

2015 Commercial Credit Analysis Competition

Student Participant Guide

When: Saturday, October 17, 2015
9:00am – 4:15pm

Where: GVSU Downtown Grand Rapids Pew Campus
L. William Seidman Center
50 Front Ave SW, Grand Rapids, MI 49504

Parking: Mount Vernon Lot (see attached map)

Competition Format: Each team is to assume it is representing the Bank as the Commercial Loan Officer. Each team will prepare and present two unique presentations and two executive summaries to two judging panels. In the morning presentation, each team will present to the panel as if they are seeking an approval of the proposed loan(s) from a loan committee. Following lunch, each team will then present their second presentation to a second set of judges who will act in the role of the borrower. This competition allows you to balance the internal needs/wants of the Bank with the needs/and wants of your customer. Each presentation will be 15 minutes in length with an additional 5 minutes at the end for Q&A with the judges.
The judges will not interrupt during your 15 minute presentation.

Deliverables:

- 1) Two Verbal Presentations, each tailored to the audience (as described above)
- 2) Two Visual Presentations*, each tailored to the audience
**Please bring presentations on a flash drive and send it to yourself via email.
It is advisable that the teams bring hard copies of the visual presentations as well.
- 3) Two Executive Summaries, each tailored to the audience
 - Max 2 pages, 11 Font, Times New Roman, Single Space

Judging: Competing teams will be divided into two groupings (Group A and B). Six judges will also be broken into two groups of three (Groups X and Y). Group A teams will present to Group X judges in the morning and Group Y judges in the afternoon. Group B teams will present to Group Y judges in the morning and Group X in the afternoon. Each judge will have the opportunity to assess each team and will score each team independently of the other judges (no deliberation). Scoring will be based on both overall presentation and technical proficiency with the following weights:

- Morning Presentation (to Loan Committee): 30% Presentation / 70% Technical
- Afternoon Presentation (to Borrower): 70% Presentation / 30% Technical

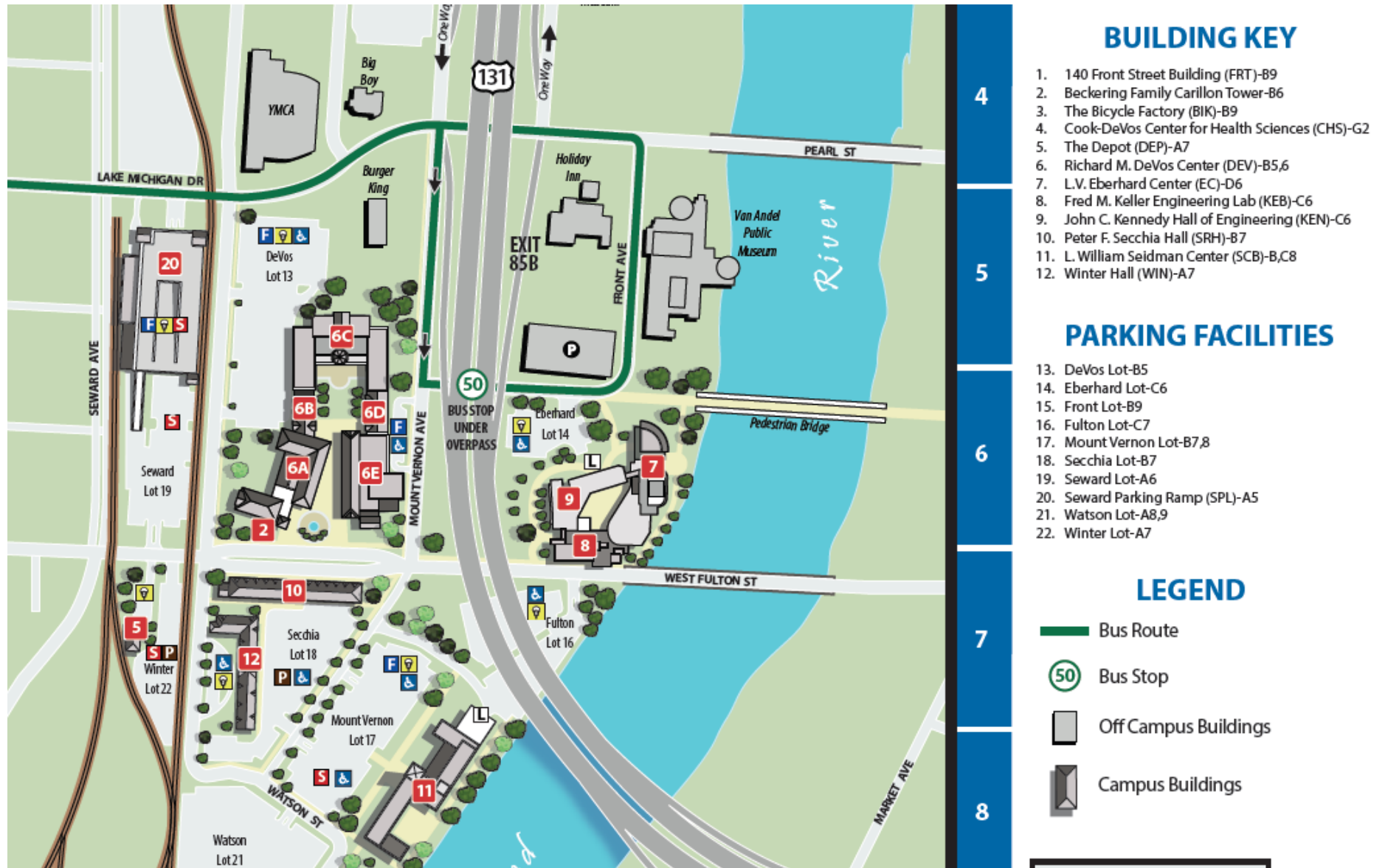
Other Considerations:

- 1) Written and verbal presentations are not to indicate your school affiliation
- 2) The case will be released via email to all participants on Saturday, October 3rd.
- 3) Starting on October 3rd, teams may not consult with faculty members or assigned mentors, but may continue to utilize RMA University and YouTube Videos.

Team Prize Money: 1st: \$2,000 | 2nd: \$1,000 | 3rd: \$500

Prize money made possible through the generous support of our sponsors:





Can you somehow put some arrows or boxes around the area? We will have to note some street closures on this due to the race...