



The Hot Mommas Project 2008 Case Study Competition... *Tell us your story*
Fall 2008 ▪ 5100A MacArthur Blvd NW ▪ Washington, DC 20016 ▪ 202.237.8000 ▪ HotMommas@VisionForward.com

WHEN

- Fall 2008
- Beta: August, 2008

WHERE

- www.HotMommas.org

2008 LEAD UNDERWRITER

To be determined

2008 TITLE SPONSOR

To be determined

2008 RED HOT SPONSORS

The George Washington University
Center For Entrepreneurial Excellence,
Linda Rabbitt Fund

2008 HOT PINK SPONSORS

The Hon Milton D Korman Fund
FMS, Inc.

2008 WARM & FUZZY SPONSORS

To be determined

2008 INDIVIDUAL SPONSORS

To be determined

MEDIA & MARKETING PARTNERS

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The George Washington University
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THE HOT MOMMAS® PROJECT CASE STUDY COMPETITION

The Hot Mommas Project is one of the most exciting initiatives in teaching women. In 2008/2009, The Hot Mommas Project will leverage our award-winning case experience and national survey to launch a global case study competition.

Our goal: To build the world's largest women's case study database. We envision a free/subsidized database available to women, researchers, change agents, and academic institutions around the globe.

How it will work: Dynamic professional women will log on and tell their own story in a case format to serve as a learning tool and a role model on paper. Cases will be tagged, and sortable by business challenge, personal challenge, life-stage, and business-stage.

The winners: Top 3 winners will receive placement of their case in a Prentice Hall textbook in addition to cash and prizes from our sponsors.

THE FACTS

- 1. Role models matter:** *Our cases provide role models on paper*
According to a Global Entrepreneurship Monitor report, a critical factor impacting women's success in business is access to role models and networks.
- 2. Personal matters:** *Our cases tackle the #2 success factor for women*
According to Catalyst, the number two factor impacting women's success in business is family.
- 3. The numbers are growing:** *Work life balance is a top 3 concern globally*
In the US alone, 2/3 of all married couples are dual income. Globally, work-life balance is a top three priority for a majority of nations.

Our case approach increases retention of key concepts by 33% for an undergrad or MBA student. See www.HotMommas.org for more information.

THE HOT MOMMAS® PROJECT

The Hot Mommas Project is a case writing initiative featuring dynamic professional women. Our approach is grounded in research and major global trends. We are the recipient of a 2006 Coleman Foundation Case Award, and our cases were recently published in one of the nation's top college business textbooks: Prentice Hall's *Effective Small Business Management*, 9e.

FOR MORE INFORMATION

Email: HotMommas@VisionForward.com and type CSC (Case Study Competition) in the subject line to be notified of the updates, contest instructions, and launch date.

Thank you, in advance, for your interest in sharing your lessons with other women and educators around the globe.



The 2008 Hot Mommas Project Case Study Competition
Tell us your story

**NOTE: INSTRUCTIONS SUBJECT TO CHANGE
PRIOR TO FALL LAUNCH.**

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To be determined

2008 INDIVIDUAL SPONSORS

To be determined

MEDIA & MARKETING PARTNERS

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PathForward

2008 ACADEMIC PARTNERS

The George Washington University
Center for Entrepreneurial Excellence
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CASE WRITING INSTRUCTIONS

REGISTRATION

- All case writers will be required to register for the case study competition.
- Preview: An introductory set of questions will be asked which include the following:
 1. On a scale of 1-5, rate your life business model currently (e.g., balance of professional and personal/family).
 2. Rate your LOWEST life business model score during your lifetime.
 3. What top three things allowed you to move from your LOW score to your current score? (If no change in score, explain top three reasons why).
- Now, tell us a story about it. Here's how:

CASE WRITING

- Cases must be a minimum of 500 words and a maximum of 1500 words (excluding discussion questions, links to appendices, and labels/category tags).
- Cases must include 3 to 5 discussion questions for use by educators.
- Case title can be anonymous (e.g. "Julie K") but contact information is required for the purposes of awarding a prize and winners may be called upon to participate in media coverage.
- No politics. No disparaging remarks re: race, gender, or sexuality.

PUBLICATION

- The top 3 case winners will be selected by a judging panel and have their cases published in a Prentice Hall textbook.
- All cases following the guidelines will be published online as part of the Hot Mommas Project Case Study database.
- All registered participants must grant editing and publication rights to Vision Forward LLC, of which The Hot Mommas® Project is a registered trademark.
- Contest participants must certify that they are 18 years of age or older, and that the case content is their own.