



Confident Candidate Series

Structuring Secrets

Build Your Case Like a Pro

Sunday, May 18

10am PT | 12pm CT | 1pm ET | 6pm BST



Led by David Ohrvall
Author of *Crack the Case*
and CEO of Zintervu





David Ohrvall

CEO, **Zintervu**



ICU

國際基督教大學
INTERNATIONAL CHRISTIAN UNIVERSITY
Expanding Potential

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High performance. Delivered.



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Zintervu
CRACK **INTERVIEW**
THE CASE **LOGIC**

World-Class Case Interview Training

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Ivey School (UWO)
Queen's University
McGill University
U of Toronto
U of Calgary

United States

Amherst College
Berkeley Haas
Boston College
Boston University
Bowdoin College
Carnegie Mellon Tepper
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Middle East

INSEAD Abu Dhabi
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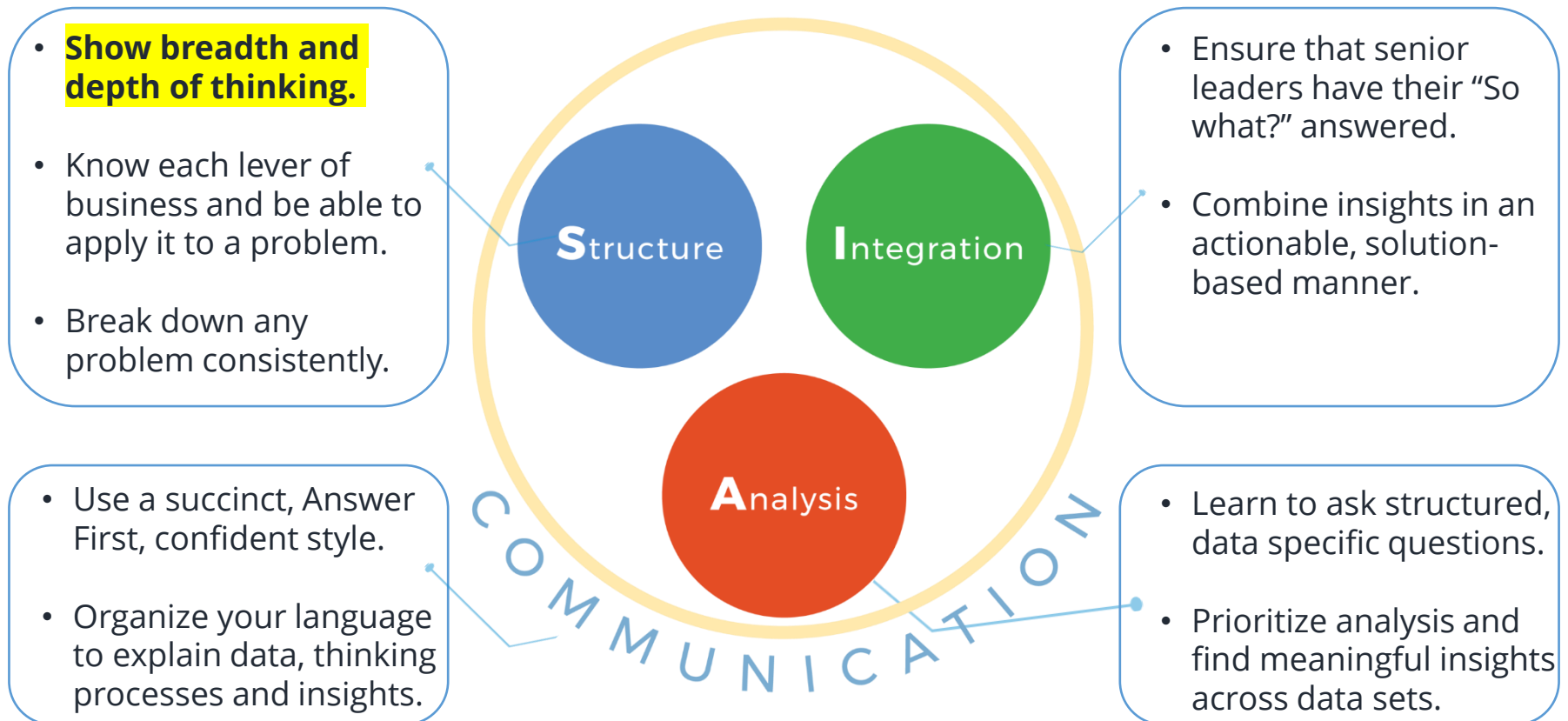
Asia – Pacific Rim

INSEAD Singapore
National University
Singapore
Hong Kong UST
CEIBS Shanghai



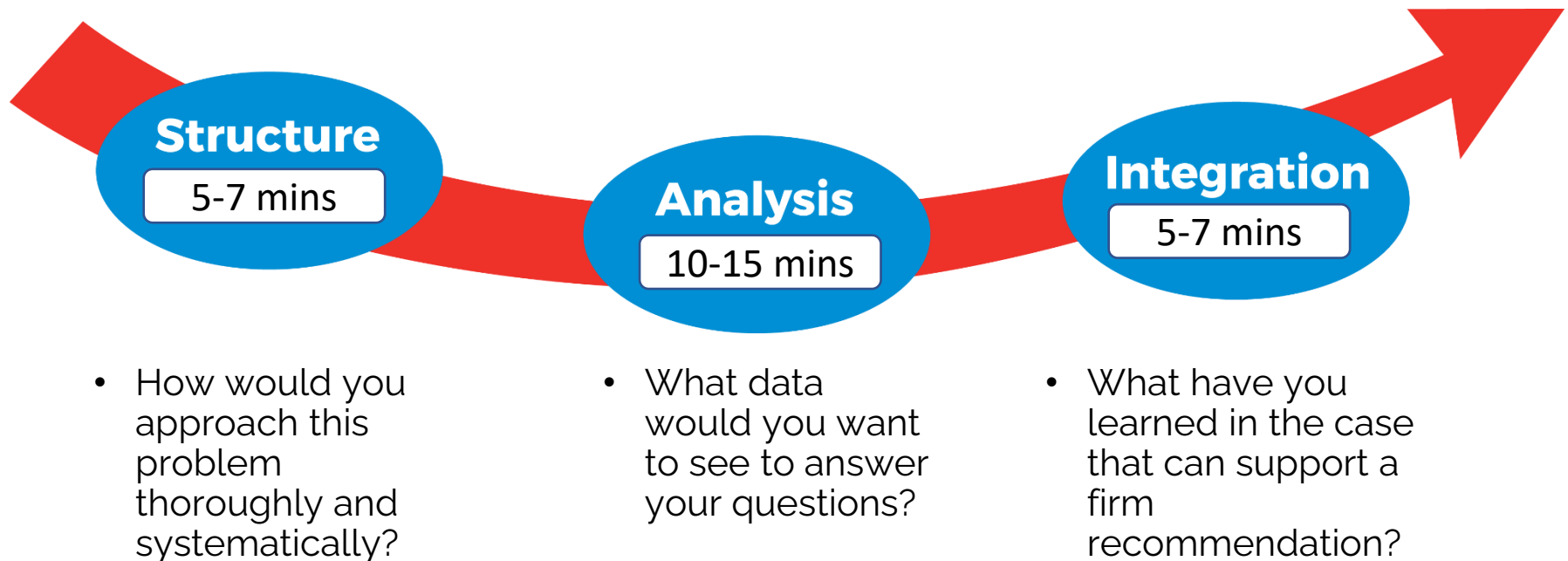
What do interviewers (and managers) look for?

CSAI Skills!



What's a case interview?

Question: Should Auto Co launch a new line of hybrid SUVs?



Your summer work will be a case

Question: How would you handle the private label marshmallow problem?



Structure

2-3 days

- How would you approach this problem thoroughly and systematically?

Analysis

3-4 weeks

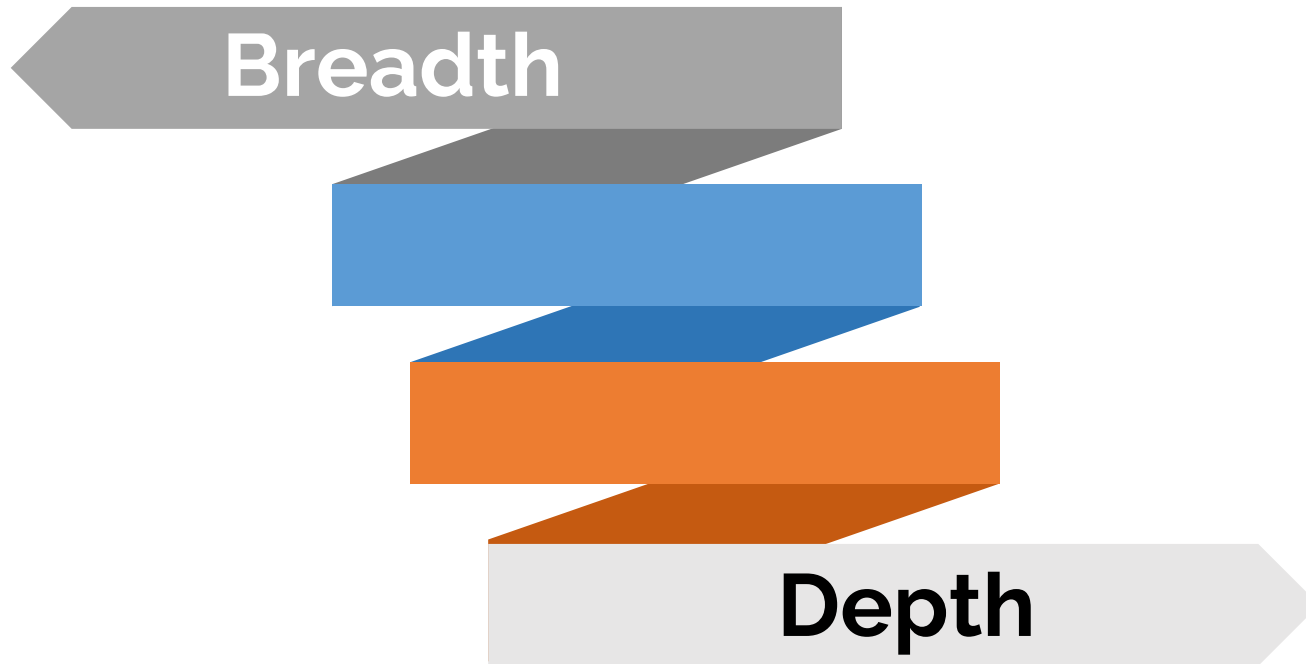
- What data would you want to see to answer your questions?

Integration

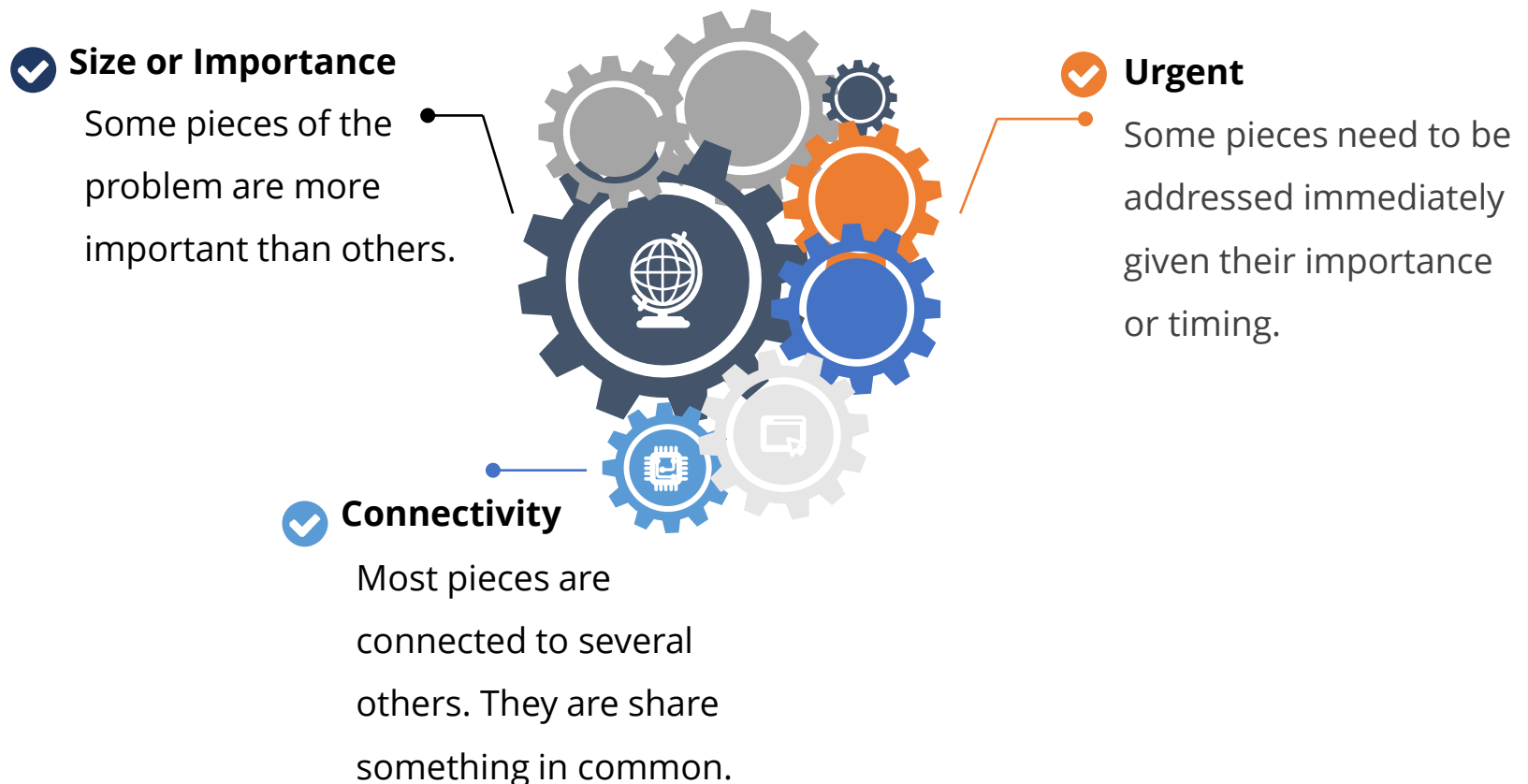
2-3 weeks

- What have you learned in the case that can support a firm recommendation?

Interviewers (& managers) want to see breadth and depth of thinking!



Solving problems starts with breaking the problem into solvable pieces.



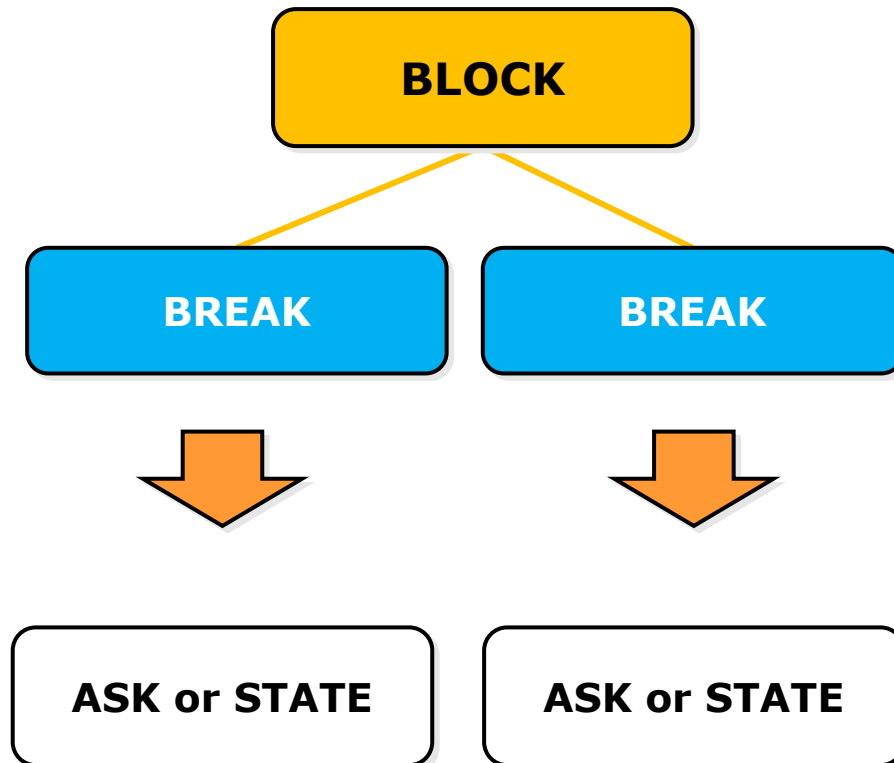






Block, Break & Ask

Use this technique to show breadth of thinking **AND** the ability to find relevant data

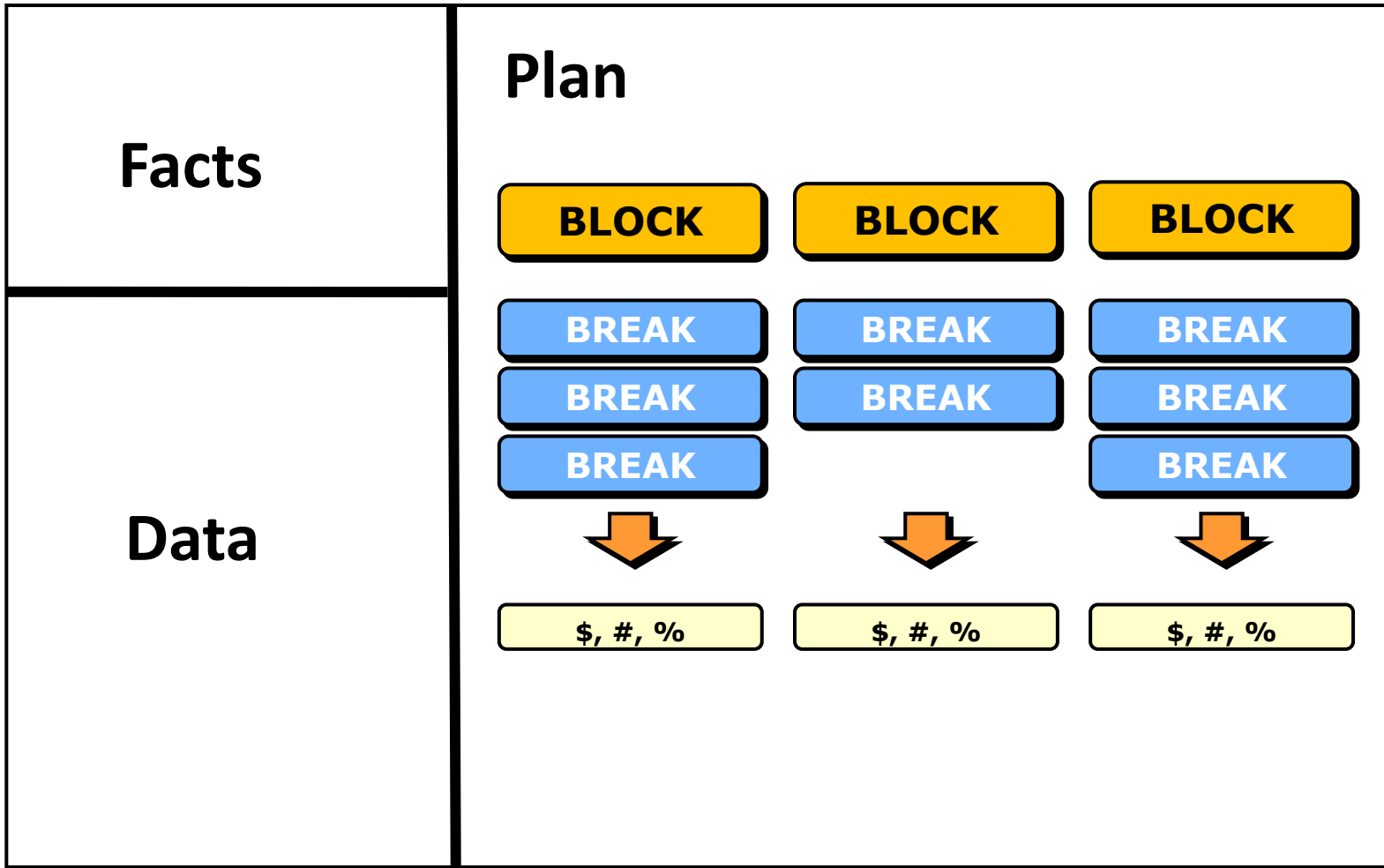


**Gather and group your ideas.
Do your categories make sense?**

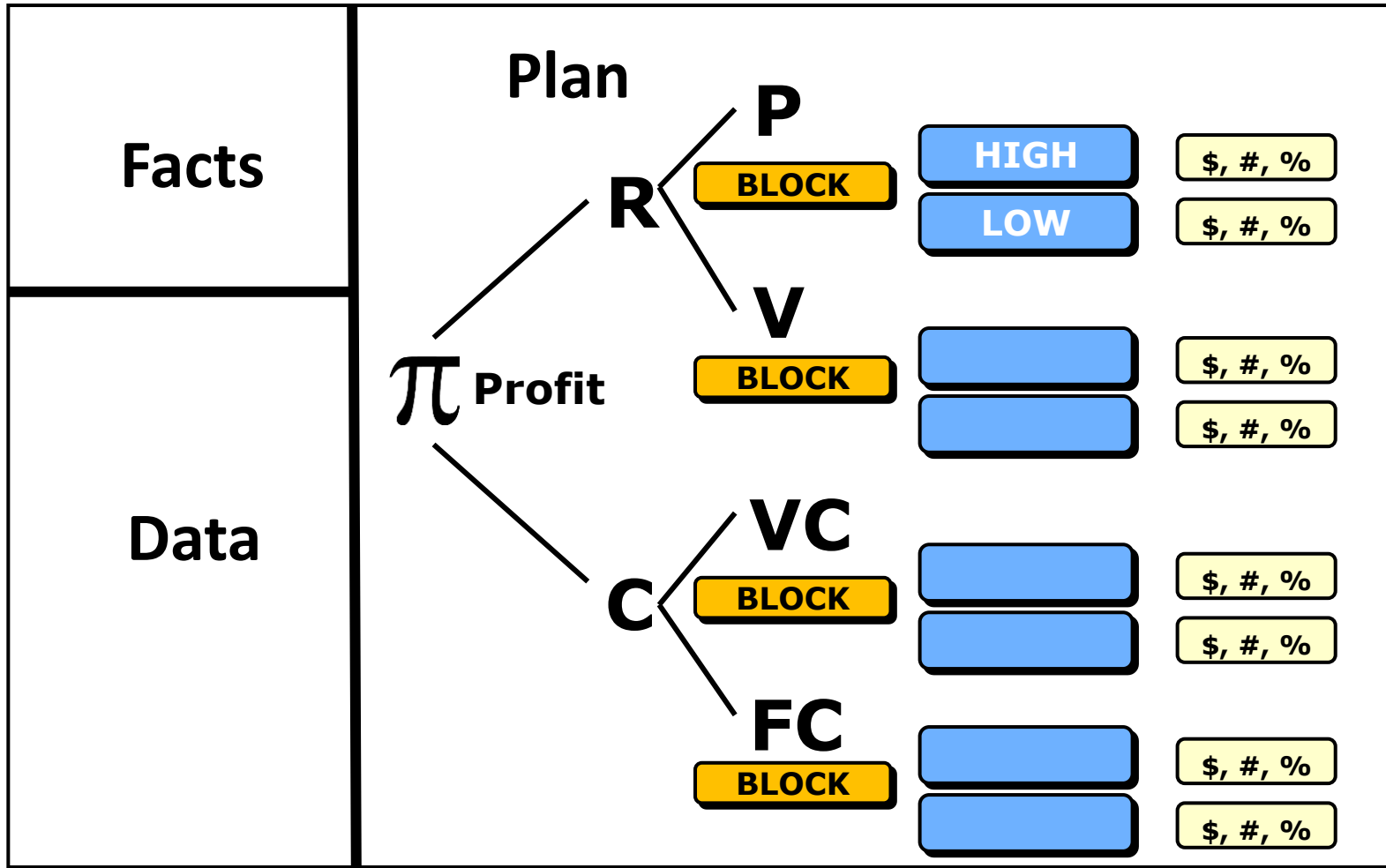
**Be case specific to address what matters for THIS case.
This shows you are thinking!**

Mention the specific \$, # and % that you need. Be ready to explain ALL of your thinking before the interviewer gives you data.

Use your plan to connect and explain. Write or talk it through.



You may choose to show it horizontally (profit tree example)

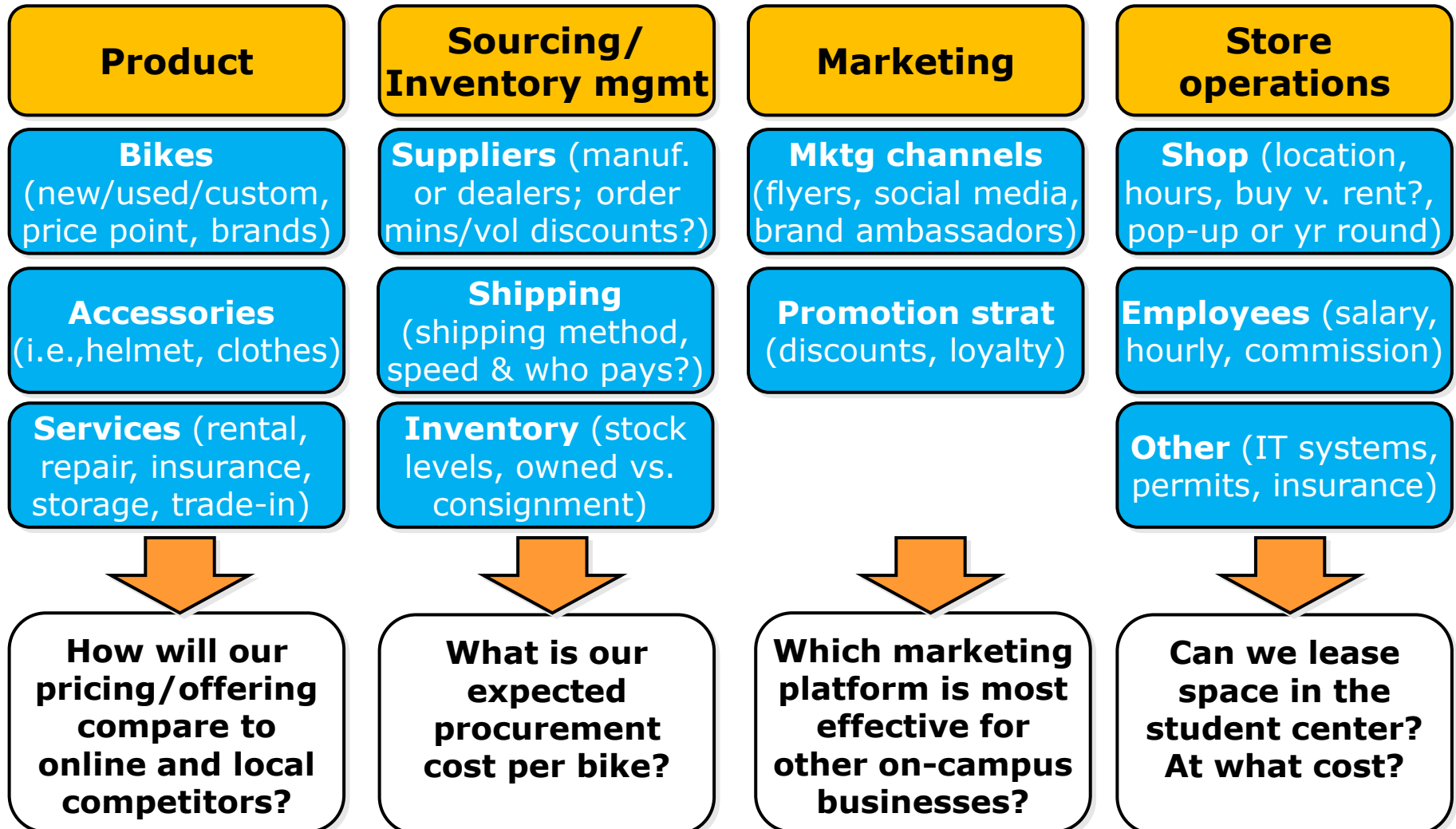


Our client is considering opening a bike shop on campus.

- ☐ **On your own: What do they need to consider?
What data would help you create a robust plan?**

Bike Shop – Sample Structure

Before opening this bike shop, I would consider...



There isn't just one structure that will work per case

Our client wants to open a bike shop on campus.

Alternate structure #1

Sourcing

Marketing

**Store
operations**

**After sales
support**

Alternate structure #2

Customer

Competition

Costs

Alternate structure #3

**Revenue
potential**

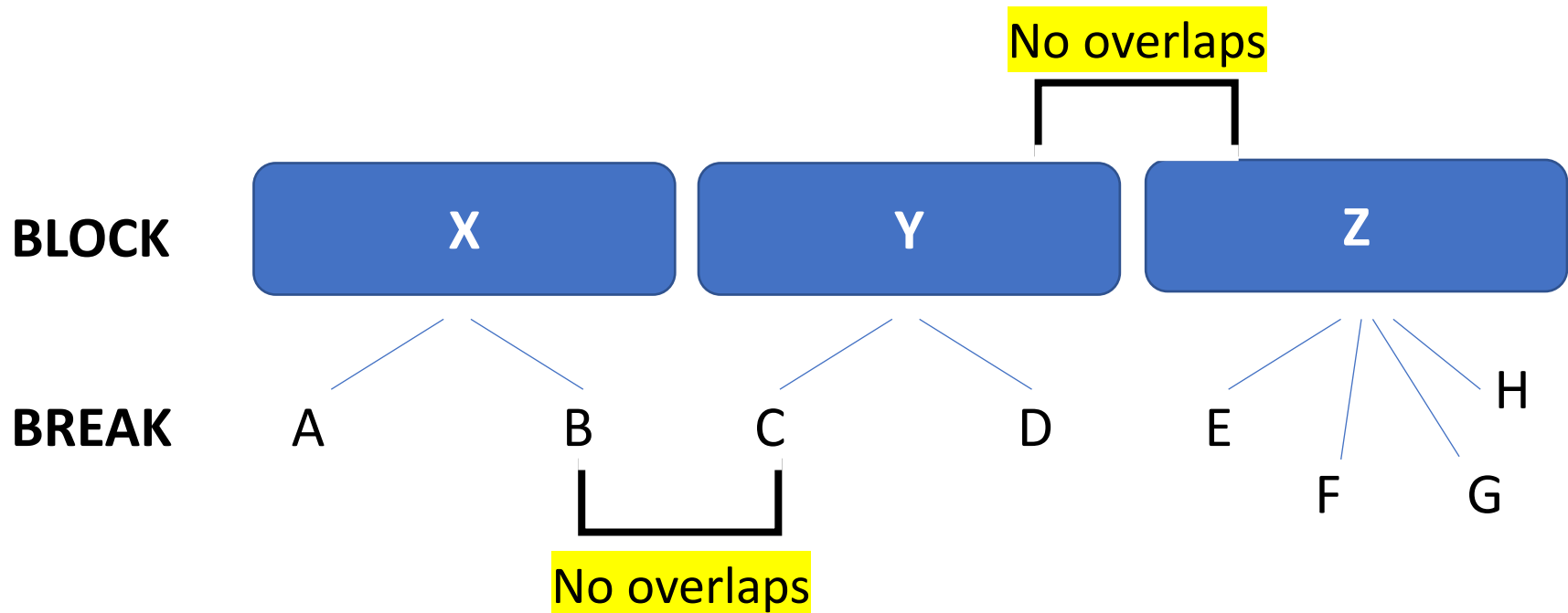
**Upfront
costs**

**Ongoing
costs**

**Risks &
alternatives**

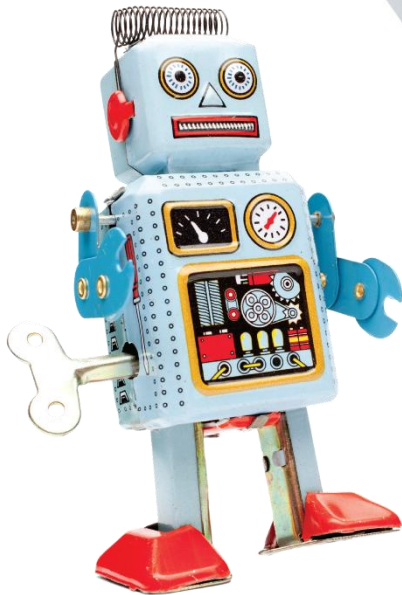
Do your best to be MECE

Mutually Exclusive, Collectively Exhaustive

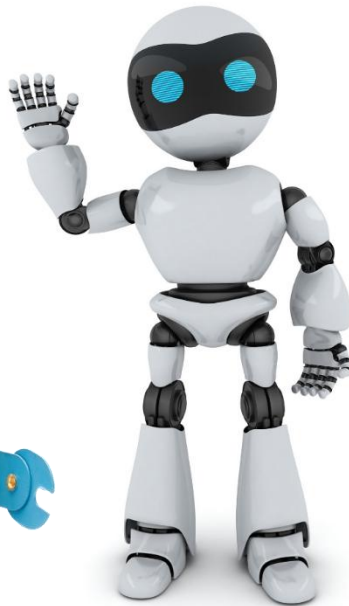


ASK \$, # and %

You'll start off robotic, but push for true AI



Ask-Bot



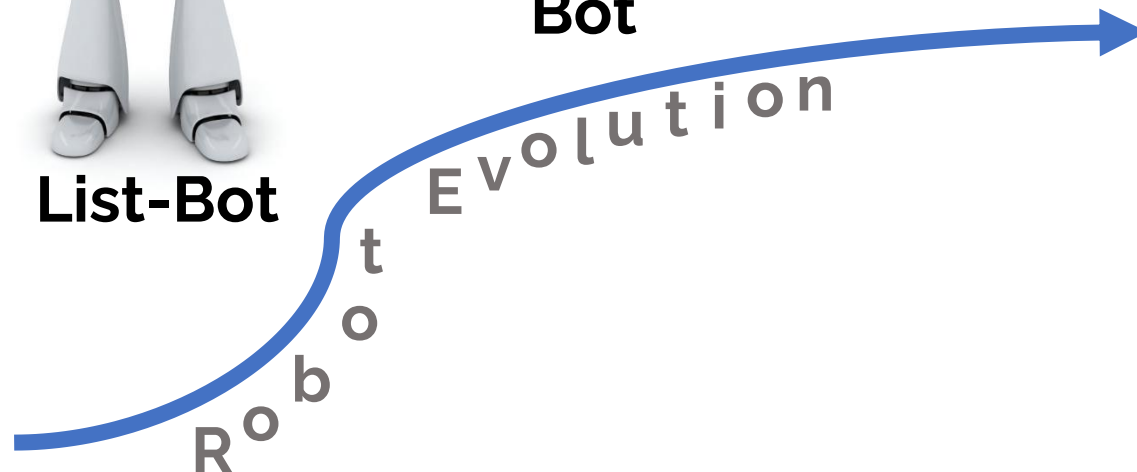
List-Bot



**Hypothe-
Bot**

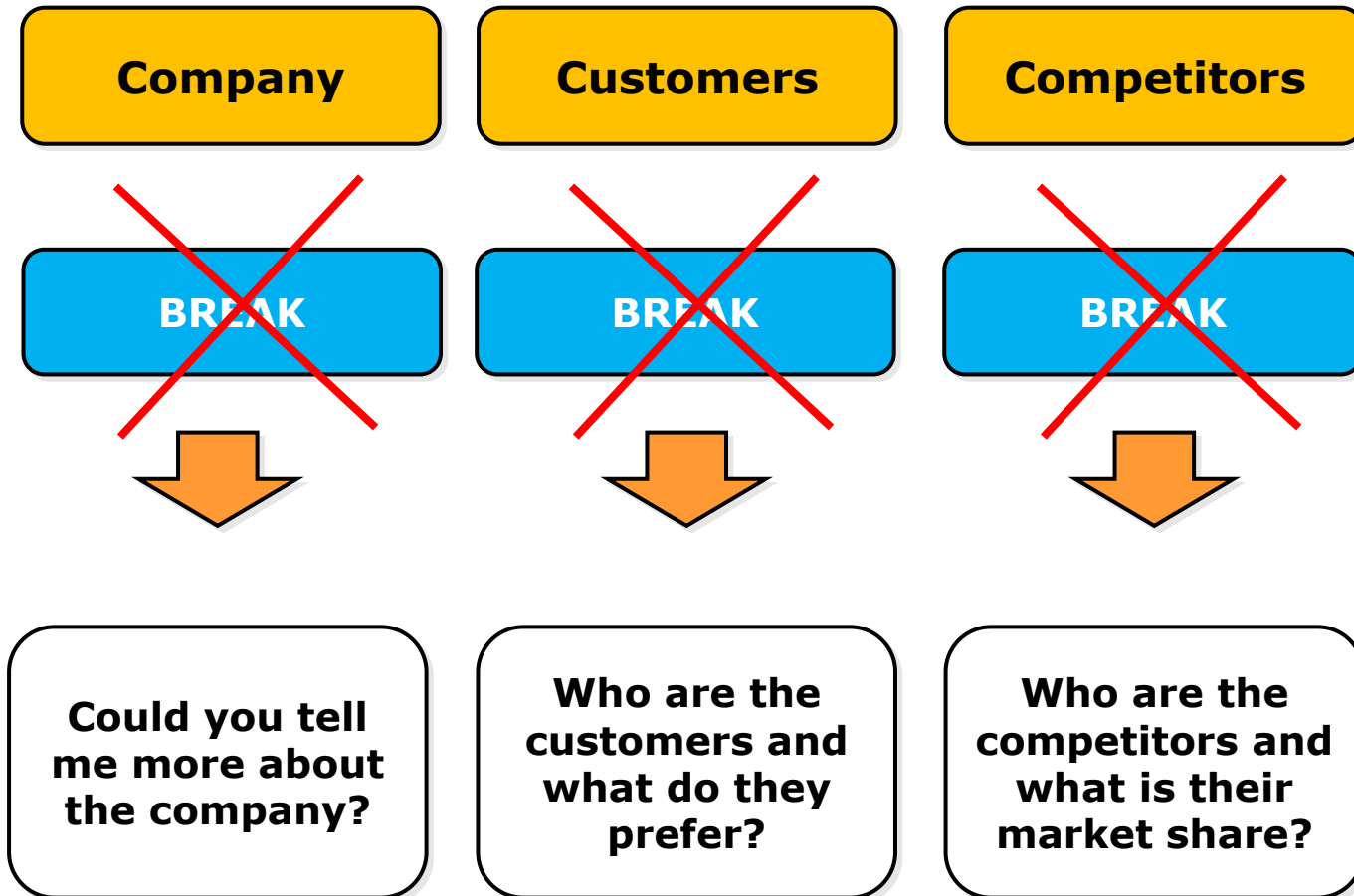


**True "AI"
Authentic
Intelligence**



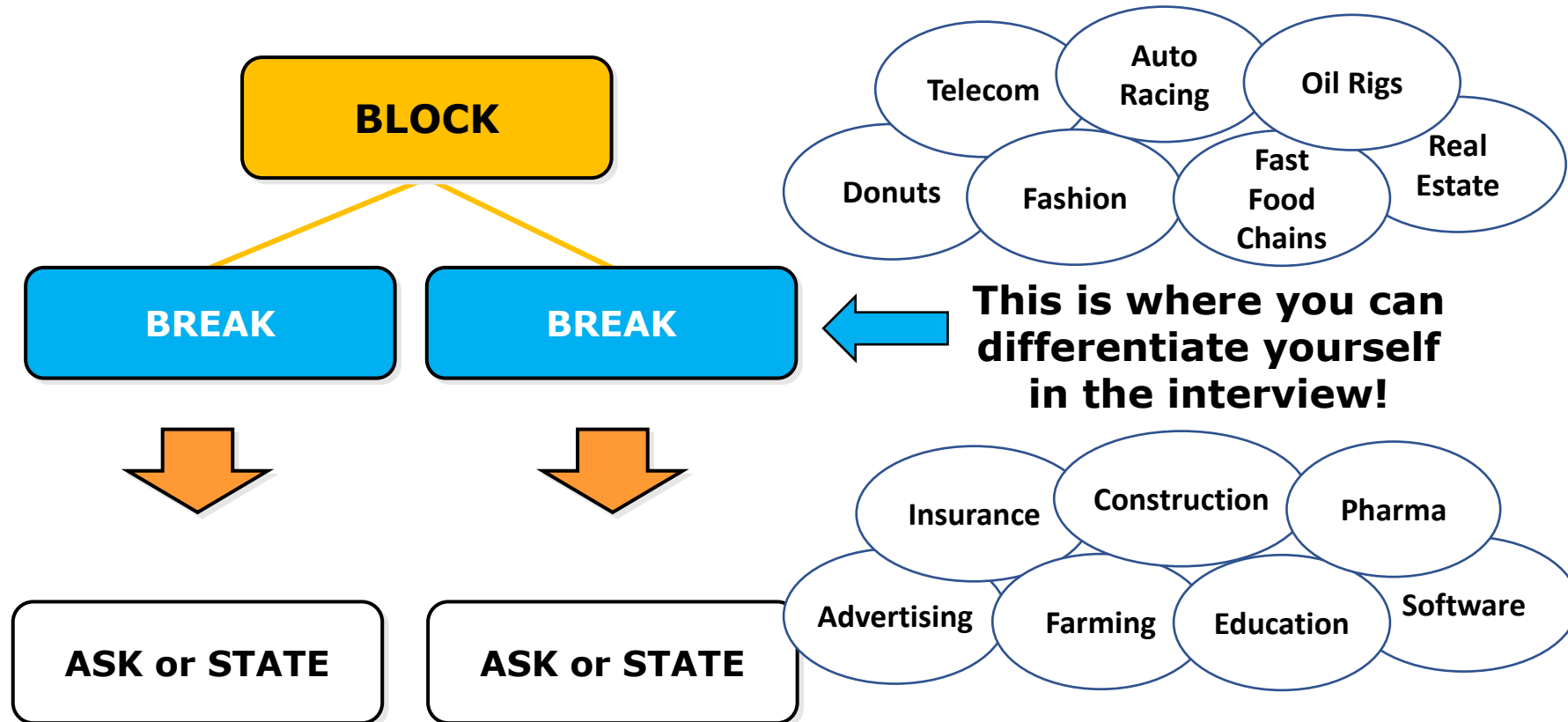
Ask-bots only ask questions

Children could do this! Please think.



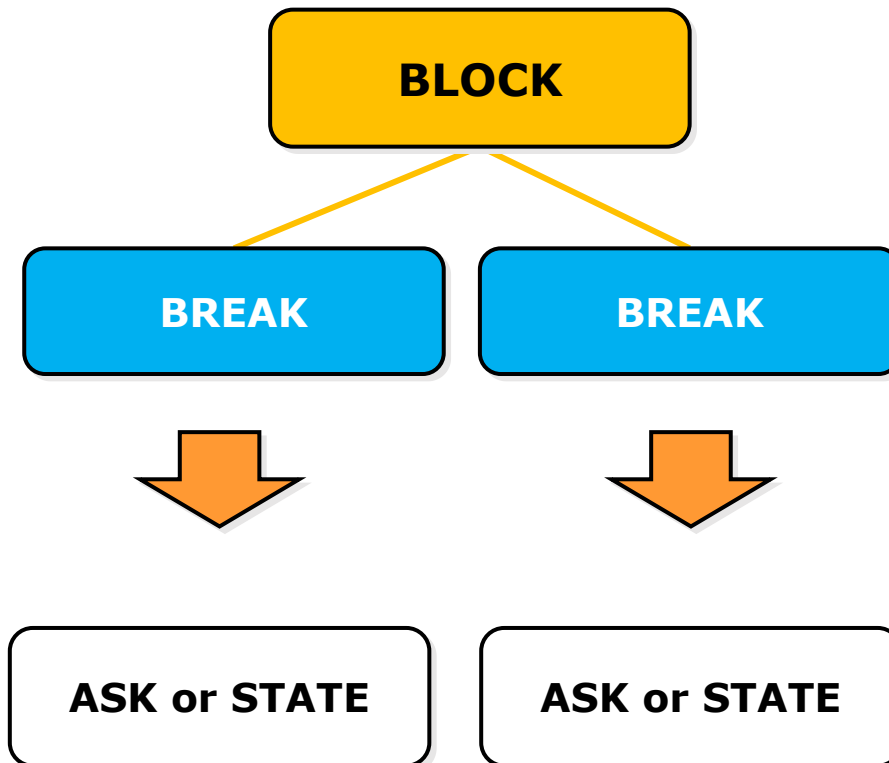
Show thinking with your breaks

Be case specific and hypothesis driven



Prioritize your data

You can't ask for everything



Here's a simple question to remember:

“If I got the data, what decision could I make?”

Block, Break & Ask Tips

Remember these as you practice

BLOCK

- Practice structuring the same case multiple ways.
- Work on thinking, not just reciting something you memorized. *How would you break up the work if this were an actual project?*

BREAK

- Self-assess: *Could I say exactly the same thing if we were talking about a completely different industry or product?* If yes, you have NOT been case specific enough.
- Have your practice partners ask: *"What else..."*

ASK or STATE

- Practice previewing key data you'll want to analyze as you share your plan, but hold off on actually asking for the data until you've finished sharing your plan.
- After sharing your plan, dive into the data pool by proposing where to start and asking a question.

Summer Camp

We'll learn so much more in camp!

How to handle
crazy “cow”
questions

When to use a
hypothesis and
how to make it
sound sensible

How to ensure you
start your case
confidently every
time

When it might be
appropriate to use
a standard
framework

BLOCK

BREAK

BREAK

When to **skip a**
MECE break
approach to
ensure discussion

How to make sure
your **blocks** are
MECE

ASK or
STATE

ASK or
STATE

How to show you
are **data oriented**
and not
directionless

How to create a
structure that
improves your
recommendation

How to **prioritize**
your data and
speed up your
analysis

Summer Camp Prep Advantages

DO THIS OVER THE SUMMER

- ✓ **Stories updated from the summer**
- ✓ **Resume updated**
- ✓ **Multiple cover letters drafted**
- ✓ **20-30 cases completed (some 2x)**
- ✓ **Consistent math and slide review**
- ✓ **Regular partner practice**
- ✓ **Feedback from multiple experts**

AND AVOID REGRET



Join Crack the Case Summer Camp!



Crack the Case Summer Camp 2025



Join expert trainers David Ohrvall & Deborah Resnick for our intensive case interview program this summer!

Dates: June 15 – August 3

Visit zintervu.com/camps or scan the QR.



Let's be ready! No regrets.

“Another thing that really helped me was practicing cases with folks from other schools. Each school has a slightly unique case performance style.” Tepper MBA, McKinsey offer

“Camp was instrumental in getting me here.”
Stern MBA, LEK offer

“David and Deborah, thanks so muchI especially enjoyed your focused sessions on structuring and graph reading. I got all 3 MBB offers.” INSEAD MBA

“I was able to power through their exhibits and extreme data . . .” Duke MBA, McKinsey final round, ZS offer

“Thank you so much for the support and for pushing me harder than I thought was possible. I got McKinsey Dallas!” U of TX, McKinsey offer



Camp begins Sunday, June 15

- Goal: Be “offer ready” by August.
 - **7 weeks / 7 topics.** Live classes each week. Recordings available.
 - **Bonus:** Interview LOGIC workshop and 1-year subscription included.
-
- Summer Camps typically have 50+ campers from all over the world!
 - World class trainers: David (ex-Bain) and Deborah Resnick (ex-McKinsey).
 - Learn/See/Do. Each week there’s an assignment and 1-2 new cases.
 - Work with your assigned team partners or others.
 - Four Case Arenas with Q&A.
 - We focus on building consistent skills that lead to offers.

Total price: \$378

First 25 people get \$80 off.

Use Coupon: EBSC2580





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