



Catalysts for Profitability and Growth



The University Challenge 2008

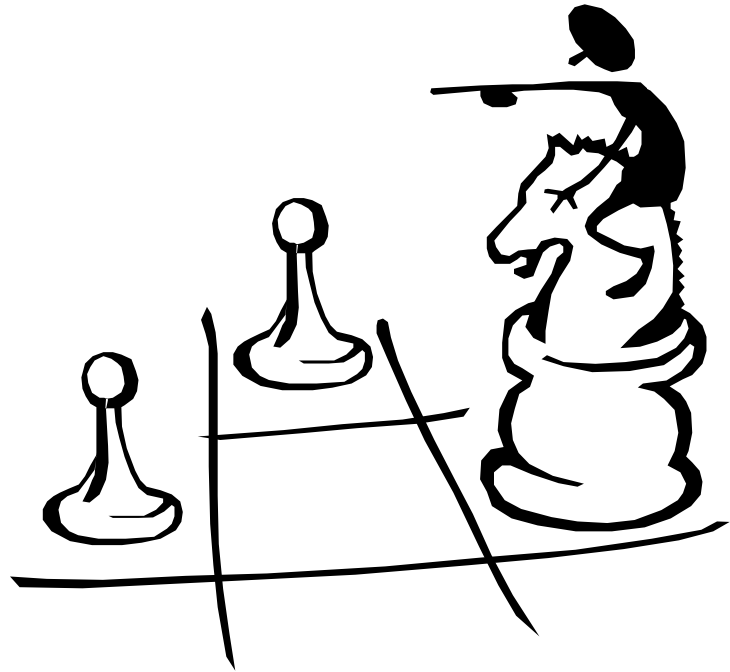
Chicago

Graduation is fast approaching

You are

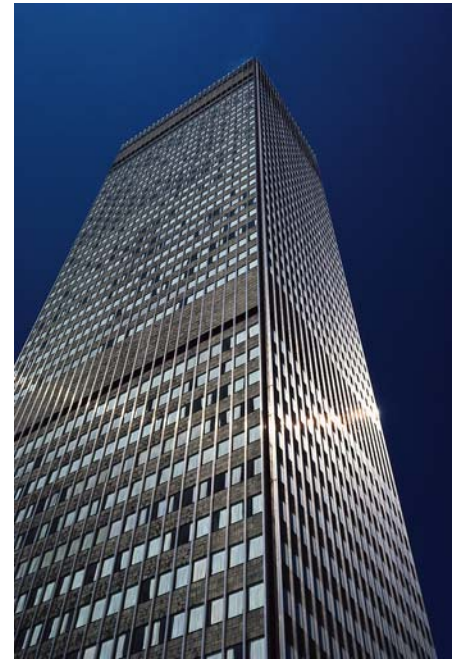
- Smart
- Hardworking
- Motivated

But...



**Are you smart enough to run
a \$12 Billion company?**

Prove it



What is the University Challenge?

- A two day competition where you will compete against peers from top ranked business schools.
- An invitation to sit in the executive suite and run a simulated global bio/pharmaceutical company.
- An opportunity to expand your network & win cash prizes.



Who is BTS?

Our Mission:
To partner with our clients to accelerate change and profit improvements



- Revenue \$80 million, 220 employees
- 300 clients in 53 different countries
- Founded in 1985 in Stockholm, Sweden
- Listed on the Stockholm Exchange (BTSb.ST)
- World leader in business simulations and experiential learning
- Delivery capability in 13 languages
- Visit us at bts.com

What does BTS do?

BTS develops the mindset & capabilities of executives to accelerate change and improve business results.

BTS delivers superior results and ROI by using:

- Discovery based solutions to create impact
- Deep customization to confront business realities
- Comprehensive processes to secure & measure results

Results

Who is your competition?

- Five teams from top-ranked business schools
- Each team will consist of five MBA candidates
- Both first and second year students are eligible



Top Talent

Which programs will be represented?

- University of Chicago Graduate School of Business
- Kellogg School of Management, Northwestern University
- Notre Dame Mendoza College of Business
- Ross School of Business, University of Michigan
- Kelley School of Business, Indiana University

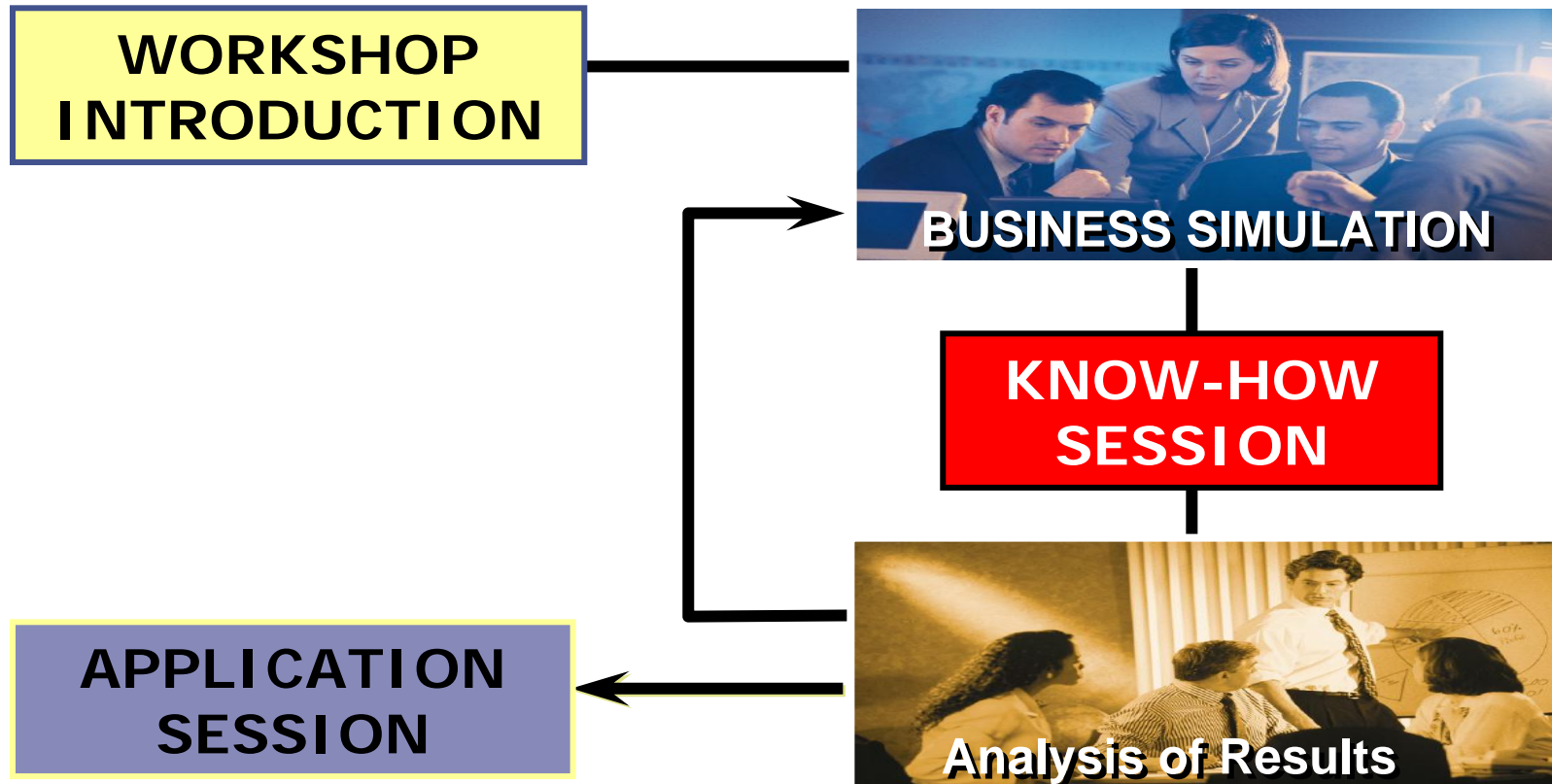
Top Talent

Where & When

- Where
 - Metropolitan Club at the Sears Tower
 - Chicago, IL
- When
 - Friday 4/11 8 am - 5:30 pm
 - Saturday 4/12 8:30 am – 5 pm



How will the two days be structured?



What will you do for two days?

Friday 4/11	Saturday 4/12
BTS Introduction	Year 2 Decision
Vision, Strategy and Goals	Know-How Session 2
Intro – simulation tool	Lunch
Lunch	Results - Year 2
Year 1 Decision	Year 3 Decision
Know-How Session 1	Application Session
Results - Year 1	Results - Year 3
Social Mixer & Dinner	

What's your responsibility?

- BTS provides:
 - The custom business simulation
 - \$500 prize for each member of the winning team
 - Breakfast and lunch during the competition
 - Networking dinner on Friday night.
- Your university provides:
 - A team of 4 – 6 people to make your school proud
 - Transportation to and from the event
 - Friday night accommodations, if necessary

Want to Win? Contact us.

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