



Global Launch Challenge (GLC)

Our University of Toronto Entry-level Case Competition

1 Introduction

GLC is an entry-level case competition open to all. Teams receive a case, develop a solution, and present to a panel of judges. This year’s case features global operations—spanning marketing, finance, ops, humanities, sciences, & more. **New to competitions?** [Our FAQs](#) cover the basics. ⁴

2 Overview

- **Date:** Sunday, February 8th, 2026
- **Time:** 10:00 am – 4:00 pm.
- **Address:** [MN Building, Mississauga Campus, University of Toronto](#)
- **Highlights:** [Event Package](#) | \$1750+ Prizes | Breakfast & Lunch | Business Professional

2.1 Catering

- **Breakfast:** Coffee and pastries.
- **Dessert:** Choice pastries, donuts & more.
- **Lunch:** Smoked brisket, brie & roast beef on artisan roll, with truffle mushroom soup.
- ***Note:** Meal(s) included in registration; vegan/halal/kosher options available.

2.2 Key Dates

Date	Event	Details
Fri. Jan. 30 th 2026	Registration Closes	11:59 PM: with 1-hour post-grace-period.
Sun. Feb. 1 st 2026	Case Release	09:00 AM: via internal registrant email.
Sat. Feb. 7 th 2026	Solution Due	11:59 PM : see FAQ for submission.
Sun. Feb. 8 th 2026	GLC Event Day	See event itinerary. ^{2,3}

2.3 Event Itinerary

Time	Activity	Location
09:30 am – 10:30 am	Breakfast & Intro	MN Grand Hall.
10:30 am – 01:00 pm	Presentations ^{2,4}	Various rooms (assigned on event-date ³).
01:00 pm – 03:00 pm	Lunch & Networking	MN Grand Hall.
03:00 pm – 04:00 pm	Finals & Awards ^{3,2}	MN 1210.

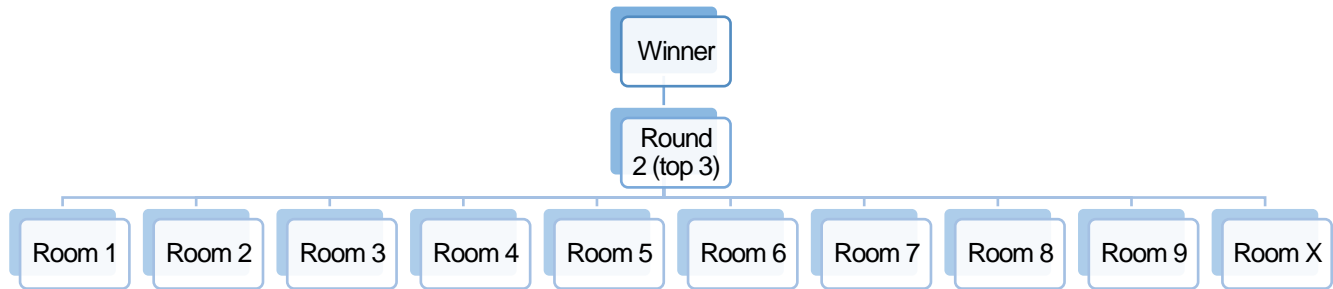
2.4 Presentation Schedule

Time	Block	*Optional* Activities
11:00 am – 11:20 am	Block A	LinkedIn Photoshoot.
11:20 am – 11:40 am	Block B	LinkedIn Photoshoot.
11:40 am – 12:00 pm	Block C	—
12:00 pm – 12:20 pm	Block D	—
12:20 pm – 12:40 pm	Block E	Stock Trading Simulation with Callum Linegar.
12:40 pm – 01:00 pm	Block F	Krauss Systems Inc. Tech Demo.



3 Competition Structure

There are ten presentation rooms, each assigned a judging panel. Each panel/room will evaluate six teams (see below):



3.1 Judging Criteria

- **Group Winners:** Each judging panel selects a Room Winner (RW) by vote, based on rubric or discretion.
- **Round 2 (Top 3):** Only RW teams are eligible. The top 3 (based on rubric score) advance to Round 2.
- **Awards:** All RWs receive a certificate. Only Round 2 teams qualify for 1st, 2nd, and 3rd prizes.

3.2 Awards!

Award	Quantity	Prize
1st Place	1 team	\$1000 cash, coffee chat, certificates.
2nd Place	1 team	\$500 cash, coffee chat, certificates.
3rd Place	1 team	\$250 cash, certificates.
Group (RW) Finalist	9 teams	Certificates, free competition ticket.
Best Speaker	2 individuals	Certificates, free competition ticket.
Best Dressed	2 individuals	Certificates, free competition ticket.

4 Frequently Asked Questions (FAQs)

4.1 How do I participate?

- **Register:** Fill out our [registration form](#).
- **Submit:** Complete the [submission form](#); deadline is 11:59 PM, Sun., Feb. 8th, 2026.
- **Compete:** **10 minutes to present + 5 minutes for Q&A.** Use a stopwatch if needed; time signals are provided.

Note: Scripts, notes, and electronics are welcomed (i.e., slideshow) and influence judges' perception.

4.2 What happens on the event-day?

- **Presentation time:** Presentations begin at 10:30 AM [2.4](#)—timeslots assigned at check-in.
- **Absences, lateness and leaving early:** Please inform your team and the event coordinator!

4.3 Who may I contact?

- We kindly ask that you reach out to Andres Krauss at andres.krauss@mail.utoronto.ca for all event-related inquiries.
- For media and/or public relations, please contact Eve Mckenzie at eve.mckenzie@mail.utoronto.ca.

Thank you,

Andres Krauss