



Academic Challenge 12

Chicago, IL

[Click Here to Register
By 15 September 2022](#)

What is CORENET GLOBAL?

CoreNet Global is a nonprofit association, headquartered in Atlanta, Georgia (US), representing more than 11,000 executives in 50 countries with strategic responsibility for the real estate assets of primarily large, multinational corporations. The end user membership base is diverse and spans industries including high-tech, financial services, manufacturing, pharmaceutical, telecommunications, healthcare, insurance and oil and gas. Google, Unilever, International Monetary Fund, Oracle, Coca-Cola, Amazon, AT&T, General Motors, Barclays, BASF, and Shell are among our many member companies. One-third of our membership resides outside North America (primarily Europe, China, India, Singapore, Australia, New Zealand, Brazil, and the Middle East) with most members managing portfolios with millions of square feet spanning multiple continents.

Virtually all corporate real estate (“CRE”) departments partner with external service provider companies to deliver services needed to acquire, maintain, and dispose of real estate. These services include but are not limited to brokerage, site selection, architecture and interior design, lease administration, facilities management, and technology platforms. One of the long-term trends in the CRE profession is toward leaner, smaller internal CRE teams focused primarily on strategy and client relationship management, with growing dependence on external service provider companies for tactical delivery and execution. Those external service providers are also members of the association.

The organization’s mission is to advance the practice of corporate real estate through professional development opportunities, publications, research, conferences, designations, and networking in 45 local chapters globally.

Why conduct an ACADEMIC CHALLENGE?

A strategic priority for CoreNet Global is to strengthen its relationship with academic institutions around the world and grow the pipeline of talent into the challenging, rewarding -- and often overlooked – career of corporate real estate.

The Academic Challenge is an important step in raising the awareness of the profession and the impact of corporate real estate on the global economy. The competition is designed to attract students from all academic disciplines to tackle key challenges facing the profession, and the challenges facing the enterprises our members serve.

What is the role of a CORPORATE REAL ESTATE PROFESSIONAL?

Corporate real estate professionals have strategic responsibility for their corporations’ total real estate footprint of owned and leased space. They are charged with anticipating and responding to a corporation’s property needs as a result of business growth, expansion, or contraction.

Corporate real estate professionals are generally not commercial brokers, developers, or facility managers though they retain or manage these professionals as well as architects, site selection consultants, economic developers, interior designers, and the like to help support their strategy.

Historically, corporate real estate professionals focused on managing the physical property for the business. They were charged with acquiring, maintaining, and disposing of real estate throughout the “lifecycle” or useful life of any property. Certainly, those functions still remain at the core of corporate real estate. However, the business landscape has changed, and the role of corporate real estate continues to evolve. Now more than ever, corporate real estate professionals are charged with partnering with the business and adding strategic value.

More corporations are now viewing real estate as a strategic asset and corporate real estate as a strategic function. As a result of that shift, a new skill set is required for today’s corporate real estate executives. They are at the forefront of corporate social responsibility and sustainability initiatives and are leaders in the innovative workplace design movement aimed at improving worker productivity, wellness, and the workplace experience. They also play a vital role in talent recruitment and retention, location strategies and interaction with other internal support functions such as human resources or information technology.

The metaverse is a seamless convergence of our physical and digital lives, creating a unified, virtual community where we can work, play, relax, transact, and socialize. The metaverse is still early in its evolution, and there is no singular, all-encompassing definition to which people can turn. Themes of what the metaverse is and could be, however, are emerging. A key point is that there is no one virtual world but many worlds, which are taking shape to enable people to deepen and extend social interactions digitally. This is done by adding an immersive, three-dimensional layer to the web, creating more authentic and natural experiences. The metaverse even has the promise of facilitating accessibility from the comfort of the home, breaking down boundaries and democratizing access to key goods, services, and experiences.

The concept of a metaverse is not a new one. In many ways this is a linear progression. Online, multi-player, role-playing worlds like The Sims or Second Life have been around for nearly 20 years, with players spending an average of 20 hours per week in these worlds. Modern equivalents like Minecraft, World of Warcraft and Fortnite have hundreds of millions of users, and huge supporting economies.

We are now at an inflection point, where it seems that not a day goes by without a company or celebrity announcing that they are building a presence in a virtual universe. While the buzz can partially be attributed to attention-grabbing headlines, there is a convergence of emerging trends. A number of new technologies have come together to enable this vision of the metaverse. Augmented reality (“AR”) and virtual reality (“VR”) headsets have become cheaper and more powerful, improving the user experience. Blockchain has enabled digital currencies and non-fungible tokens (“NFTs”). The new methods to transact and own digital goods are allowing creators to monetize their activities through tokens. In addition to monetization, and as a means to exchange value, token-holders can also participate in the platform’s governance (e.g. vote on decisions). This democratic ownership economy coupled with the possibility of interoperability, could unlock immense economic opportunities, whereby digital goods and services are no longer captive to a singular gaming platform or brand.

It is not just business-to-consumer environments that will benefit. The metaverse will provide a massive opportunity for business-to-business enterprises. Take a manufacturer that is buying new parts for its equipment. Presently, the process involves receiving a physical brochure or an emailed PDF with static 2D pictures. In the metaverse, users could test the products in a virtual environment at lower cost. Imagine being able to build a complex digital twin of a factory or industrial space at massive scale, and test how robotics systems will interact with the physical environment.

The pandemic facilitated a huge shift in the way we work. Now, technology is more than just a tool to help us work, it can also create a platform where we work. During the pandemic, employees became comfortable with platforms like Zoom, Microsoft Meeting, and others. But those do not fully demonstrate the possibilities of the Metaverse nor how these technological advancements can help support and enable both the workforce and the workplace.

Hoping to further digitalize and connect the workforce, Microsoft has launched its own mixed-reality app, Mesh. Mesh leverages the productivity tools of Microsoft Teams with AI-enabled 3D avatars that allow users to join meetings, visualize and annotate content, and use 3D objects to explain and point out features. Having these capabilities helps to bridge that disconnect workers felt as the workforce adjusted to hybrid or remote work during the pandemic.



The average price of a parcel of virtual land doubled in a six-month window in 2021. It jumped from \$6,000 in June to \$12,000 by December across the four main Web 3.0 metaverses.

COMPETITION BRIEF

CoreNet Global is pleased to present its 12th Academic Challenge sponsored by IA: Interior Architects and Clune Construction. The goal of this global competition is to raise awareness of corporate real estate as a viable career opportunity amongst college students of all academic disciplines, to connect local chapters and members of the association with future talent, and encourage more universities to include corporate real estate in their curricula.

A Student Competition

Student teams from universities and academic institutions around the world are invited to compete in an academic challenge wherein students are asked to play the role of an internal corporate real estate team in order to address a real-world issue facing companies around the globe: *develop strategies for the corporate real estate portfolio that prepare the company for a fluid workforce where virtual and augmented reality are practically applied to deal with the expected blend of remote and office workers.*

A hybrid work policy is believed to be the new normal by 87% of large companies surveyed in CBRE's Research Occupier Sentiment Survey (Spring, 2021). The pandemic has turbocharged technology adoption and usage to support this new way of working. Companies around the globe have had to invest in the right technology, a lot of which has already existed on the market. Very soon, mixed / extended (XR), AR and VR will be applied more extensively and successfully. Most recently we've seen the digital industry going into full gear with Facebook rebranding to 'Meta' to reflect its expansion into the metaverse (i.e., the world's biggest virtual environment accessed in real time using avatars).

How can corporate real estate professionals take a leadership role in helping their companies develop an agile strategy that permits the board and management to make best use of these emerging technologies and explore ways to enhance client and employee experiences, regardless of location?

Your recommendations should address short-, medium-, and long-term impacts and benefits and incorporate best practices learned from the post-pandemic return to the workplace. Additionally, emphasis should be placed on identifying cost-neutral strategies; for strategies with significant cost, the team must explain how they will promote the strategies for CEO and Board buy-in and approval.

Three teams, with a minimum of two (2) and a maximum of four (4) students each, will be selected to compete as part of the CoreNet Global North American Summit, a professional conference of corporate real estate professionals, to be held in Chicago, IL, 1-3 November 2022. Interested students are required to complete a competition registration and respond to several questions, as discussed herein. Based on the quality of their responses to the questions posed, three teams will be invited to participate (live) in the Final Round.

The winning team will be awarded US\$5,000.

THE CHALLENGE

Your CEO's career has seen her navigate through the Great Recession of 2008, a corporate reorganization, and, most recently, the Pandemic. Each of these had dramatic impacts on the company's real estate strategy, but it was a recent interaction with her daughter that sent her reeling. When Dylan asked for money to buy a virtual house on the popular global gaming platform, Roblox, it sent her down a research rabbit hole (after all, Roblox garnered more than US\$39 billion in market cap in its March 2021 IPO – there must be something big going on).

“What I learned was that everything now done in the physical world will need to be duplicated in the metaverse. Kids have been ahead of adults for a while on this.”

She learned that the metaverse promises to transform not just the collaborative process, but the very nature of interactions between people, places, and things. Integrated properly, the metaverse can enhance numerous aspects of hybrid workflow. Specifically,

- Employee onboarding and training could be performed remotely in virtual environments designed to promote engagement and present the challenges of the job as they would be experienced in the real world.
- Cross-functional product development teams, while physically distributed around the globe, could step into a virtual drafting room and collaborate on elements of design, ensuring that the product meets all its requirements.
- Sales teams could pitch products through shared virtual experiences instead of pamphlets and slide decks.

Armed with this research, the CEO assembled her senior team and asked each to prepare strategies for the evaluation of the metaverse and its implications on corporate strategy over the next 5 to 10 years.

Key questions to consider include (some, or all, are applicable to the corporate real estate portfolio):

- How would our business model and/or overall organization be impacted if there were more time spent interacting, transacting, and socializing in virtual worlds? Would there be any impact at all?
- When the company enters the metaverse, what value can we create for the community? Would we be a participant or a service provider?
- What are the authentic experiences and services of the company that make sense in a virtual ecosystem?
- Is there an opportunity to create new marketing channels through experiences, digital goods, sponsorships, and a branded real estate presence?
- Do we have the in-house talent to help us navigate the metaverse?
- Business in the real world remains the priority. Given standard limits on time and budget, what is the magnitude of value accrued from being perceived as a first mover in an emerging sector?
- How important is it to our business to target a younger generation audience and tech-forward sub-communities?
- Do our competitors have a presence in the metaverse?

Your team learned a lot from the pandemic and your CEO has encouraged you to take those lessons forward for employee wellbeing, fulfillment, happiness, and performance. She believes that providing choice and flexibility is good for people and motivates their engagement. Also, being empathetic to employee needs has a positive effect on people’s mental health and productivity. And focusing on the bigger picture of the work experience—within and outside of the office—is important to the future of work.

You may wish to consider:

- What recommendations should be made regarding building design, energy consumption, transport and travel policies (many corporate real estate executives manage the carbon footprint of their company’s transportation), employee health, wellbeing and safety, location decisions, recruitment and onboarding, and the overall work environment and experience?
- How might real estate teams elevate hybrid collaboration and create a more equitable and consistent experience for distributed teams?
- How can corporate real estate leverage the gaming industry to enhance engagement, collaboration, and connection?

You have a seat at the table with the CEO discussing the future strategy of the overall organization. The metaverse will impact your organization and influence real estate, HR, and IT, but this is **your** opportunity to drive the conversation.

Your response should offer practical tactics that corporate real estate professionals can employ to help their companies plot a course forward in the aftermath of the pandemic and toward a more tech-forward tomorrow. Your strategy should include employee well-being and incorporate the company’s commitment to diversity, equity, and inclusion. Your presentation should address the impact your strategy will have on the corporate real estate footprint in the short-term and long-term.

Teams selected for the Final Round will be assigned a corporate profile including revenue, demographic, real estate portfolio, and strategic information to help get you started (*see the list on page 7 for a sampling of corporations that employ CoreNet Global members who generally attend the global summit*).

Teams should assume that their work should focus on the built environment (e.g., the real estate footprint, opportunities to reduce it, impact of remote working, smart buildings, healthy and well buildings, net-zero buildings, low-carbon or no-carbon energy sourcing, reduced water use, and so on). However, if teams identify other, ancillary/supporting benefits for CRE organizations of leveraging the metaverse (e.g., competition for talent (esp. recruiting/retaining young talent)) these can also be referenced briefly.

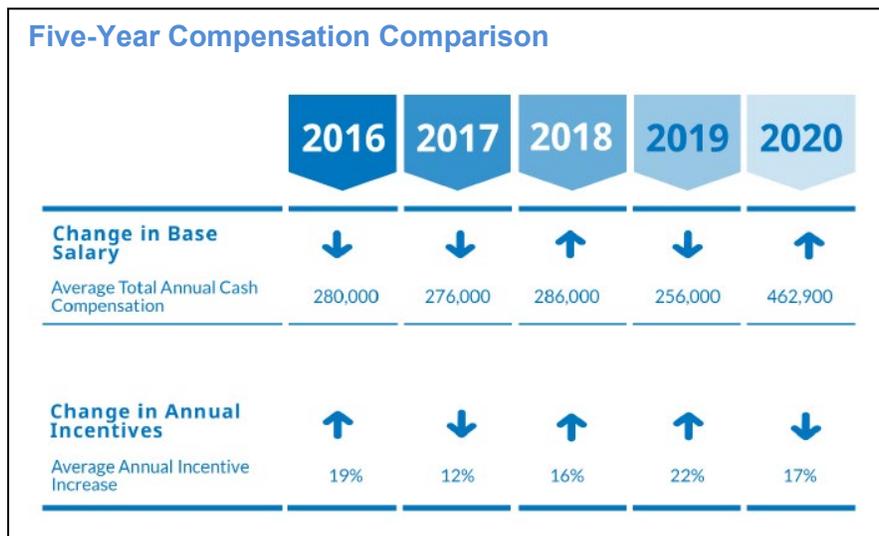
Additional assumptions may be necessary; teams should identify any additional assumptions they make to the judges early in their presentation so that the judges are able to interpret your presentations correctly.

The Context

As discussed previously, corporate real estate is the real property used by a company for its own operational purposes (consider The Coca-Cola Company (NYSE: KO) and the variety of offices, production, distribution, sales, and other facilities required to support their 450 brands in more than 200 countries globally). Corporate real estate provides corporations with a productive environment to house employees, manufacture and distribute products, and provide services to the market. Corporate real estate touches all classes of property, land, and buildings such as office facilities, data centers, manufacturing facilities, logistics centers, corporate headquarters, distribution facilities, retail stores, and hotels.

Historically, corporate real estate professionals focused on managing the physical property for the business. They were charged with acquiring, maintaining, and disposing of real estate throughout the “lifecycle,” or useful life, of any property. Certainly, those functions remain at the core of corporate real estate. However, the business landscape is changing, and the role of corporate real estate continues to evolve. Now more than ever, corporate real estate professionals are charged with partnering with the business and adding strategic value.

More corporations are now viewing real estate as a strategic asset and corporate real estate as a strategic function. As a result of that shift, a new skill set is required for today’s corporate real estate executives. They are at the forefront of corporate social responsibility and sustainability initiatives and are leaders in the innovative workplace design movement aimed at improving worker productivity and wellbeing. They also play a vital role in creating work experiences that aid in talent recruitment and retention.



The Invitation

The CoreNet Global Exhibit Hall at our Global Summit in Chicago, IL will be your living laboratory. Teams will be tasked to conduct individual interviews and focus groups with a variety of conference attendees – corporate real estate professionals – whose jobs already require them to anticipate workplace evolution. Now more than ever, these executives work within their organizations to facilitate and enhance business continuity, workplace resiliency, and employee recruitment and retention.

Through interactions at the conference, including attending educational breakout sessions, your team can also test the feasibility of possible alternative approaches or concepts that best meet the stated objectives.

Each team will develop a report complete with data, key findings, and strategic recommendations to deliver in a live presentation onsite at the CoreNet Global Summit. Each team will have a dedicated space at the conference where they will engage conference attendees and work on their solution -- all in the form of a “hackathon.”

Your team will participate in a unique learning opportunity and help create an intellectually stimulating, fun, and engaging conference experience that will help shape the future decision making of an influential profession.

Companies with corporate real estate professionals engaged in CoreNet Global include:

Financial Services

- American Express
- ANZ
- Bank of America
- BMO Financial Group
- Capital One
- Citizens Bank
- Deutsche Bank
- Fidelity Investments
- HSBC
- MasterCard
- Royal Bank of Scotland
- Visa
- Wells Fargo

Insurance

- Allstate
- Farmers
- Hanover
- Humana
- Insurance Australia
- Liberty Mutual
- Manulife
- Progressive
- Travelers
- UnitedHealth Group
- Zurich Insurance, Ltd.

Manufacturing

- AstraZeneca
- Chevron
- Clorox
- BASF
- BP
- Coca-Cola Refreshments
- Diageo
- Eli Lilly & Co.
- ExxonMobil
- Ford
- General Electric
- General Motors
- John Deere
- Kimberly-Clark
- Merck & Company
- Nestle
- Nike
- Northrop Grumman
- PepsiCo
- Procter & Gamble Co.
- Rockwell Collins
- Shell Oil
- Unilever

SUBMISSION REQUIREMENTS & CRITERIA

To aid in the team selection process, each team must respond to the questions below and provide all requested contact information. Please limit your responses to no more than 350 words each.

1. Based on the challenge described above, how will your team prepare to compete? What are your plans to research the issues raised in this competition?
2. Submit 5-10 questions that you would like answered by the corporate real estate professionals with whom you will interact to help you develop your strategy.
3. What unique strengths does your team possess that will enable you to deliver a sound strategy to the CEO? What makes you a winning team and why should you be selected to compete?
4. In your team's opinion, what is the single greatest challenge facing multinational corporations today? What is the single greatest opportunity facing multinational corporations today?

In the first round of the North American competition, responses to the above questions will be judged based on the quality of thought invested, the appropriateness of each response, and originality and creativity. Each team is competing against every other team; there is no one "right" response. Rather, the judges will be comparing each response against all the others to identify the finalists.

TIMELINE *(subject to change)*

- Registration opens and competition materials released – April 2022
- Application deadline – 15 September 2022
- Challenge competitors announced – 28 September 2022
- **North American Global Summit, Chicago, IL, 1-3 November 2022**
- Presentations due: 3 November, time: TBD
Any additional materials to be shown to the judges (including, but not limited to: handouts, posters, etc.) MUST BE INCLUDED with the presentation when submitted; any new material presented without first being submitted may subject the team to penalty and will be excluded.
- **Final Round Presentations – 3 November 2022, time: TBD**
- Winner will be announced during the North American Global Summit Awards Presentation & Recognition Dinner - 3 November 2022 by 20:00.



Competition Criteria & Rules

CRITERIA AND JUDGES' SCORING SYSTEM

Competitors will be tasked with presenting an enterprise solution to the executive committee of an organization. Students will need to use their own laptop computers with presentation, word-processing, and spreadsheet software in order to create this solution, though the final presentation need not be computer-based.

PARTICIPATION

The competition is open to students of all disciplines pursuing a Bachelors or Masters degree at a recognized degree-awarding institution, such as a University, Grande École, College, or Fachhochschule, hereafter referred to as "University," on a full-time or part-time basis. **Each student must be currently enrolled in classes at their host university throughout the competition, and not have more than 7 years prior professional experience.**

Employees of CoreNet Global and their family members are not allowed to enter the competition.

A competition registration website will be available no later than April 15, 2022; the final registration date for the competition is identified elsewhere. Once registration is completed, a registration confirmation email will be sent to the Team's Primary Contact. Incomplete registrations may be discarded. There is no fee to register, and teams may only register once.

TEAM SIZE & ELIGIBLE PARTICIPANTS

The competition is open to teams of two (2) to four (4) students; team members may be from different academic programs within one institution, and/or teams may be comprised of students from more than one institution.

Ideally, each team should be comprised of a diverse range of students from different disciplines, such as (and not limited to) architecture, business, construction, engineering, facilities management, finance, interior design, and international business. Interdisciplinary teams may have an advantage when it comes to addressing this challenge.

Each team must have a faculty advisor from their home institution, and their contact information must be included on the team's registration form. In addition, each team must appoint a Team Leader. The Team Leader will be the main contact point for CoreNet Global, and emails sent to the email address provided by the Team Leader will be considered delivered.

The three (3) highest-ranking submissions will advance to the Final Round; please note that teams will NOT be required to present during Round One.

Finalists will be notified on or before 3 October 2022. Teams selected as Finalists must inform the Challenge by email to AcademicChallenge@CoreNetGlobal.org no later than 5 October 2022 if they do not wish to participate in the Final Round. This will allow the Challenge to notify the next highest-ranking team.

The order of presentations will be determined by the Challenge. Finalists will present in front of a panel of judges, as well as an audience of CoreNet Global members, sponsors, and guests.

Presentations may take up to, and no more than 15-minutes. A warning sign will be provided to presenters when they have 2 minutes remaining. Teams will not be allowed to exceed their 15-minute presentation time and will be stopped after 15-minutes has elapsed whether or not they have completed their presentation. Following each presentation, the judges will be allowed 5 minutes to ask the team direct questions. Questions are not permitted from the audience.

Following the conclusion of the Final Round, the judges will deliberate privately and select a winner.

JUDGING RUBRIC – Final Round

Submissions will be judged on the following:

- **Innovation & Creativity (40 points)**
Does the submission present evidence of innovation, creativity, and/or initiative? Was data used effectively to support the recommendations? Is the solution presented clear, logically tight, and well-supported? Is there evidence that the team incorporated feedback gleaned from interactions with Summit attendees?
- **Applicability & Feasibility (30 points)**
Does the response presented appear reasonable and appropriate given typical business time and resource constraints? How did the team deal with new and/or ambiguous information? Was the strategy presented creative and actionable?
- **Value Creation (20 points)**
Does the submission add value to the organization, its mission and/or enhance shareholder value? Does the methodology safeguard business continuity risks and address the potential underlying cultural diversity of the business leaders?
- **Quality & Clarity of Presentation (10 points)**
Was the submission polished, professional, and delivered in a confident and convincing manner?

PRIZES

Three teams will be selected from among all the complete submissions received. Teams and their faculty advisors will be provided transportation* to our North American Global Summit and provided with lodging and Summit admission during the competition.

It is expected that faculty advisors will travel with each finalist team.

Non-Member finalists and their faculty advisors will be given complimentary membership in CoreNet Global (retail value: \$25) and a copy of *The Essential Guide to Corporate Real Estate* (retail value: \$49.99). **The winning team will receive US\$5,000**, but it should be acknowledged (and appreciated) that all finalists will receive invaluable experience and opportunities far beyond the value of the prize money.

* In order to allow teams to make the most of their travel experience and potentially reduce expenses, teams are permitted to arrive early and/or stay late but lodging will ***only*** be provided for the dates identified in the notification email; **all travel must be booked by CoreNet Global.**

COMPETITION RULES

Approved Research Sources & Outside Assistance

The goal of this competition is to judge how the team (and not its faculty, alumni, or friends) has evaluated the problem. Teams may only access research sources provided by the Challenge and any other free, publicly available data. Research services requiring a fee subscription are strictly forbidden, even if your university has paid for the subscription. It is the intention of the Challenge that each team has equal access to information. Faculty Advisors are limited in their participation to an advisory capacity.

If a team develops a survey or other similar research tool, they do not have to share the tool or insights gained with the other teams.

Authority

CoreNet Global, Inc. has created this competition and retains all rights and authority to modify the competition in any way at any time as it deems appropriate in its sole judgment; there is no appeal process. All registrants will be notified of any changes to the rules.

Violations of any rules in this document or any other rules set by CoreNet Global may result in penalty deductions from a Team's score during any round or a school's disqualification from the current and or future competitions. All penalties will be decided at the sole and absolute discretion of CoreNet Global.

Communication

All communication, correspondence, and submission documents must be in English.

Intellectual Property - Confidentiality

The Participants agree to provide CoreNet Global and its affiliates, legal representatives, assigns, agents and licensees exclusive, irrevocable, perpetual, worldwide, royalty-free license in the CoreNet Global Domain to all rights, title and interest in the submission, including all intellectual property rights in, and embodied by, the submission (including, without limitation, all patent rights, design rights, trademarks and copyright), for the duration of protection afforded by the relevant intellectual property rights, including the right of representation and reproduction and the right of performance, with respect to the competition, as well as in all materials arising out of the Participants' participation in the competition in any media and format throughout the world, without further compensation. Such license shall be transferable and shall include the right to sub-license. The license shall include the right to create any derivative work based on the submission.

It is the sole responsibility of the Participants to ensure that they are entitled to license all rights, title, and interest in the submission, including all intellectual property rights in, and embodied by, the submission. At the request of CoreNet Global, the Participants and/or their academic mentors shall provide written confirmation of the ownership of any rights, title, and interest in the submission, including all intellectual property rights in, and embodied by, the submission.

The participants agree to allow CoreNet Global to use, represent, reproduce, etc. their name, their host institution name, photographing and recording of their images and words on any kind of medium and format for any kind of internal and external communications that CoreNet Global deems appropriate throughout the world and without any additional remuneration.

Prior to any use of the CoreNet Global name, logo, images or any other similar material in any publication, permission must have been granted in writing. In such a case CoreNet Global undertakes to cooperate to allow the timely submission, examination, publication of any dissertation or thesis for a degree, which includes such material. If such a request is made and if within two months no response has been provided, such permission will be considered as having been withheld.

The participants will provide to CoreNet Global if reasonably possible a copy of any publication (e.g., journal, conference, etc.) that directly relates to the ideas generated in the Challenge.

The participants shall, unless expressly authorized in writing by the relevant party, not disclose any confidential information or documentation to third parties and shall only use such confidential information or documentation for purposes of this competition. Upon termination of this competition, the obligations herein relating to confidentiality shall continue in full force and effect for a period of one year.

In the event of any inconsistency between the provisions of these Terms and Conditions and such other agreements between the institution represented by the academic mentor and CoreNet Global, e.g., industrial partnerships the provisions of such agreements shall prevail to the extent of the inconsistency.

Modification to the Rules & Competition Format

CoreNet Global reserves the right to modify the Rules and competition format at any time and at its sole discretion. This includes, but is not limited to, adding additional rules, changing, or modifying current rules or deleting other rules. Teams will receive notice of any such changes.

Ownership of Materials

Teams attest that all presentations, work product and other materials (collectively, “materials”) that they submit to the Challenge are their own original work. Further, each member of each team acknowledges and agrees that, by submitting any material, idea, concept, theory, model, analysis, data, or information to the Challenge, they are releasing the same to CoreNet Global and granting CoreNet Global the right to use the same for any and all purposes, without any conditions (except to the extent such conditions are required by applicable law). Without limiting the foregoing, no member of any team reserves any rights with respect to any analysis, charts, descriptions, depictions, data, models, theories, proposed uses or any other aspect of the materials, ideas or concepts submitted or presented in connection with the Challenge.

Plagiarism

Any team suspected of plagiarism will be investigated, and, if deemed appropriate by CoreNet Global, disqualified from the competition.

Privacy Policy

CoreNet Global collects your personal data as listed in the online registration form for the purpose of operating The Challenge and any and all purposes as CoreNet Global may deem appropriate; participants waive any right to privacy relative to their name, likeness, or school affiliation. See above, under “Intellectual Property & Confidentiality.”

Questions and Clarification

Questions that arise after the competition has begun must be submitted, in English, via email to AcademicChallenge@CoreNetGlobal.org by the team’s Team Leader. When appropriate, the Challenge may edit submitted questions and share them with all teams simultaneously. We reserve the right not to answer all questions. **When in doubt, make an assumption, state it, and move on.**

Required Presenters

Teams will not be penalized if all members choose not to present nor given any additional credit if they all do. Team member substitutions are not permitted without permission from CoreNet Global.

***** **END OF ACADEMIC CHALLENGE BRIEF** *****