



**UMSL** | Supply Chain Analytics  
Center of Excellence  
University of Missouri–St. Louis

**ASCM** MIDWEST GATEWAY  
CHAPTER



# 2027 MIDWEST GATEWAY SUPPLY CHAIN STUDENT CHALLENGE

**Presented By**

ASCM Midwest Gateway Chapter

UMSL Supply Chain & Analytics

Inchainge

## EVENT GUIDE



# OVERVIEW

University student teams will compete to develop the best solution to a compelling supply chain management case using **The Fresh Connection** business simulation. Through this hands-on experience, teams will navigate the challenges of managing a complex supply chain and make critical Sales & Operations Planning (S&OP) decisions. They will analyze their results and present their solutions to a panel of judges, demonstrating both quantitative insights and strong communication and influencing skills.

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| <b>Location:</b>              | University of Missouri – St. Louis<br>Anheuser-Busch Hall<br>1 University Blvd.<br>St. Louis, MO 63121                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Dates:</b>                 | Friday, February 19, 2027 – Simulation Rounds<br>Saturday, February 20, 2027 – Team Presentations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Competition Format:</b>    | <p>Teams develop the best solution to a supply chain case using <b>The Fresh Connection</b> simulation. Each team runs a fictional fresh fruit juice company, with members in <b>Purchasing, Operations, Supply Chain, and Sales</b>, making integrated decisions that drive performance.</p> <p>Unlike a static case study, the simulation is fast-paced and changes each round. Teams act as cross-functional leaders, making real-time trade-off decisions across the value chain.</p> <p>University teams from across the region compete for top overall results. The event concludes with team presentations to judges evaluating analysis, decisions, teamwork, and communication.</p> |
| <b>2027 Case Description:</b> | <b>The Fresh Connection</b> , a virtual fruit juice company, is under financial pressure. This year's case focuses on the <b>Sales &amp; Operations Planning (S&amp;OP)</b> cycle while managing multichannel growth, broader assortments, and new online offerings. Success depends on aligning cross-functional decisions to protect service, cost, and profitability.                                                                                                                                                                                                                                                                                                                     |



**Day 1:** Three live simulation rounds; teams adjust decisions based on results and changing conditions.

**Day 2:** Teams present a brief review of their performance, covering:

- Strategy and how it evolved across rounds.
- Team roles and collaboration approach
- Key decisions and rationale
- Lessons learned

Judges score presentations on content and delivery. Final rankings combine simulation results and presentation scores.

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| <b>Teams:</b>  | <p><b>Two Divisions:</b> Undergraduate and Graduate</p> <p>Each team includes:</p> <p><b><u>4 students</u></b></p> <ul style="list-style-type: none"><li>• Students must be enrolled (full-time or part-time) during the 2026–2027 school year.</li><li>• No prior Inchainge simulation experience is required; students with experience may participate.</li><li>• To qualify for the <b><i>Inchainge Global Student Challenge</i></b>, students may not have competed in an Inchainge Global Final (see First Place prize).</li></ul> <p><b><u>1 Faculty Advisor</u></b></p> <ul style="list-style-type: none"><li>• Must be a faculty member at the participating university. One advisor may support multiple teams from the same school.</li><li>• Strongly encouraged: complete <a href="#">Inchainge Train the Trainer</a> (online self-paced or live instructor-led) before February 5, 2027.</li></ul> |
| <b>Prizes:</b> | <p>Awarded in each division:</p> <p><b><u>First Place:</u></b></p> <ul style="list-style-type: none"><li>• Team trophy, individual certificates</li><li>• \$1,000 cash</li><li>• Invitation to the <b><i>2027 Inchainge Global Student Challenge</i></b></li></ul> <p><b><u>Second Place:</u></b></p> <ul style="list-style-type: none"><li>• Team trophy, individual certificates</li><li>• \$800 cash</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |



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|                               | <p><b><u>Third Place:</u></b></p> <ul style="list-style-type: none"><li>• Team trophy, individual certificates</li><li>• \$500 cash</li></ul> <p><b><u>All Participants:</u></b></p> <ul style="list-style-type: none"><li>• Certificate of participation</li><li>• ASCM student membership, plus Midwest Gateway Chapter education discounts</li><li>• Participating schools recognized in event communications</li></ul>                                                                                                                                                                                                                                                           |
| <b>Team Registration Fee:</b> | <ul style="list-style-type: none"><li>• \$250 per team (Early Bird ends due October 31, 2026)</li><li>• \$300 per team (registration deadline January 22, 2027)</li></ul> <p><b><u><a href="#">Team Registration Link</a></u></b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Accommodations:</b>        | <p><b><u>Meals Provided:</u></b></p> <ul style="list-style-type: none"><li>• Friday – Breakfast &amp; Lunch</li><li>• Saturday – Breakfast &amp; Lunch</li></ul> <p><b><u>Hotel:</u></b></p> <p>Hilton Garden Inn St. Louis Airport<br/>4450 Evans Place<br/>St. Louis, MO 63134<br/>314-521-6444</p> <p><b><u><a href="#">Hilton Garden Inn St. Louis Airport</a></u></b></p> <p>(Recommended – closest to UMSL campus)</p>                                                                                                                                                                                                                                                         |
| <b>Team preparation:</b>      | <p>Two weeks before the event, teams receive:</p> <ul style="list-style-type: none"><li>• Access to <b>The Fresh Connection</b> simulation and instructional videos</li><li>• Case materials, including one practice round in the simulation.</li><li>• Virtual orientation session (event details, preparation guidance, Q&amp;A)</li><li>• Teams are expected to review materials, assign roles, and complete the practice round.</li></ul> <p>Complete rules, scoring details, and the presentation rubric will be shared 90 days before the event.</p> <p><b>Contact:</b> <a href="mailto:communications@midwestgateway.ascm.org">communications@midwestgateway.ascm.org</a></p> |