THE CAPSTONE CUP COMPETITION IN BRIEF

During the Capstone Cup, teams of undergraduate business students have one week to digest a complex business situation, develop a creative and practical solution, and build a presentation that communicates their analyses and recommendations to a panel of judges comprised of faculty, business community members, and alumni.

Critical thinking permeates every part of the competition.

The teams compete in three rounds of a tournament-style competition. Every College of Business Administration student enrolled in an on-campus section of the undergraduate capstone strategy course (Corporate & Business Strategy) participates in this competition, impacting over 300 students each year (approximately 150 students each semester).

The Capstone Cup allowed for my team’s diverse set of skills and business knowledge to take everything we had learned in our specific disciplines and challenged us to collaborate and think on a higher level than we were accustomed to. The Capstone Cup has led me to constantly be questioning the “why?” behind many business decisions that make the headlines, which has pushed me to think about business on more of a macro level and contemplate how these decisions fit into the overall strategic direction of the organizations.

CLAYTON GIBSON, FALL 2017
A UNIQUE CAPSTONE EXPERIENCE

The Capstone Cup is a semester-long competition comprised of a kickoff event and three rounds of competition. The Capstone Cup was born at UNO College of Business Administration, and is unique to our school and our identity as a metropolitan university focused on preparing our students for success.

KICKOFF EVENT
All students attend Team-building exercise Capstone Cup information

ROUND ONE
35–40 teams Up to 5 rooms of presentations 25+ external judges

ROUND TWO
15–20 teams Up to 4 rooms of presentations 20+ external judges

FINALS EVENT
Four teams 4+ executive judges Networking event and finalist presentations are open to public
BY THE NUMBERS

1,023 participants since 2015

40% of participants are female

30% of participants are international students

7% of participants are active military, veterans, or military dependent students

ABOUT THE PARTICIPANTS

FALL 2017

166 students
40 teams
46 judges
9 concentrations

SPRING 2018

108 students
25 teams
44 judges
8 concentrations

*Management totals include students concentrating in Management, Human Resource Management, and Supply Chain Management

*Finance & Banking totals include students concentrating in Investment Science, Portfolio Management, and Real Estate
The Capstone Cup is a great opportunity for students across different disciplines to come together and solve real business problems. It is truly an impressive format and showcases the talented students at UNO. As a judge, I enjoyed seeing the progression of the teams from round 1 to the finals and watching them incorporate the feedback that we provided. I look forward to continuing to be involved in the Capstone Cup going forward!

BRIAN WOOLFOLK, SENIOR VICE PRESIDENT, SALES
CHIEF MARKETING OFFICER, PACIFIC LIFE
STUDENTS ON THE CASE

Complex and practical cases are used throughout the competition so students get a glimpse of the strategic issues they will encounter in their careers and utilize what they learn during their undergraduate business curriculum to solve current, real-world issues.

FALL 2017 CASES

Ingredients Delivered
As a young start-up in Omaha, Nebraska, Ingredients Delivered is a Meal Kit Delivery Service working to provide quality, affordable meals for the fast-paced modern family. However, keeping costs low and margins high in a competitive Omaha market is no easy task.

Seagate Technology
Seagate is concerned that the future of their core product, hard-disk drives, is in question with the ongoing emergence of cloud services. In order to thrive for years to come, Seagate must find a way to stay profitable in a changing technological landscape.

Ford Motor Company
Emerging technologies have altered the landscape of the automotive industry. Technological advances include autonomous, self-driving vehicles as well as electric powered vehicles, paired with changing consumer preferences for ridesharing and more environmentally conscious vehicles have created an uncertain future for the automotive industry. What should Ford do to stay with the times?

SPRING 2018 CASES

FreshDirect
FreshDirect is an online grocery shopping and delivery service based in New York City. Their website boldly claimed, "Our food is fresh, our customers are spoiled." However, many customers beg to differ. FreshDirect must make some strategic decisions if they are to live up to customer expectations in the highly competitive grocery industry.

Canadian Solar
The solar power industry is young and growing fast. In the battle to win business, Canadian Solar must find a way to grow or at least maintain market share and successfully position in a highly competitive market. How can Canadian Solar maintain profitability as the price of solar panels continues to plummet?

3D Systems
As the originator of 3D printing, 3D Systems has spent over 30 years as a key player in the 3D printing industry. As a result of capricious demand and increased competition, the company’s stock price has been volatile over the past several years. What is 3D Systems’ next best move for future success?
The Capstone Cup is a relevant demonstration of how a thought leader and professional engages effectively in the corporate world. The Department of Management team at University of Nebraska Omaha has created a true crucible of learning. One that presents current large business problems to a team of students, and in so doing requires collaboration, innovation and accountability within the team to emerge relevant and applicable solutions. The capstone course is practical experience with local area practitioners and instructors providing feedback to the teams of future business professionals validating solutions and approaches. It has been a pleasure to participate in this forum of learning and development and in so doing this be part of a process that develops behaviors that are valuable to high performance organizational cultures.

DR. JOHN ZURN, SENIOR DIRECTOR RESERVATIONS AND CUSTOMER CARE, RADisson HOTel GROUP

90 judges from 29 area employers PARTICIPATED IN 2017–2018

UNO is doing an incredible job of creating our next generation of entrepreneurs and business leaders. It has been an honor for me to assist in judging their capstone competitions. My company has been able to hire multiple students from this program and we can’t wait to keep coming back!

ERIK BIRD, CEO, EAT FIT GO
The capstone course pulled together these hands-on projects, key learning points, and networking opportunities. Not only did the business cases help us see how to tie together all the individual classes we’ve taken, they also gave us an opportunity to work in a team. Not all of the teams were perfect matches with each other, but that allowed us the opportunity to work through our differences and learn how to collaborate with people that have different perspectives than we do. Having a “specialty” was valuable, especially because up until this course, we’ve been in groups with people that have the same “specialty” as we do. Mixing it up and being with students that haven’t learned everything we’ve learned was a valuable opportunity.

JENNIFER FALLON, SPRING 2018

The Capstone Cup pulled together the efforts of the past 4 years in a way that was engaging, challenging, and fun. Working in cross-functional teams allows each individual student the opportunity to highlight their skills and showcase what they bring to the table. It pushed the boundaries of my mind because the industries that we analyzed were fields that I had never been previously exposed to. It pushed our team in research, discussion, and problem-solving. Ultimately, as I have been interviewing, the Capstone Cup is brought up in nearly every interview because it provided me with tangible examples of problem-solving, collaboration, and critical thinking. I would do it all again!

JACOB HERR, SPRING 2018
Over the years, we have been honored and pleased to partner with businesses and professionals across Omaha. Invaluable support has come in either prize sponsorship, distinguished judges or valuable input. Without our generous partners, the Capstone Cup wouldn't be possible. In return for their contributions, valued partners are recognized throughout communication messages on our media channels and have an opportunity to access the best talents that UNO CBA has to offer.

For sponsorship opportunities, contact:
Dr. Erin Pleggenkuhle-Miles
erinpmiles@unomaha.edu

PARTNER WITH US

THANKS TO OUR 2017–2018 SPONSORS

Premiere Sponsor: TD Ameritrade sponsored prizes for all 1st place recipients
Executive Sponsor: First Data sponsored prizes for all 2nd place recipients
Corporate Sponsor: Union Pacific sponsored prizes for all 3rd place recipients
Business Sponsor: Jet Linx sponsored prizes for all 4th place recipients

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LEARN MORE AT CBA.UNOMAHA.EDU/CAPSTONECUP
2017–2018 CAPSTONE CUP PARTICIPANTS

FALL 2017

Colton Adams
Abdullah Al Azizi
Adham Al Bulushi
Hanin Al Jabri
Khadija Al Khsaibi
Molly Al Mulki*
Mira Al Raisi
Hasanaa Al-Douhani
Muataz Almaneeea
Mohammad Almuhidib
Max Anderson
Tyler Anderson
Hannah Barks*
Josh Barnes
Jordan Becker
Cameron Bessmer
Brandon Booker
Leslie Booker
Ashley Bowling
Steve Bruening
Colin Buckley
Katie Bullard
Kaitlin Bush
Lauren Butz
Riley Cahill*
Chris Calabro
Connor Carbullido*
Ricky Cerda Nolanca
Brandon Clark
Josh Cochran
Kody Collins
Greg Cook
Matthew Cordes
Michael Cornelius
Jake Cotton
Brandon Crowe*
Rachel Crowe*
Joe Denker
Ryan Dennell
Sidney Dick
Spencer Dillard
Isaac Doty
Luke Drazić
Matthew Dungan
Brandi Etzen
Clayton Elliott
Ashlee Emerson
Michelle Ervin
Amanda Ewaldt
Shangchao Fan
Katelyn Fenton
Zane Ficken
Brieland Fripp*
Clayton Gibson*
Aaron Gloyne
Ayoub Hadi*
Holly Hall
Dillon Hansen
Megan Harley
David Harper
Jay Haskins
Justin Hauder
Brad Heldt
Ashley Hobbs
Lauren Hofmann
Adam Haman
Joshua Horton
Alyssa Huus*
Wenlan Jiang
Nathan Johnson
Cori Kamerzell*
Bryan Katafiasz
Sylver Kaufman
Sam Khalil
Taylor Kiersch
Vanessa Klein
Nate Kloewer
Dalton Knight
Michael Knudsen
Paige Karten
Stanton Krause
Erick Laitner
Pauline Laughlin
Crystal Leutzanger*
Allen Lewis
Clayton Lidgett
Erica Lopez
Grace Manthey
Gabriel Martinez
Lopez*
Ben Maskus
Alex Masters
Christopher
Mathiesen
Kyle McKay*
Chris McWilliams
Katelyn Meisinger
Lupe Mejia Barrios
Eddie Merrill
Britney Meyer
Trevor Miller
Amina Mir
Padam Mizar
Leaston Moo
Leaston Moo
Walker Moore
Hilda Morales
Dylan Morris
Josalyn Mosby
Andrea Moss
Danielle Nelson
Eduardo Neri
Huong Nguyen
Thuy Nguyen
Simone Ngwej
Bri Nielsen
Molly Niemerg
Nathaniel Novak
Thomas Nunez
Brad Olsen
Alli Orth
James Otero
Thomas Otero
Cheyenne Paseka
Devynn Patocka*
Alyssa Payton
Vaughn Perez
Sara Pinkelman
Ellen Powell
Ranjina Rai
Audrie Ramirez*
Vernes Rasicdakic
Haylie Rawlings
Max Rennels
Erin Rhoten
Rachel Rice
Samantha Roebuck
Cameron Rose
Logan Sanders
Jessica Schoaf
Ryan Shaneyfelt
Matt Shepherd
Liz Sherman
Rachel Skolaski
Andrew Smutzer
Tanner Snow
Nick Sarich
Lexie Stephenson
Thomas Stoller
Austin Torneten
Zaida Torres-Arredondo
Zack Triggs
Joe Vencil
Jason Walmant
Jingbiao Wang
Colin Watonville*
Matt Wesemann
Tommy West
Emily Wing
Keegan Wingender
Xuelian Wu
Trevor Wulf
Jialing Xie
Catherine Yost
Jessica Young*

2017–2018 CAPSTONE CUP PARTICIPANTS
The Capstone Cup enabled me to take what I had learned in the classroom over the past four years and apply it to real world problems. Participating in the Capstone Cup challenged me to look for unique, yet realistic, solutions to complex issues. I really enjoyed working with people with different backgrounds and majors. Having a lot of different perspectives and ideas around one table ultimately made us stronger as a team.”

CARLO EBY, SPRING 2018

*Finalists
The UNO Capstone Cup program gives students real world/industry problems to work with, and it is exciting to see how the students strategically process, brainstorm and plan a solution format. I have seen firsthand the benefits of hiring a student who has been through the Capstone Cup experience. Their leadership, presentation and business problem-solving skills are advanced through the program, plus the students have the opportunity to make valuable connections with professionals local to the area. I am honored to have judged two previous Capstone Cup groups and look forward to judging many more to come!

DANELLE SVARE, CORPORATE RECRUITER, GREEN PLAINS INC.