



# ELS CASE COMPETITION



The **ELS CASE COMPETITION** offers a unique eight-week opportunity for young leaders and executives to work together to solve a community issue. Teams will be immersed in learning about a particular challenge and positioned to identify creative solutions, develop personally and professionally, sharpen their virtual presence, and form an instant network of individuals with diverse backgrounds and leadership styles.

ELS created this “Shark Tank” style competition to allow for innovative thinking, problem-solving and professional development, all while offering up ideas that may have a long-term impact on our community.

All teams pitch to a panel of judges in rounds one and two. Three teams proceed to the final round.

Funds raised and the challenge itself will focus on addressing barriers that contribute to local hunger and access to food.

**FULLY  
VIRTUAL!**



2019 Final Round Judges

## KEY DATES

**TEAM REGISTRATION DEADLINE:**  
August 31

**CASE COMPETITION:**  
September 21 – November 16

**PRESENTATIONS: ROUND 1**  
October 19

**PRESENTATIONS: ROUND 2**  
November 2

**PRESENTATIONS: FINAL ROUND**  
November 16

**CULMINATION AND RECOGNITION EVENT:**  
*WINNERS WILL BE ANNOUNCED!*  
December 7 | 6:00-7:30 p.m

“Our mentor hosted our team at his office and had us do mock presentations with members from his team, which was **VERY** valuable to our pitch development and delivery.”

- 2019 TEAM MEMBER

**REGISTER A TEAM**

**SPONSOR**

“My participation strengthened my teamwork skills and sharpened my ability to take a diverse set of ideas and create one cohesive idea.”

- 2019 TEAM MEMBER

**LEARN MORE** [unitedwayinc.org/ELSCaseComp](http://unitedwayinc.org/ELSCaseComp)



@uwelst

#ELSCaseComp



United Way of Central and Northeastern Connecticut

# HOW TO GET INVOLVED

United Way Emerging Leaders Society (ELS) isn't just another young professionals group. It's a chance to associate with other civic-minded rising stars, making a tangible, enduring impact in our region.

## SPONSOR

**THIS UNIQUE OPPORTUNITY IS FOR ORGANIZATIONS COMMITTED TO:**

- Attracting and retaining top talent
- Developing and engaging your future leaders
- Elevating your brand by taking a proactive position on innovation and leadership
- Advancing your corporate social responsibility goals
- Gaining insights from emerging leaders, across the country and locally
- Improving local conditions for families and individuals most affected by COVID-19

**"As a long time giver to United Way, this is the first time I have been able to connect to the work in a new and unique way."**

- 2019 FINAL ROUND JUDGE

Now in its third season, the 2021 *ELS Case Competition* is bigger than ever, tackling a community challenge, adding another round of presentations, intentional professional development, and more exposure

## REGISTER A TEAM

### Team Registration Criteria:

- Young, emerging leaders and graduate students.
- Three to five individuals from the same workplace or individuals who come together to form a community team.
- Endorsement by an executive sponsor. The executive sponsor is responsible for endorsing employee participation.

**"I valued the time to really bond with people, teams. The spirit of competition. The creative energy. The seriousness in which the presentation and the events were taken by the audience, United Way, and the sponsors."**

- 2019 TEAM MENTOR

Once you are registered, United Way will pair you with a mentor from the local business community, host an informational session and equip you with the tools and resources you need to pitch a winning case to a local community challenge.



@uwelsct #ELSCaseComp  
[unitedwayinc.org/elscasecomp](https://unitedwayinc.org/elscasecomp)

ELS is powered by:

**ConnectiCare**



United Way of Central and  
Northeastern Connecticut