

CASE 1 INSTRUCTIONS

Welcome to the e-ICC! We are kicking off the competition with Case 1, a pre-recorded video presentation. Please take note of the instructions for this case below:

- Case release: December 15th 10:00 EST to your school's Google Drive folder
- Deadline to submit: December 19th 23:59 EST to your school's Google Drive folder
- The use of the voiceover feature is not permitted for the recording of the video, the speaker or all participants must be in view
- The recording method is left to your team's discretion, but we have noted some options for your reference:
 - Record through PowerPoint
 - Record through Zoom
- The video presentation must be uploaded to either YouTube or Vimeo. The PDF version of the presentation, which also includes the link to the video, must be submitted to your school's Google Drive folder. The file must be named after your school (e.g. [School Name].pdf). The video link **must** be added to the PDF version of the presentation.
- Font size must be equal to or greater than size 14 to ensure proper onscreen visibility
- Presentations must not exceed 15 minutes
- Subtitles are permitted
- The video submission will be scored on presentation, analysis and development of alternatives and recommendation(s)

Good luck!

WEALTH DISPARITY- AN EMERGING GLOBAL ISSUE

There is a growing disparity in the economic wealth of different countries and individuals in most of the world's economies.

Some believe that this a normal outcome of smart, hardworking entrepreneurs working within the rules, creating personal and corporate wealth at a rate that continues to outpace the growth of wealth by the less fortunate.

However, corporations and their compensation programs are often perceived to be extravagant and unnecessary to produce an environment of incentive to achieve and accumulate reasonable amounts of wealth.

The gap between the masses and the corporate elite continues to increase year after year with no end in sight.

Many governments and nongovernment organizations are actively looking for ways to redistribute wealth to diminish this imbalance but doing so without destroying the incentive to create wealth.

We would ask your team to consider the following questions:

- What is your view on the fairness and disparity in wealth distribution?
- Who do you believe should play a leading role in resolving the issue? What roles should corporations as well as country and world governments' tax policies and regulations play?
- Do the world's wealthiest individuals, many of whom are corporate leaders, need to participate in solutions needed to address this disparity?
- What impact do you believe this disparity will have on corporations and society in general if it is not addressed?