

2025 MIDWEST GATEWAY SUPPLY CHAIN STUDENT CASE COMPETITION

Presented by

ASCM Midwest Gateway Chapter
UMSL Supply Chain & Analytics | Inchainge

FEBRUARY | 21-22 | 2025

University of Missouri – St. Louis, Anheuser-Busch Hall

REGISTRATION LINK

Event Guide



OVERVIEW

Teams from universities across the region will compete to find the best solution to a compelling supply chain management case study using The Fresh Connection business simulation. Teams will experience the challenges and rewards of managing a complex supply chain and practice making critical sales and operations planning decisions in a hands-on learning environment. The teams will prepare and present the results of their solution to a panel of judges testing not only their quantitative analysis of the situation but also their communication and influencing skills.



LOCATION

University of Missouri – St. Louis
Anheuser-Busch Hall
1 University Blvd, St. Louis, MO 63121



DATES | AGENDA

Friday, February 21, 2025 – Simulation Rounds
Saturday, February 22, 2025 – Team Presentations



COMPETITION FORMAT

The teams will compete to find the best solution to a Supply Chain Management case using one of The Fresh Connection business simulations. The members of each team will act in specific roles related to the case. Unlike more traditional academic case studies, The Fresh Connection business simulation offers a very fast paced and dynamic learning experience in which variables related to the case change in each successive round. Teams are tested in their ability to perform as cross-functional leaders making real-time decisions impacting the success of their business.

On **Day 1** of the competition, the teams will conduct three live rounds of simulation, making new decisions based on the results and changing conditions of each round.

On **Day 2**, the teams will make a presentation giving their assessment of their performance:

- How they approached the case and the changing dynamics of each round.
- How they organized themselves as a team within their assigned roles.
- How and why they made the decisions they did.
- What they learned from their experience participating in the competition.

The presentations will be scored by a panel of judges based on content and delivery. Final scores will be a combination of the simulation results and the presentations.



Teams will compete in one of two divisions: Undergraduate and Graduate. Each team will consist of:

4 student team members

- Participating students must be full-time or part-time students during the 2024-25 school year.
- No previous experience with Inchainge business simulations is required. Students who do have previous experience may also participate in this competition.
- To qualify for the Inchainge Global Student Challenge students may not have participated in an Inchainge Global Final previously (see First Place prize description below).

1 faculty advisor

- Must be a faculty member of the participating university. If a university enters more than one team, one faculty advisor may support multiple teams from their university.
- The faculty advisor must complete the Inchainge "Train the Trainer" course (online: self-pace or live, instructor led) prior to February 7, 2025.

Team spirit

Teams are encouraged to demonstrate their enthusiasm and competitive spirit by adopting team names, team uniforms (T-shirts, hats, etc), team cheers and any other appropriate means to differentiate themselves from the competition.



First Place:

- Team trophy, individual certificates.
- \$1,000 cash.
- Invitation to participate in the 2025 Inchainge Global Student Challenge

Second Place:

- Team trophy, individual certificates.
- \$800 cash.

Third Place:

- Team trophy, individual certificates.
- \$500 cash.

All participants:

- Certificate of participation.
- Discounts on ASCM Midwest Gateway Chapter educational offerings.
- All participating schools will be acknowledged in all media communications.



TEAM REGISTRATION FEE

- \$150 per team – by October 1, 2024
- \$200 per team – by December 31, 2024
- [Team Registration Link](#)



ACCOMMODATIONS

Meals Provided

Friday – Breakfast & Lunch
Saturday – Breakfast & Lunch

Recommended Hotel

[Hilton Garden Inn St. Louis Airport](#)

4450 Evans Place
St. Louis, MO 63134
314-521-6444



TEAM PREPARATION

Two weeks prior to the event, teams will be provided with:

- Access to the Inchange business simulation game + instructional videos.
- Case details including one self-calculation practice round using in the business simulation game.
- A virtual orientation session for all teams will take place to review details of the event and recommended team preparation and to answer any questions.
- Teams are expected to read the case, assign roles (as defined in the case) to each member of the team and to complete the practice round in the business simulation game.