

Want to work on a challenge with two world leading businesses at the intersection of technology and consumer products? Co-shape the biggest opportunity for the essential CPG (Consumer Packaged Goods) industry for the next decade? Meet industry leaders, learn from them and score interviews for roles down the line? You've come to the right place.

We invite you to join Mars and SAP for the university challenge in October 2021 and work together as a team to tackle a real-world challenge, helping the world run better! This challenge is a great opportunity for students who aim to put their analytical minds to the test and learn about the revenue growth management domain, general product management methodologies and cloud-native technologies. At the same time, you will get a chance to first-hand experience the transformation of your idea into an industry-wide standard B2B solution and simultaneously network with the SAP executive and Consumer Products industry experts.

The challenge focuses on pursuing innovative unconventional ideas to build creative industry-standard solutions. Working as a team, you will act as a Product Manager to research, analyze and evaluate the problem statement, brainstorm viable solutions, and, in the end, present a
realizable product blueprint. In this context, you may either concentrate on improving the existing solutions and business processes or think of a new one.

A selected SAP and Mars Product Management team will support and assist your group as mentors during the final round. This will give you and the mentor plenty of opportunities to get to know each other.

**Problem Statement:**

**Innovate with Mars to grow their eCommerce business!**

Over the past year, the pandemic has created new buying options and purchase patterns for consumers. The ability for an impulse goods company to remain relevant and sustain is more important than ever. CPGs have seen tremendous growth in the digital space but have been primarily a brick or mortar goods company.

- How might we enable Mars to manage their assortment, pricing, and promotional activities holistically across multiple sales channels and enable them to succeed in eCommerce?

Our vision is to grow our business in the digital marketplace without sacrificing our strong position and market share in the brick-and-mortar space.

**Expected Outcome:** Leveraging industry insights (data where possible), we expect the students to present a proposal on how, and where (retailer AND point of purchase) to position impulse goods in the digital marketplace for increased consumer interaction and purchases.

**Rounds:**

**Registration:** Deadline October 8, end of day

**Qualification Round:** Submission Deadline: October 18, end of day

Every team has 10 days to research, analyze and develop a set of action plans and make recommendations to Mars. At the end of this round, the team presents their pitch idea and product vision as a valid approach to the assigned problem statement.

The final submission involves two files:

1. Idea pitch video (up to maximum 3 mins)
2. Idea presentation deck (up to 7 slides excluding appendix)

**Finalists from Qualification Round announced:** October 29, end of day

All the participating teams are evaluated, and the top 5 teams are selected to participate in the final round of the challenge.
Final Round: Live (Virtual) Presentations: November 18th-19th

The selected finalist teams, for the next 3 weeks, go through a series of collaborative and self-organized sessions to build on their initial idea pitches into realizable product blueprints. All through the final round, the teams will be supported by SAP product and industry experts and a Mars representative. The mentorship program gives you the opportunity to meet SAP and Mars employees and start building a professional network. Every team, at the end of these 3 weeks (Nov 18th - 19th), presents their product blueprint to a panel of evaluators.

Results Announced: November 19

Prizes:

Every member of the selected teams receives:

Winning team: Interview with hiring manager. iPad Pro 11” 128 GB
First Runners up: Nintendo Switch OLED Model
Second Runners up: AirPods Pro

Employment offers: Group interviews for all finalists on internship and full-time roles at SAP or Mars

Target Group:

SAP University Challenge is open for students from all fields of studies e.g., business, engineering, science etc. Exchange students can also participate but must be enrolled at the hosting university until at least December 2021. The event will be conducted in English and, hence, good English knowledge is mandatory and an essential prerequisite to be able to successfully take part in the event.

While every student is welcome to participate in the event, the ideal profile of a student who would succeed in such an event will be he/she who is:

1. Interested to pursue or have pursued a career in Product Management/UX
2. Enrolled in Master’s or MBA program. If not, candidate must be enrolled in bachelor’s degree and have relevant internship experience
3. Enrolled in university programs that have a concentration of at least 30% business and/or 30% CS/IT courses/specializations

Website:

All relevant information about the event as well as the registration form can be found on the following website:

Registration Criteria:

1. Only online registration through the website is processed
2. Registration is open only for students (Your registration is only valid using your university academic e-mail address)
3. Exchange students can also participate, but must be enrolled at the hosting university until at least December 2021
4. Students must participate in teams of a minimum of 3 students to a maximum of 5 students. SAP will not assign teams in any case. Registered teams with less than 3 students or more than 5 students will not be approved to participate in the event
5. Every team must have a team name and assign a team leader. Both information must be provided during registration. SAP will communicate every update to the team through the registered team leader's email. The team leader is responsible for sharing the information with the whole team.
6. For more information, check the Uni Challenge FAQ and registration rules or reach out to us at sapuniversitychallenge@sap.com
7. The deadline to register for the event is October 8th 11:59 PM PST

Contact:

Email: sapuniversitychallenge@sap.com