

## **Hult Prize Bootcamp Session 2: Basics of Case Study**

**Name of event:** HULT PRIZE Bootcamp Session 2.

**Date:** 21st November, 2020.

**Platform:** Google Meet

**Guest Speaker:** Priyanjit Biswas- Senior Associate at BCG.

### **Brief description of the event:**

This webinar was the second edition of the three part Hult Prize Bootcamp series focusing on the basis of case study solving. The webinar turned out to be very insightful and helped all the participating teams to a great extent on how to approach a problem.

Mr. Priyanjit Biswas, a JU alumnus and currently a senior associate at BCG, was also a participant at Hult Prize 2016 Regionals in Dubai and talked about his journey which gave a detailed understanding of the competition in general for the participants.

He started with typical problems that people generally face while solving any type of case and then delved into the popular tools like SWOT analysis, BCG matrix, MECE segmentation, 80/20 rule, Porter's 5 rule and explained each of them thoroughly.

Then he talked about the different frameworks that the participants can put together for various case studies solving assignments. Each of the frameworks were accompanied with numerous examples of known companies to make the concepts understandable and familiar.

The webinar was concluded with a very informative Q&A session.

The highest attendance recorded for the webinar was around 70 with registration of 140+ students from different colleges with Jadavpur University being the majority. Overall, the webinar was a great success with positive reviews from the participants.

**Organized By:** Core Members of the Jadavpur University Entrepreneurship Cell and Hult Prize Organizing Committee.

Zoom Meeting: sty-jmhf-cov

Problem Solving 101: Framework

### Typical problems

- 1 Profitability:**  
Toyota is facing reducing bottom line (net profits) over past 3 years
- 2 Growth:**  
Spotify wants to grow 2x in India over the next 2 years
- 3 Go-to-Market, Market Entry:**  
Ola wants to expand outside India
- 4 Pricing:**  
Uganda wants to know how to price their portfolio of courses
- 5 Mergers and Acquisitions:**  
Should BNYF acquire WhatsApp?

.....and many more!

Priyanshu Bhasin

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Problem Solving 101: Framework

### A few popular examples: Reference

#### Tools

Leverage tested tools / mini-frameworks to structure thoughts (if applicable)

|   |   |
|---|---|
| <p><b>CCCP analysis</b></p> <ul style="list-style-type: none"> <li>Starting point for analyzing lot of scenarios</li> <li>Ask questions along the 4 dimensions of CCCP</li> </ul> | <p><b>Consumer Funnel approach</b></p> <ul style="list-style-type: none"> <li>Solve by breaking down consumer journey</li> </ul>  |
| <p><b>SWOT analysis</b></p> <ul style="list-style-type: none"> <li>Strategic planning tool to check 4 dimensions affecting future growth potential</li> </ul>                     | <p><b>4 Ps / Marketing mix</b></p> <ul style="list-style-type: none"> <li>Product, Price, Promotion, Place</li> <li>Good starting point for marketing strategy</li> </ul> |
| <p><b>BCE matrix / Growth share matrix</b></p> <ul style="list-style-type: none"> <li>Good starting point for analyzing product portfolio, business units etc.</li> </ul>         | <p><b>STP approach</b></p> <ul style="list-style-type: none"> <li>Segmentation, Targeting, Positioning</li> <li>Approach to executing marketing strategies</li> </ul>     |
| <p><b>Ansoff matrix</b></p> <ul style="list-style-type: none"> <li>Good starting point for approaching future growth strategy scenarios</li> </ul>                                | <p><b>Porter's 5 forces</b></p> <ul style="list-style-type: none"> <li>Good starting point for analyzing industry or market attractiveness</li> </ul>                     |
|   | <p><b>Maslow's hierarchy of needs</b></p> <ul style="list-style-type: none"> <li>Motivational theory in psychology to analyze tiering of human needs</li> </ul>           |

Problem Solving 101: Framework

Ananda Shankar Laha joined

You Priyanshu Soumyadip 46 others



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United Nations  
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# BASICS OF CASE STUDY

BOOTCAMP SERIES: SESSION 2



JU ALUMNUS

HULT PRIZE 2016  
ONCAMPUS WINNER

IIM CALCUTTA ALUMNUS

SENIOR ASSOCIATE AT BCG

**PRIYANJIT BISWAS**

Learn the **structured way of solving problems** that your newfound idea may face.

**OnCampus**  
Program