



## Greetings!

The team at the **Haydenfilms Institute** is very excited to sponsor the Collegiate Challenge, co-sponsored by the **Council for Retail and Sales, located at DeSales University College of Business**. This team-based competition is tasked to solve a real business opportunity for our company.

This year's CRS Collegiate Challenge, Powered by the Haydenfilms Institute is designed to solve a problem for the Haydenfilms Institute to help us grow the Cemboo video platform. The top team will be awarded \$1,200 to be divided by team members, a trophy and their names on the CRS Big Trophy which will be housed at DeSales University. The second-place team will be awarded \$400 to be divided by the team.

The competition culminates in a regional competition to be held on October 26, 2022, at the DeSales University campus. Each school or branch may submit up to 2 teams. Last year some of the colleges ran a local competition and then sent their top team(s) to the final competition. This is a great class or club (e.g., Enactus, Business Clubs, LaunchBox) project! The competition will be judged on the written executive summary and the presentation.

Details of the Challenge are in the following pages. We believe presenting students with real business problems and having them develop solutions to those problems will help them bridge the gap between academics and the business world. Thanks for participating!

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**2022**

**Collegiate Challenge**

**Powered By**



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## Important Dates

Monday Oct 3, 2022	<a href="#">Intent to Participate Form is Due (form is online)</a>
Saturday Oct 15, 2022	Executive Summary due by 11:59 pm. Send to Elaine Thode, CRS Program Director, <a href="mailto:elaine.thode@desales.edu">elaine.thode@desales.edu</a>
Oct 20, 2022	The schedule of presentation times will be announced
Wednesday Oct 26, 2022	Presentations by Teams and Judges at DeSales University.

**Direct questions to:** Elaine Thode, CRS Program Director,  
[elaine.thode@desales.edu](mailto:elaine.thode@desales.edu)

## CRS Collegiate Challenge Case Information Powered by Haydenfilms Institute

### Introduction

You've heard of the Shark Tank television show. We're taking that concept and applying it to a collegiate competition in retailing and sales!

When you enter the **CRS Collegiate Challenge, Powered by the Haydenfilms Institute**, you gain both practical and theoretical experience in the development of recommendations for a major corporate client. This challenge allows you the ability to bring your lifelong learning skills to a competition that will help to build a great base for your personal career in business.

The focus of the competition will be on helping Haydenfilms Institute grow their Cemboo video platform. The competition will be held October 26, 2022, at DeSales University, Center Valley, PA. The Collegiate Challenge will surface ideas and creative solutions that will directly impact the company.

### Case Information

#### *The Haydenfilms Institute Background / Overview*

#### *Case Focus and Opportunity*

This case focuses on the growth of Cemboo, a video platform designed to help film festivals efficiently control, monetize, and distribute content on a global scale.

**Cemboo's Mission:** Our mission is to empower content owners with the flexibility to control, monetize and distribute their own digital media content through values of quality, community, and innovation.

Cemboo was the direct brainchild of a decades-long endeavor in digital creativity called the Haydenfilms Online Film Festival. The Festival itself was born out of Haydenfilms, an

independent film and distribution company originally founded in Kutztown, PA. Haydenfilms itself is dedicated to the support and development of emerging independent and student filmmakers.

The organization's founder, Hayden Craddolph, envisioned the Film Festival out of his thesis during his time as an Electronic Media postgraduate at Kutztown University in 2001. In 2004, Haydenfilms hosted what would be one of the world's first online film festivals.

It is with the first festival's success that ignited Craddolph's vision of a network platform that allowed for all-encompassing content distribution for library users.

Through the Haydenfilms Online Film Festival grew the concept of Cemboo as a global platform that allows worldwide viewers the ability to distribute, share, own, and showcase their own digital content, as well as content created by others.

By 2011, Haydenfilms would receive a Research Grant Millersville University's Software Productization Center (SPC) to develop a prototype software that we now refer to as Cemboo.

## **Cemboo's Journey**

In 2021 the Haydenfilms Institute received the \$25,000 POC grant and \$5,000 cash grant from Amazon Web Services to fund the creation of Cemboo. The alpha launch of Cemboo.com in 2022 was then used for the 1.0 Haydenfilms Screenwriting Competition in January of 2022.

In May, the Haydenfilms Institute announced its call for entries for the \$25,000 Haydenfilms 5.0 Online Film Festival, which will take place in 2023. By quarter 3 of this year, Cemboo's beta website will officially launch to the public, and use cases will begin deployment starting early next year.

Cemboo is currently within the pre-seed round of funding. An announcement of seed funding status will be released by quarter 3 of 2023.

The Haydenfilms 5.0 Online Film Festival will launch for its 60-day short film competition on Cemboo.com from August 30, 2022 to October 30, 2022. The top 4 short films and top feature films will be shown live during the 4-day award show and event in Los Angeles in January of 2024.

**On the next page is a flyer that the Cemboo team distributes to prospects.**



**An all-in-one SaaS (software as a service) platform that enables film festivals the ability to control, monetize and distribute their online digital content library while receiving 100% of the ad revenue.**

**WHO WE ARE?**

The idea for Cemboo started long before the world understood the need for virtual distribution and experience. With over 20+ years in the industry and 5 successful online film competitions, we offer a solution for festivals and content holders.



Hayden Craddolph      Ravindra Chennapareddy      Pranjali Khadse      Arpit Shukla

**THE TEAM**

**Management Team**

Chief Executive Officer, Hayden Craddolph  
 Chief Technical Officer, Ravindra Chennapareddy  
 Data Analyst, Pranjali Khadse  
 Blockchain Developer, Arpit Shukla

**Advisory Board**

Strategy Advisor, Tamara Ledbetter  
 Business Advisor, Chris Saraceno  
 Legal Advisor, Corey Field  
 Financial Advisor, Obi Ndukwe  
 Entertainment Advisor, Johnny Ray Gill

**BEACHHEAD & EXPANSION**

There are 10,172 global film festivals & competitions that will benefit from our service. This is where we beachhead our services due to our experience and connections within the industry. Additional markets that we project to expand into include universities, sports, and other large library owners.

**THE PROBLEM**

Content library owners are limited in the areas of security and advertising, distribution, monetization, and storage. Competing video player library solutions such as Youtube or Vimeo do not provide the ability of library owners to control, monetize, or distribute their content.

**THE SOLUTION**

With our industry experience beachheaded in the film and entertainment industry, the Cemboo team understands the demands and limitations of the current festival market and those with large content libraries. Our services give the power back to the library owners, and enable their own Netflix-esque environment.

**FUNDING**

Seed Round

**KEY PARTNERS**

Amazon Web Services; O'Pake Institute, SPARK Incubator; Corey Field Law Group

**THE MODEL**

SaaS subscriptions: premium, professional, enterprise; Service fees; Revenue Share Model

**SCALABILITY**

Cemboo Marketplace, Cemboo Token, and Expansion Into Other Markets



**CONTROL (Video Player)**

Cemboo provides library owners the ability to control their video on demand player, and establish their own viewing experience similar to top-tier online video subscriptions such as Netflix.



**MONETIZE (Ad Server)**

Library owners can control their viewer's experience on Cemboo in terms of access and personalized/tailored ads for a flexible experience. Cemboo's ad-server model grants the festival 100% of the revenue. Ad customization is also available for both viewers and library owners. For film festivals, Cemboo supports pre-roll, overlay, or post-roll ads that are essential to the format of film showings.



**DISTRIBUTE (Cloud Delivery Network)**

When it comes to quality, Cemboo's in-house server implements the best Cloud Delivery Network services which minimizes glitches and maximizes quality streaming. With the backend powered by Amazon Web Services this guarantees software innovation, naturally-evolving subscription models to users, and real-time scalable storage space for content owners.

## ***Assignment / Deliverables***

**Assignment:** Approach this as if your team is a part of a consulting company.

Create a strategic business plan that incorporates ideas/recommendations to allow Cemboo to penetrate the movie festival market. Ideas can include all aspects that are relevant to the questions posed. Teams will be responsible for researching the budget needed for their plan. Each team will then pitch their plan to the judges, detailing their recommendations, implementation, timeline, and financial costs to the company. The team should provide rationale for recommendations.

**Deliverables are as follows:**

1. an expanded executive summary (5-8 pages)
2. presentation (15 minutes max)

Ideas presented should be actionable. This means that the Haydenfilms Institute team can implement the idea in a short period of time and that the idea deserves time, money, and energy to expand the idea.

On October 26, teams will present to judges and meet with the judges for a 10-minute question and answer session. The event will be held on the DeSales University campus. The winners will be announced on that day.

## **Useful Sites**

How to Write a Case Study: <https://www.thoughtco.com/how-to-write-a-case-study-analysis-466329>

How to Write Executive Summaries:  
<https://www.uakron.edu/cba/docs/communications/WritingExecutiveSummaries.pdf>

## Rules and Procedures

1. The competition will be held October 26, 2022, at DeSales University, 2755 Station Ave., Center Valley, PA. More information on the venue will be sent to participating schools as we approach the deadlines.
2. Each college or university invited to compete is allowed two (2) teams in the competition. If the institution has multiple campuses (i.e., Penn State), each campus will be counted as a separate college and can send up to two teams. Each team must be comprised of at least 3 but no more than 4 students. If a team of three, at least 2 team members must also present at the competition. If a team of four, at least three of the four team members must also present at the competition. The challenge may be a class project, a club project or, if there is enough interest among students, a group of students may get together and compete. There MUST be a faculty advisor to the team. One faculty advisor MUST accompany the team to the competition venue.
3. Each school entering the Collegiate Challenge must submit their intent to participate form by October 3, 2022, on the Council for Retail and Sales website at [https://thecrs.org/?page\\_id=760](https://thecrs.org/?page_id=760)
4. Students working on the project must be undergraduates from a 2-year or 4-year college/university, with a graduation date of 2022 or later.
5. Each team is responsible for their own expenses (i.e., travel, transportation, lodging, materials for the presentation). Food will be provided on site (free of charge) and may include a light breakfast and lunch.
6. **The finished executive summary must be received by Saturday, October 15 by 11:59 p.m.** Projects should be sent by email to Elaine Thode, Council for Retail and Sales, DeSales University: [elaine.thode@desales.edu](mailto:elaine.thode@desales.edu)
7. **Contacting the Haydenfilms Institute:** Each team advisor (after submitting the intent to participate form) should collect questions that students may have regarding the competition as the semester(s) progresses. These questions will then be submitted to the company representative at the end of each week (assuming there are questions). The company representative will assemble the questions and provide general answers to the requesting advisor. The company representative at the Haydenfilms Institute is Hayden Craddolph.
8. When entering the challenge all students and faculty advisors agree that all the ideas from the competition become the property of the Haydenfilms Institute. They further agree that all the ideas for the paper, and the representative information provided within the paper are the work of the students. All competitors agree that they will receive no compensation for their work.



## The Written Portion – Expanded Executive Summary

1. This challenge requires the development of a 5 – 8 page expanded executive summary. The expanded executive summary may NOT exceed the page limit. All pages, except the cover page, should be numbered. **All pages, including the cover page count in the page limit.**
2. The name of the competing college or university should appear on the cover page along with the company logo (which must conform to the Haydenfilms Institute Communication Standards), the team’s name, the students’ names, and the name and contact information for the faculty advisor. Other information, graphics, etc., are acceptable.
3. Each team should generate secondary data to substantiate all material found within their executive summary. APA (American Psychological Association) style should be used for referencing purposes within the expanded executive summary. Primary research is accepted and encouraged.

### ***Suggested Expanded Executive Summary Contents***

**Team members may decide on the contents. Shown below are suggested areas to include.**

#### **Introduction**

#### **Situation/SWOT**

1. Current situation (research that describes current situation with regards to case)
2. Competitive Analysis
3. SWOT analysis of the current situation

**Objectives – use SMART objectives – Describe what your team wants to achieve as it relates to the case.**

**Recommendations – Provide recommendations and how to implement (including budget)**

**Evaluation– Provides ideas on how the recommendations will be evaluated**

#### **Conclusion**

**Works Cited – Include the research used in development of the expanded executive summary in APA (American Psychological Association) style.**

## ***The Presentation***

1. Teams: Each team must be comprised of at least 3 but no more than 4 students. If a team of three, at least 2 team members must also present at the competition. If a team of four, at least three of the four team members must also present at the competition. Any work must be done by the students on the team.
2. Timing: Each team will be required to make a 15-minute (limit) presentation to the judges. Following the presentation there will be a 10-minute (limit) question and answer (Q&A) session with the judges. The 15-minute limit is hard, meaning that, at the end of the 15 minutes, the person timing will say, "stop" and the presenting team must stop their presentation. A two-minute warning will be provided. The person timing will stop the judges Q&A sessions at the 10-minute mark, no matter where the teams or judges are in asking, answering the questions. The faculty advisor may attend the Q&A session but may not participate.
3. The team members MUST operate all electronic presentation devices. No one who is not a member of the team (including the team's advisor) may help during the presentation. Teams are responsible for all their own equipment. The facility will have a computer with PowerPoint and Internet capabilities, a presentation remote control, and a screen to project the presentation.
4. The presentations may be made utilizing any method desired. Graphs, layouts, charts, etc. may be used and displayed. Computer-generated presentations are allowed. Students may show and/or hand the judges items (such as examples of creative ideas); however, students may not GIVE them any items (such as food, gifts etc.). Corrections to errors made in the expanded executive summary may not be made and given to the judges during the presentation.
5. Anyone may be present during presentations. No one may enter the presentation rooms after the start of the presentations. Latecomers will be turned away.

## Awards

Awards are determined by the combined score of the expanded executive summary and presentation.

Award	Description
<b>Grand Prize</b>	<p>The grand prize –The team will receive a trophy that will be housed at the winner’s school, award certificate, plus the following:</p> <p>\$1,200 total to be divided equally among team members</p> <p>The team members’ names will be added to the Big Trophy, housed at DeSales University. This trophy contains team members names and sponsors from previous competitions.</p>
<b>2<sup>nd</sup> Place</b>	<p>The team will receive a trophy that will be housed at the winner’s school, award certificate and \$400 total to be divided equally among team members.</p>
<p>Every person will receive a certificate for participating.</p>	
<b>Other awards</b>	<p>There may be other awards presented by the judges if outstanding performance is indicated. This will be up to the judges’ discretion. For example, awards MAY be given for “Best Presenter,” or for other achievements that exceed the minimum expectations.</p>

## Scoring

1. Scoring sheets for both the expanded executive summary and presentation will be used to choose winners. These score sheets should help the teams develop their expanded executive summary content.
2. Judges’ decisions are final.
3. The penalty for all violations is disqualification. Whether or not a disqualification is warranted is up to the Haydenfilms Institute representatives.

## Judges

There will be three to five judges. The judges for the challenge will be individuals who are experts in their areas. There will be judges from the sponsoring company (Haydenfilms Institute) and if needed, faculty and/or practitioners.

## Tentative Score Sheets

### CRS Collegiate Challenge - Expanded Executive Summary

	Must Improve	Should Improve	Satisfactory	Very Good	Excellent	Score
<b>Situation/Strategy</b>						
Current Situation	0-3	4-5	6-7	8-9	10	
Competitive Analysis	0-3	4-5	6-7	8-9	10	
SWOT	0-8	9-10	11	12-13	14-15	
Objectives	0-3	4-5	6-7	8-9	10	
<b>Ideas</b>						
Recommendations	0-19	20-23	24-27	28-31	32-35	
Evaluation and Control	0-1	2	3	4	5	
<b>Other</b>						
Introduction	0-1	2	3	4	5	
Conclusion	0-1	2	3	4	5	
Documentation of sources	0-1	2	3	4	5	
	<b>TOTAL</b>					

### CRS Collegiate Challenge – Presentation

	Must Improve	Should Improve	Satisfactory	Very Good	Excellent	SCORE
Opening – Attention getting, led into topic	0-1	2	3	4	5	
Current Situation/Competitive Analysis/SWOT	0-17	18-20	21-23	24-26	27-30	
Recommendations	0-19	20-23	24-27	28-31	32-35	
Conclusion – Effective	0-1	2	3	4	5	
Overall Delivery, gestures, energy level, voice	0-3	4-5	6-7	8-9	10	
Visual Aids	0-3	4-5	6-7	8-9	10	
Appearance – dressed for a professional presentation	0-1	2	3	4	5	

#### Contact Information

Questions or concerns should be directed to: Elaine Thode, CRS Program Director, [elaine.thode@desales.edu](mailto:elaine.thode@desales.edu)

**Note: Any contact must be initiated by the faculty advisor.**