

CANADA COMEBACK CHALLENGE

Ted Rogers School of Management, Ryerson University Fit for Business - 1st Year TRSM Exclusive Case Competition

1. Background

What is the Canada Comeback Challenge?

The Canada Comeback Challenge creates opportunities for post-secondary students to contribute to Canada's COVID-19 recovery while gaining valuable work-integrated learning (WIL) experience. Through a fun, skill-building competition in an entirely online format, you will tackle real-world problems facing employers in Canada's public, private, and non-profit sectors and compete for a chance to pitch their ideas to an esteemed panel of judges.

The time is right for students and employers to work together to address the unprecedented transformation brought about by COVID-19. This federally-funded initiative, announced by Prime Minister Trudeau in June 2020 as part of a \$9 billion support package for post-secondary students and recent graduates, empowers students, links them with employers, and increases Canada's capacity to address the social and economic challenges brought about by the global pandemic.

2. Benefits for students/delegates

- As a first-year exclusive case competition, you will not be competing with upper-year students who may have an unfair advantage over you with their experience.
- Your team gets a chance at the title of 'First Among the First-Years' within TRSM.
- Gain valuable case competition experience which can be part of your resume and co-op application.
- Gain work-integrated learning experience that kick-starts careers.
- Apply both written and presentation skills, develop new ones, and expand your professional network.
- Free access to curated resources for professional and career development, health and wellness, and diversity and inclusion.
- Free access to a virtual employer mentorship community during the case competition.
- Create meaningful solutions to real-world challenges facing Canada's public, private, and non-profit sectors.
- Participate without barriers - you can get reimbursed for up to \$250 of case competition related expenses (see 3. Financial Support below).

3. Financial Support

Working with BHER, we are committed to reducing the barriers students may be facing in accessing the resources necessary to participate. You have up to \$250 to seek reimbursement for costs associated with participating in this competition.

Eligible expenses include the following:



- Office supplies: consumables such as paper, ink cartridges, pens, pencils, etc.
- Software licenses, software subscriptions
- Postage and courier
- Cellphone: air and data charges
- Internet: connection and data charges
- IP Fees and licenses: costs to access intellectual property
- Prototype equipment & materials: equipment and materials related to solution
- Learning resources: books, e-books, conferences, webinars, registration
- Daycare: daycare charges as a result of COVID financial challenges

The expense reimbursement limit for each participant is \$250 including tax. Access the [Participant Expense Reimbursement Guide](#) for more information. This is handled by an external vendor. **All reimbursements must be submitted no later than March 15th.**

4. Your Challenge Scope

Overview

Restaurants Canada is the largest membership organization of its kind, and the only national association that serves the unique needs of the foodservice industry. Their members are as diverse as the industry itself — from independent operators to regional and national chains, including restaurants, bars, caterers, franchisors, hotels, institutions, food trucks, convenience stores and other emerging business types. Their membership also includes industry suppliers, who play an integral role in the success of operators across Canada.

Challenge: Regaining customer confidence

The Covid-19 pandemic has had a devastating impact on restaurant operators, as customers stayed home to avoid the ongoing public health emergency.

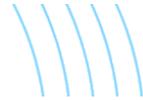
What can restaurant owners and restaurant chains do to build back customer confidence and enhance the message that it is safe to eat out?

5. Participation

What does participation look like?

You will be part of a team with 3-4 other first-year TRSM students - please see the email you received from fitforbusiness@ryerson.ca on Feb 4th to see your team members.

The competition runs from Feb. 9th to March 20th and gives you the leadership and flexibility to work with your team.



6. Submission - 2 Parts

There are two final submissions as your deliverables:

1. A written portion: 2-Page Executive Summary with an additional 4 pages allowed for supporting appendices. This will be due on **March 12th, please [submit here](#).**
2. Presentation portion: Present using a PPT/pitch deck to a panel of judges on March 20th. Pitch Presentations are to be submitted by **March 18th, please [submit here](#).**

The [Executive Summary Rubric](#) for submission is based on the following criteria:

- Proposed Solution
- Implementation
- Stakeholder Engagement and Equity, Diversity, and Inclusion
- Barriers and Risks
- Costs and Budget

7. Important Deadlines

- [Kick-Off Event](#): Feb. 9th 6:00 - 7:30 PM
- [Written Submission](#) Due March 12th by 11:59 PM
- [Reimbursements/Receipt Submission](#) due March 15th by 11:59 PM
- [Presentation Submission](#) due March 18th by 11:59 PM
- Pitch Day: March 20th from 10:00 AM - 2:30 PM

8. Professional Development Resources

BHER has partnered with multiple organizations across the country to curate concurrent professional development that will be available for you to use throughout the challenge. Some participating partners include Jack.org, Venture of Canada, Future Design School and Bridgespace. Many asynchronous resources on design and human-centred thinking have been collected courtesy of the award-winning organization IDEO.

Resources are all timed to give a clear idea of duration of participation and are supplemented with worksheets. The topics covered include team fundamentals, design thinking tools and methods as well as mental health and wellness. [Access all the resources on the website.](#)

9. Mentorship

BHER considers mentorship an essential component of a work-integrated learning experience. As such, we are committed to providing participating students the chance to connect with our network of talented mentors across Canada. We will curate a list from our existing network and assign office hours for Mentors that you will be able to access. Please lookout for more information on the mentorship a few weeks into the competition.

10. Contact Information

Contact Fit For Business (FFB) at fitforbusiness@ryerson.ca for any questions you have.