

CaseQuest: National Case Challenge



CREATED X BITSOM

Today, 48 exceptional students from 3 countries, 10 Indian states, and 40 schools will compete for the honour of becoming the winners of CaseQuest: National Case Challenge

THE JOURNEY

From engaging case discussions to collaborative brainstorming and Gen-AI inspired building, this experience has been a testament to their talent, determination, and drive.



GUIDANCE

Guided by the esteemed faculty at BITSOM, Created, Harvard alum and tech leaders, they've gained invaluable insights and honed their skills to rise to this challenge.



CHEER

Let's cheer them on as they take the final step in this transformative journey!

For any queries:



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DAY 1



FACULTY

Dean Saravanan Kesavan (PhD. Harvard University) & Professor Parasuram Balasubramanian delivered an impactful session, introducing students to the case study method, making students question curiously and explore meaningful solutions.



THE CASE

Students were introduced to the case study on **Nicobar Pvt. Limited.**, a leading lifestyle brand rooted in Indian ethos. They tackled four core problem statements.



IDEATION

Students dove into ideation using frameworks like *Jobs To Be Done*, *Empathy Mapping*, and *Gap Analysis*. In a high-energy idea auction, they pitched, bid, and backed the concepts they believed in. By the end, every team had a winning idea—and a clear path forward for their final app.



DAY 2



MARKET ANALYSIS

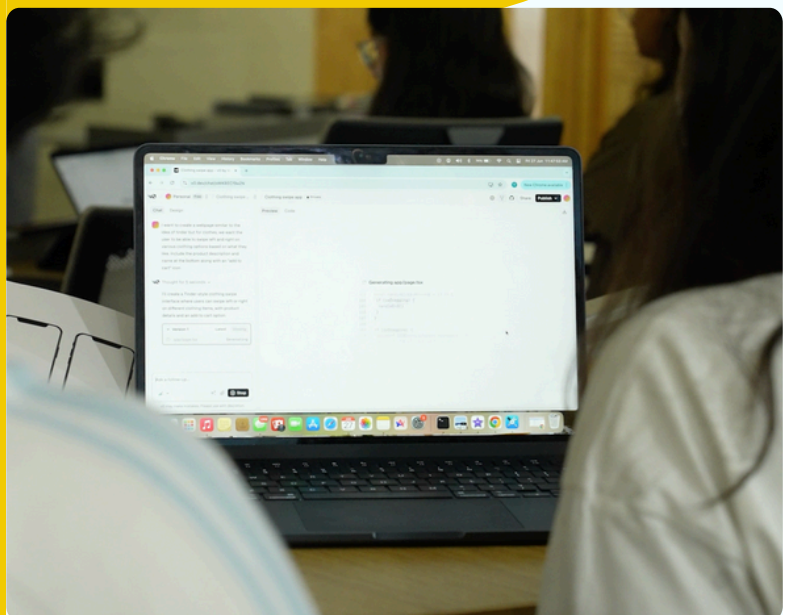
Students were introduced to competitive analysis and strategy frameworks, enabling them to break down problem statements with greater clarity and strategic insight

FINANCIAL ANALYSIS

Professor Parasuram introduced students to financial modeling using real financial statement data and advanced Excel techniques, guiding them to build unit economics-based forecasts.

GENAI APP DEVELOPMENT

Led by a CreatedED mentor, who is a software engineer at Oracle, students used V0 to rapidly prototype app designs – translating written prompts into functional, front-end mockups without writing a single line of code.



DAY 3



CQ CASH

Students got CaseQuest Cash based on their performance on the e-learning platform and in-class participation. Students had the opportunity to redeem cash for extra feedback and choose their presentation timeslots.

APP PODS

Teams split into app pods, each addressing a distinct problem statement. With a dedicated CreatED tech mentor, students coded functionality and UI..

AI IN BUSINESS

Students engaged in a session that unpacked the transformative use cases of AI in the retail industry. They discovered how AI is revolutionising everything from customer experience to inventory management and more.

PITCHES

They have analyzed a real-world challenge the company is currently facing and will offer thoughtful, actionable solutions through their final pitches. Let the best ideas shine!

DAY 4

What did you think of the journey?

How did CaseQuest change your thoughts on AI and coding in business?



NICOBAR

We extend our heartfelt gratitude to the Nicobar team—Mrs. Simran & Mr. Raul Lal, and Ms. Rashi Sethia. Your unwavering support and belief in our mission made this collaboration possible. The CaseQuest students have gained immensely from your insights, and we are deeply thankful for your generous contributions.

FINAL APPS

We are so proud and excited with all that you were able to learn and create in such a short timespan. Congratulations!



STUDENTS SPEAK

Everyone's talking about Java and python but we were able to build functional apps with very good UI using a no-code interface in 2 days, a process which would normally take months to code out.

– Jian Doshi

“We were supported by an incredible team of mentors who could help us with everything from finance to tech.”

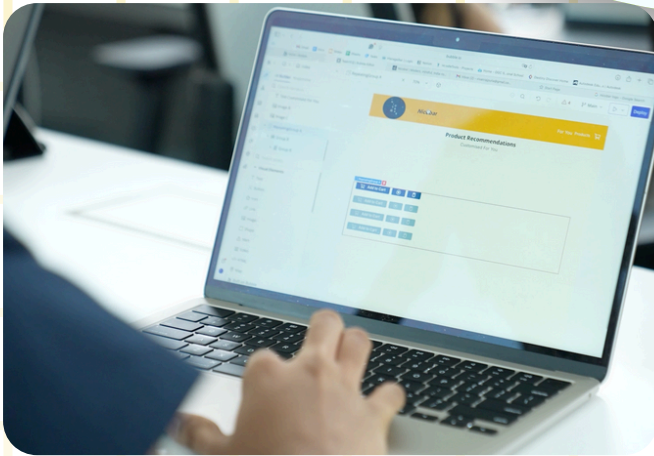
– Tiana Dalal

“Usually, I run away from anything technical and app based but because it was a no-code app program, I was actually able to build really cool solutions

– RIVA MEHTA

“This was a transformative experience that inspired me to put my thoughts into tangible apps”

– ARJUN KOTHARI



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project



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mentoring



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Compete



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presence

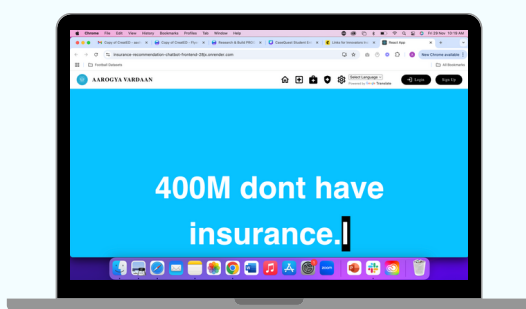


Connect with the
community

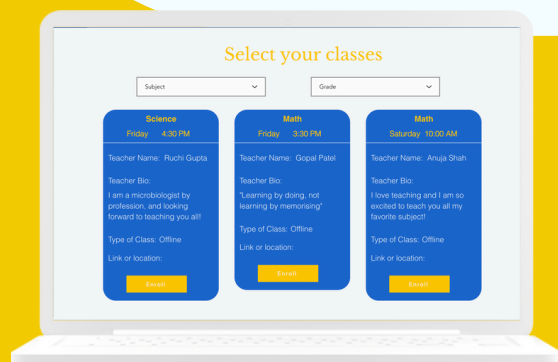


Integrated
profile built

Past Projects



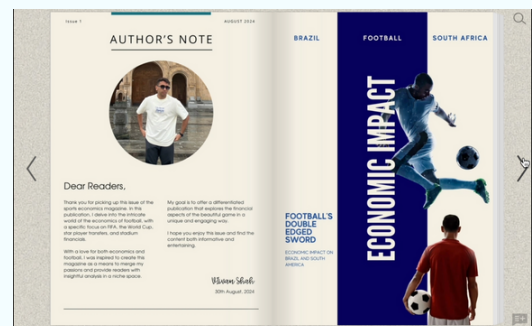
Aarogya Vardaan- AI powered
insurance access system pitched
at the UN



ElevatED- behavioural economics
based personalised tutoring platform
instrumented as a research tool



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company. The only Indian to win the Blue
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