

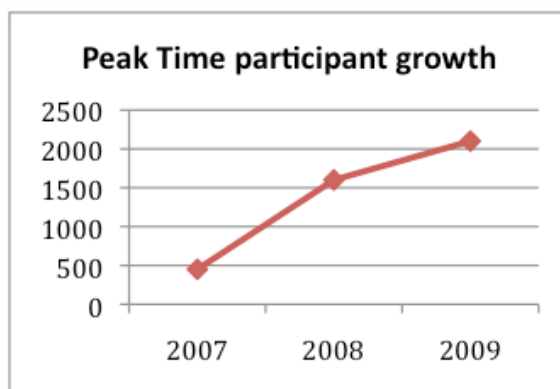
Executive Summary

Peak Time is one of **the largest international business student competitions in the world**. The competition fosters a highly competitive and entrepreneurial environment where students are provided with knowledge of business. This is carried out through intense problem solving, guest lectures and workshops. Furthermore, participants are exposed to a wide range of cultures and given an opportunity to expand their networks and exchange ideas with the most talented students. Peak Time brings together the best and offers them the most realistic business experience.

The idea of Peak Time originated in 1999 at the Stockholm School of Economics in Riga (SSE Riga). Originally Peak Time attracted students from 3 Baltic States – Latvia, Lithuania and Estonia – but today Peak Time involves people from all over the globe and is experiencing rapid growth.

In 2009, the competition attracted **2100 applicants from over 50 different countries**, representing **172 different universities** in total. The finals in Riga, Latvia welcomed the best 80 of them. The finalists came from the USA, Australia, the United Kingdom, Sweden, Singapore, China, etc. The pool of finalists reflects the modern business environment with brilliant minds, a multicultural environment and youth professionalism. Video material from Peak Time 2008 is available on *YouTube*. As the level of participants also reflects the level of universities where students come from, Peak Time has the aim of **publishing a university ranking** based on the results of participating teams.

The competition model consists of two parts. Firstly, an online challenge takes place in which participants test their analytical skills by solving **CESIM simulations**, a computer simulation of the business environment. The participants are required to make business decisions while competing against other teams. Secondly, participants face **real life case studies** which test their knowledge, creativity and presentation skills (preliminary case study solutions are filmed and sent to us). The best performing teams gather for face-to-face finals in Riga, where they have to solve the most difficult business simulations and case studies. Peak Time tries to challenge these intelligent minds and push them even further for better results.



2100 applicants
from over 50 countries



Peak Time wants to offer the most relevant challenges to its participants; it is planning to introduce an annual theme, which for 2010 would be "Green Development".

Apart from offering a challenging competition, Peak Time is a great platform for self-development – the contestants are provided with an opportunity to enjoy high profile **guest lecturers** and participate in mind-expanding **workshops**. Peak Time has gathered a broad range of guest lecturers like John Bell (*best UK Conference Speaker of the Year, on 4 occasions*), Georges Noël (*Director, European Venture Capital Association*), Fredrik Haren (*Speaker of the year 2007 in Sweden*) and many more.



An integral value of Peak Time is creating a **global network** for future business leaders. Peak Time fosters the establishment of worldwide networks that promote international cooperation and the creation of new opportunities.

The event is organized entirely by senior students of the Stockholm School of Economics in Riga, a branch of the Stockholm School of Economics. More information about Peak Time is available on our website, <http://www.peaktime.org>.



Sincerely,
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