



## Team-Based Challenge Template

| PROJECT OVERVIEW                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| <b>Team-Based Challenge Title</b>   | Competitor Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Source</b>                       | <a href="#">Practera</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Industry Partner</b>             | Local business                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Endorsement Area</b>             | Finance & Business Services                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Problem to Investigate/Scope</b> | <p>Students will explore International or Regional Market Research, including understanding the impact of COVID-19 on the industry. Their research will take into account the implications of COVID-19 on opportunities, strategies, and challenges for a business in a selected market within the next 12 months.</p> <p>Once student groups are paired with a local business, the “Student Consulting Team” must research and summarize current competitor landscape for the company.</p> |
| <b>Project Outcomes</b>             | <p>Students will develop an understanding of a local business and where it stands compared to its competitors, while tackling the real-world challenge of COVID-19 and its implications for the industry. Students will gain insight through relationships with mentors at the business, who will offer feedback and knowledge about working in the industry.</p>                                                                                                                           |

## PROJECT OUTLINE

| Stage:               | Topics/Events:                                                                                                                                                                                                                                                              | Timeline: | Deliverables:                                                                                                     |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|-------------------------------------------------------------------------------------------------------------------|
| Preparation          | <ul style="list-style-type: none"> <li>- Set Expectations</li> <li>- Skill Development Part 1 – What Is Competitor Analysis?</li> <li>- Matching with business</li> </ul>                                                                                                   | Week 1    | Develop questions to ask Industry Mentor                                                                          |
| Project Plan         | <ul style="list-style-type: none"> <li>- Initial meeting with Industry Mentor to understand the business</li> <li>- Research and summarize current competitor landscape for the company, in particular: current and emerging competitors.</li> </ul>                        | Week 1    | Project Plan                                                                                                      |
| Project Execution    | <ul style="list-style-type: none"> <li>- Research: Provide a ‘deep dive’ into the top 5-10 competitors and a comparison between the client and the competitors; value points; key statistics.</li> <li>- Skill Development Part 2 – Quantitative Research Skills</li> </ul> | Week 2-3  | Status updates to Industry Mentor                                                                                 |
| Project Finalization | <ul style="list-style-type: none"> <li>- Determine overall insights, findings and analysis, along with any specific recommendations.</li> <li>- Prep project Presentation</li> </ul>                                                                                        | Week 4    | Draft presentation to Industry Mentor                                                                             |
| Project Presentation | <ul style="list-style-type: none"> <li>- Networking</li> <li>- Feedback from peers/ industry mentors</li> </ul>                                                                                                                                                             | Week 4    | A report summarizing findings and a presentation of the key findings of the research to panel of Industry Mentors |

This resource was created by [Education Systems Center at Northern Illinois University](#).

The Illinois Work-Based Learning Innovation Network (I-WIN) is designed to help employers, educators, and students leverage innovative models for scaling high-quality work-based learning opportunities in school districts and community colleges across the State. This network explores ways to create equitable opportunities for students through both in-person and virtual learning. For more information on I-WIN and additional work-based learning resources, visit [edsystemsniu.org/i-win/](https://edsystemsniu.org/i-win/).

To access a resource bank of Team-Based Challenge templates, visit [edsystemsniu.org/i-win-resources/](https://edsystemsniu.org/i-win-resources/).