



RBC/DeGroote iLab Challenge

Frequently Asked Questions

How many students can participate in the RBC/DeGroote iLab Challenge?

RBC has six lines of business seeking recommendations from DeGroote BCom students. There will be up to four teams of 5 students partnering with each of the business lines. So, up to 120 students. Engineering Management students will be asked to participate on the Technology and Operations teams at the request of RBC.

The six lines of business are:

1. Personal and Commercial Banking
2. Capital Markets
3. Investor and Treasury Services
4. Technology and Operations (Eng Mgt students on these teams)
5. Marketing and Communications
6. Human Resources

For more details on these business lines, please see the application form.

How large are the teams?

Each team will have 4 to 5 students, from Levels II, III and IV. RBC would like one Level IV student on every team and all levels represented on each team. RBC has requested Engineering Management students for the Technology and Operations teams, but other teams may also include representation from the Faculty of Engineering.

How many teams per business line?

There will be four teams per business line working on recommendations to the challenge presented by RBC.

Is this a case competition?

This is a Challenge, not a competition. RBC is excited to hear different recommendations from the teams associated with their business. There is no one winning team. All teams will spend time in front of RBC business lines and will have the opportunity to network with RBC professionals during the Networking post-presentations on the final night. This event will be hosted at RBC's head office in downtown Toronto on November 13.



Can you give me an example of a Challenge statement?

In past Challenges, RBC has presented issues such as:

- Clients are finding they need to take a number of steps as they financially transition into the retirement phase of their lives. These steps are not always intuitive or frictionless and often entail expensive planning, confusing and varied preparation/fulfillment steps as well as significant effort. How might RBC map this journey and help clients with a smooth transition to retirement?
- As Gen-Zers deal less frequently with cash, money management becomes more abstract. How might RBC help make digital currency and payments feel more tangible to youth audiences to enable better money management habits?
- Approximately 22% of Canadians who travel to the US do not have travel insurance, yet medical issues are common when travelling. How might we ensure that our clients are prepared for emergency and non-emergency medical situations when travelling south of the border?

Can I pick my team and/or the business line for the Challenge?

You will be asked in your application to indicate your top four preferred business lines. If you do not have a preference, please indicate that on your application.

How are the teams selected?

All applications will be reviewed carefully and Student Experience will create the teams reflecting all levels of BCom (and Engineering Management with Technology and Operations).

Can I change teams once I have been notified?

When you are notified of your team, you will be asked to confirm your acceptance to the Challenge. After this confirmation, no changes to team structure will be made. The Challenge is only three weeks in duration to create a detailed presentation and recommendations. We want the teams to work collectively immediately upon receiving their challenge.

When will I find out my team?

Applications close on September 29. Teams and business lines will be communicated to students selected to participate in the Challenge during the week of October 7. Students must confirm their acceptance to participate by Friday, October 11.



When do I find out the challenge from RBC?

The iLab Challenge is tentatively scheduled to be launched on October 23 or 24. Each RBC business line will present the details of their challenge and will communicate directly with the teams selected to solve the business issue.

How much time do I need to invest?

It is estimated that 8-12 hours per week will be invested by each member of the team. Across three weeks, that is approximately 25 to 36 hours of time. Each team member must be available to present their recommendations on the Presentation Night at RBC's head office in Toronto.

Can we access RBC while we are researching and creating ideas (before November 13)?

Each team will be given an RBC contact and there will be guidelines as to how often a team can reach out to RBC for more information. Likely a weekly call will be coordinated to keep the team progressing through their consulting process.

When do we present our recommendations to RBC?

You will present your ideas in front of an RBC panel on the evening of November 13 in Toronto. Each team will be given 10-12 minutes to present plus time for questions from the panel. A networking event with representatives across all six business lines will follow the presentations.

What does the Presentation and Networking Night look like?

DeGroote will provide bussing from main campus - leaving around 3 – 3:15pm, with an estimated arrival in Toronto for 5pm. After a quick kick-off, the six business lines will hear from each of the four teams in separate boardrooms. After these presentations, all students and RBC representatives will meet for a networking forum. DeGroote will bus all students back to Hamilton around 9pm.

Does RBC have jobs for those who participate in the iLab Challenge?

RBC has asked for the resumes of all students who participate in the iLab Challenge and is offering guaranteed interviews to members of the best performing team in each challenge line.



What are the key dates for the iLab Challenge?

- September 16 – Applications go live on OSCARplus
- September 29 – Applications close at 11:59pm on OSCARplus
- Week of October 7 – Selected students are notified of their team and the business line they will partner with
- October 11 – Students confirm their acceptance to the iLab Challenge by 5pm – to the Director, Student Experience - Jennifer McCleary
- October 23/24 – RBC/DeGroot iLab Challenge Launch at 5:30pm on main campus
- Week of October 28 – First scheduled call with RBC for information gathering
- Week of November 4 – Second scheduled call with RBC for information gathering/validation of assumptions, etc.
- November 13 – Presentation and Networking Night at RBC (Toronto) 5pm to 9pm (leaving Hamilton at 3:15pm and leaving Toronto at 9pm)

Any other questions?

Please email Jennifer McCleary, Director – Student Experience at jmcclea@mcmaster.ca.