

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

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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 The Fresh Connection business simulation. 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.



SPONSOR LEVELS

Gold (2):

- \$1,000
- Prominent on-screen and in-room name/logo placement and recognition
- One seat on the judging panel (optional)

Silver (2):

- \$800
- On-screen and in-room name/logo placement and recognition

Bronze (2):

- \$500
- On-screen and in-room name/logo placement and recognition

Supporter:

- \$350
- Table-top name/logo placement during one meal break (Friday: breakfast, lunch; Saturday: breakfast, lunch, closing reception)

All sponsors:

- Student team member resumes
- Discounts on ASCM Midwest Gateway Chapter educational offerings
- All sponsors will be acknowledged in all media communications