



Capital Market Authority

The 7th edition of the
CAPITAL MARKET UNIVERSITY CHALLENGE

January 2020

I. BACKGROUND

As part of its public education and awareness programmes, the Capital Market University Challenge remains a key flagship program conducted by the Capital Market Authority (CMA) on an annual basis. The Capital Market University Challenge is a competition aimed at exposing Universities and Higher Learning Institutions (HLIs) students to the capital market industry while instilling in them the culture of saving and investment through the capital market and preparing them as future investors and professionals of the capital market industry.

To secure their future well-being, young people need to venture into smart saving and investment that will guarantee sustainability, which among other include exploring opportunities offered by the capital market products i.e. shares, bonds or any other product offered by different firms at the stock market. They are also encouraged to invest collectively through saving clubs.

II. OBJECTIVES OF THE CAPITAL MARKET UNIVERSITY CHALLENGE 2020

The University Challenge is intended to achieve the following objectives:

- 1) To create awareness and increase knowledge among students in universities and higher learning institutions (HLIs) on the importance and benefits of saving and investing through the capital market;
- 2) To promote creation of savings clubs/groups among students in universities and higher learning institutions (HLIs) while providing capacity building trainings to established saving clubs on how best to run their clubs and how to save and invest through the local capital market.
- 3) To expose students in universities and higher learning institutions (HLIs) on saving and investment opportunities offered by the capital market and prepare them as future investors and professionals of the capital market industry.

III. ROADMAP OF THE CAPITAL MARKET UNIVERSITY CHALLENGE 2020

The Capital Market University Challenge (CMUC) 2020 will be conducted as part of the public education and awareness programs aimed at inculcating in the youth in Universities and Higher Learning Institutions (HLIs) the culture of saving and investment through the capital markets.

The CMUC 2020 will be conducted under a competition framework that will involve both a set of quizzes and topics for essay writing aimed at increasing awareness and knowledge among students about the capital market industry and a variety of opportunities it offers.

Below is a roadmap with key activities to be conducted throughout the CMUC 2020:

SN	Activities	Description	Timeline
1.	Pre-challenge	<ul style="list-style-type: none"> ➤ Advertising the challenge by creating posters to be put in proposed University campuses, and through different media channels (Tvs, Radios, online, social media, etc.); ➤ Visiting different host sites to ensure that they are ready for the challenge. 	February 1 – 15, 2020
2.	Approaching targeted competition clubs in Universities	<ul style="list-style-type: none"> ➤ All registered saving clubs will receive term and conditions of the challenge and how the challenge will be conducted, to enable them to prepare accordingly. ➤ A short video documenting the previous CMUC editions will be shared via social media networks. 	February 15 – March 1, 2020
3.	Assessment	<p>Assessment is to be done by a panel of three (3) professional judges¹ at every stage of the challenge. The role of the judges is to monitor the integrity of the challenge throughout the competitions. They will also be responsible for announcing the winners at each stage of the game and providing feedback. Questions are to be read by the moderator of the challenge only.</p> <p>We will proceed as follows;</p> <ol style="list-style-type: none"> 1) We will be hosting the initial pre-selection events in all provinces where competition clubs representing each campus will gather and one club will be selected to represent each province. 2) The finals will be held in Kigali where awards will also be presented to the best performers at the national level. 	March 8 – 22, 2020

¹ The Institute of Certified Public Accountants of Rwanda (iCPAR) will propose a panel of judges, among its qualified members.

4.	Awarding ceremony	The Award ceremony will take place on the day of the finals. A video documenting the challenge journey titled “The road to the Capital Market University Challenge (CMUC) 2020 finals will be showcased then” .	March 27, 2020
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IV. STRUCTURE OF THE CAPITAL MARKET UNIVERSITY CHALLENGE 2020

The Universities and HLIs will be grouped according to their respective geographical regions (North, South, East, West and the City of Kigali). The winners in each region will meet in Kigali for the Capital Markets University Challenge finals and the Award Ceremony.

1. Capital Market University Challenge Competition Activities

The Capital Market University Challenge 2020 will be conducted through Quiz and Essay writing. *Competition clubs will perform the Quiz category while individuals will perform essay category.* Contestants from various universities and HLIs will register before the competition kicks off via a link that will be provided to them. No previous competitors are allowed to participate in the current University Challenge 2020.

1) Quiz Model

Structure of the Quiz Category

The quiz competition will be held in three (3) rounds at each stage of the competition, as follows:

The first round of the competition will be titled **“The Head 2 Head Challenge”** and be performed by a competition club of 2 members. Each member of a club will face “head to head” with a member of the other club. A set of 6 questions will be asked to each club, leading to a total of 12 main questions and 12 bonus questions. Club members will be asked 2 questions. A correct answer will be given 5 marks. If one member from one club fails to answer a question correctly, the question will be passed on to the other club as a bonus question. Bonus question answered correctly will be awarded with 2 marks. The best performing competition clubs will advance to the next round of the competition.

The second round of the competition will be titled **“Fastest hands”**. At this stage, questions will be asked to the entire competition club and answers are expected from the club. The first answer provided by the club is the one to be recorded by the judges. Each team will have 60 seconds to answer 10 short questions. Each question will be worth 10 points. The best performing clubs will advance to the final round of the competition.

The preliminaries will take place in all provinces (East, West, North and South) and the City of Kigali. Each competition round will have 3 judges to witness the kick-off of the specific stage. Judges will be entrusted with the responsibilities of ensuring integrity throughout the competition and announcing the best winning teams. A chosen moderator will ask questions.

All questions related to Quiz will be covering capital market topics and will be announced on the day of the competition. The purpose is to test the knowledge of students towards capital market; more details about the challenge can be found on www.cma.rw.

Prizes for overall winners in the Quiz Category

- Overall winner: Frw 1,500,000
- 2nd winner: Frw 1,200,000
- 3rd winner: Frw 1,000,000
- All participating students at the finals will be awarded with certificates of participation.

Above awards will be awarded to the winners in form of shares of one of the domestic companies listed and/or bonds listed at the Rwanda Stock Exchange as a way to practically initiate students on the culture of saving and investing through the capital market. Winners can also later use the proceeds from awarded shares/bonds as part of a startup capital to finance any future investment.

2) Essay Writing Model

Structure of the Essay Writing Model

The essay theme for the Capital Market University Challenge 2020 is the **“The role of savings clubs in boosting the savings culture among the youth.”**

The essay should:

- Be original and innovative;
- Have not more than 800 words;
- Size :12, Font: Times new roman, Spacing: 1.5; Submission should be in Microsoft Word document and sent via <http://bit.ly/UniChallengeEssay2020>
- Cover Page should contain address of the author (Mobile Phone Number, Email Address and Full Names of his/ her University/Higher Learning Institution);
- Copy and pasting information from websites will amount to plagiarism, punishable by discontinuation from the challenge.

Deadline for essay submission: March 15, 2020

Prizes for winners in the Essay Category

- Overall winner: Frw 700,000
- 2nd winner: Frw 600,000
- 3rd winner: Frw 500,000

Above awards will be availed to the winners in form of shares of one of the domestic companies listed and/or bonds listed at the Rwanda Stock Exchange as a way to practically initiate students on the culture of saving and investing through the capital market. Winners can also later use the proceeds from awarded shares/bonds as part of a startup capital to finance any future investment.

2. Language to be used during the challenge

The language for both the quiz and essay writing categories will be English only.

3. How to participate

All clubs and individuals willing to participate have to register online via this link: <http://bit.ly/UniChallengeRw20>. Only one team is to represent each province at the national level. All universities and higher learning institutions (HLIs) should be represented and, on a circumstance, where many teams register, a first come first served basis will be considered.