

BGSG16 - Winner Announcement

Kai Aschick and Henrik Johnsdorf are the big winners of the Business Game St.Gallen 2016

The shining winners of this year's Business Game St. Gallen are Kai Aschick from the University of St. Gallen and Henrik Johnsdorf from Frankfurt School of Finance & Management. Kai Aschick und Henrik Johnsdorf competed against 49 other teams from 24 different universities across Europe. Within two-and-a-half days, the teams worked on real-life case studies provided by the companies BDO, Nespresso, Swarovski, Zurich Insurance and BMW.

More than 240 Master students had applied for the third edition of the Business Game St.Gallen. After completing the selection test, the best 100 students were invited to participate at this year's event, which took place from the 31st of March until the 2nd of April partly at the University of St. Gallen and partly at the Einstein Congress Hotel in St. Gallen. On the first two days, the students were asked to solve real-life cases provided by the partner companies. After applying in teams of two, the students were randomly paired up with another team to work on each case for a duration of 2 or 4 hours. This year's topics were the future of the BMW i brand, the sustainable aspect of Nespresso's waste policies, Swarovski's customer purchase frequency, the future development of Zurich Insurance due to digital processes and BDO's employer branding strategy. For each of these cases, the students were expected to explore the topic, and to develop solutions and recommendations. On Saturday, the students pitched their results to the jury consisting of company representatives and university professors. They evaluated according to quality, creativity and feasibility of the ideas.

For each challenge, the top three teams were selected and rewarded with prizes and acknowledgement. Based on the overall score of all challenges, the top three teams went into the Eloquence Final. They got thirty minutes to work on a start-up concept about an innovative approach on learning how to drive. Afterwards, the three teams presented within ten minutes their results in front of the plenum and the two competing teams got two minutes each to ask questions. Finally, the jury decided that Kai Aschick and Henrik Johnsdorf are the big winners due to their sound ideas, excellent presentation skills and smart questions.

Next to the intense case challenges, the event offered the opportunity to network with company representatives and students from all across Europe. This year, the Welcome Dinner on Thursday took place at the University of St. Gallen. Therefore, the participants were able to network in a relaxing atmosphere and experience the university campus at first hand. Following, the walking dinners every evening took place at the Einstein Congress Hotel. The event ended with a seated dinner and after-work drinks at the «MeetingPoint», the local student bar.

Contact

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List of all winners

Eloquence Final

1. Place (Grand Prize)

- Kai Aschick, Universität St.Gallen
- Henrik Johnsdorf, Frankfurt School of Finance & Management

Runner-Ups (finalists)

- Heather Wogden, Wirtschaftsuniversität Wien
- Megan MacKenzie, Wirtschaftsuniversität Wien
- Anna Di Padova, Universität St.Gallen
- Jaime Rivera, Universität St.Gallen

Nespresso Challenge

1. Place

- Anna Di Padova, Universität St.Gallen
- Jaime Rivera, Universität St.Gallen
- Michael Vecchi, Università Commerciale Luigi Bocconi
- Riccardo Visentin, Università Commerciale Luigi Bocconi

2. Place

- Heather Wogden, Wirtschaftsuniversität Wien
- Megan MacKenzie, Wirtschaftsuniversität Wien
- Julien Somogyi, IE Business School
- Maximilian Paasch, IE Business School

3. Place

- Amanda Bisig, Universität St.Gallen
- Selina Tamara Staggl, Universität St.Gallen
- Christoph Bühler, Universität St.Gallen
- Laura Maier, Universität St.Gallen

Swarovski Challenge

1. Place

- Heather Wogden, Wirtschaftsuniversität Wien
- Megan MacKenzie, Wirtschaftsuniversität Wien
- Marya Imbach, Fachhochschule Nordwestschweiz (FHNW)
- Valent Nikaj, Université de Neuchâtel

2. Place

- Giuseppe Guglielmo, Università Cattolica Del Sacro Cuore
- Mattia Marco Caruson, Università Commerciale Luigi Bocconi
- Piero Ramos, Universität St.Gallen
- Sebastiano Pescarolo, Norwegian School of Economics

3. Place

- Helena Azevedo, Universität St.Gallen
- Michael Heuberger, Universität St.Gallen
- Laura-Lynn Lanneau, Universiteit Gent
- Rob Steenacker, Universiteit Gent
- Henrik Johnsdorf, Frankfurt School of Finance & Management

BDO Challenge

1. Place

- Kai Aschick, Universität St.Gallen
- Henrik Johnsdorf, Frankfurt School of Finance & Management
- Abhinav Aatish, Vlerick Business School
- Michiel Vandoorne, Vlerick Business School

2. Place

- Heather Wogden, Wirtschaftsuniversität Wien
- Megan MacKenzie, Wirtschaftsuniversität Wien
- Hanna-Laura Mock, Universität Zürich
- Christian Strong, Hochschule Luzern (HSLU)

3. Place

- Christoph Bühler, Universität St.Gallen
- Laura Maier, Universität St.Gallen
- Giorgio Miaja, ESCP Europe Torino
- Francesco Garatti, ESCP Europe Torino

Zurich Challenge

1. Place

- Abhinav Aatish, Vlerick Business School
- Michiel Vandoorne, Vlerick Business School
- Maxim Rheinbay, Universität St.Gallen
- Annina Binder, eada Business School Barcelona

2. Place

- Anna Di Padova, Universität St.Gallen
- Jaime Rivera, Universität St.Gallen
- Riccardo Maria Ricci, ESCP Europe Torino
- Alessandro Moscone, LUISS Business School

3. Place

- Kai Aschick, Universität St.Gallen
- Henrik Johnsdorf, Frankfurt School of Finance & Management
- Samuel Chakwera, IE Business School
- Riccardo Ziglioli, IE Business School

BMW Mini-Challenge

1. Place

- Bertrand Donzé, Universität St.Gallen
- Arnaud Gougler, Universität St.Gallen
- Maxim Rheinbay, Universität St.Gallen
- Annina Binder, eada Business School Barcelona

2. Place

- Jan Wallner, Universität St.Gallen
- Tobias Bitzer, Universität St.Gallen
- Aurélie Studer, Universität St.Gallen
- Benedikt Schlosser, Universität St.Gallen

3. Place

- Heather Wogden, Wirtschaftsuniversität Wien
- Megan MacKenzie, Wirtschaftsuniversität Wien
- Corinna Leist, Universität St.Gallen
- Thomas Lauper, Universität St.Gallen