

Submission Guidelines & Evaluation Rubric

For contributors writing case-study analyses and opinion pieces across economics, finance, and business.

1. Format

Every submission is a case-study analysis or a critical opinion piece, built to make a specific, evidence-backed argument rather than survey a topic.

Length	800–2,500 words.
Citations	Endnotes, or hyperlinks placed directly on the figures they support. At least 5 credible sources.

Structure

Six parts, in order. The percentages are a guide to how the word count divides, not a hard rule.

Hook & Context	~10%	The case and why it's worth examining.
Core Problem	~15%	The central tension or decision point at stake.
Analysis & Framework	~35%	The case read through a finance, business, or economics lens.
Originality & Solution	~20%	A fresh read, proposal, or forecast, made your own.
Limitations	~10%	Where the argument or the proposed fix could break down.
Takeaways & Endnotes	~10%	What a reader should walk away with, and the source list.

2. Evaluation Rubric — 100 Points

Every submission is scored against five criteria. Originality and analytical rigor carry the most weight; a well-cited summary of a case scores lower than a shorter piece that argues something specific.

A

ORIGINALITY & NUANCE

30 POINTS

- Fresh perspective: goes beyond summarizing what's already been reported, toward a genuinely new read on the case.
- Critical thinking: questions the consensus view. ("The market called this deal a win. Under a cash-flow lens, was it actually a trap?")
- Intellectual curiosity: makes the reader want to look into the subject further.

B

ANALYTICAL RIGOR

30 POINTS

- Root-cause analysis: gets past the surface event to the mechanism driving it.
- Applies frameworks naturally: uses a business model, financial ratio, or economic principle because it clarifies the argument, not to perform expertise.
- Logical throughline: each claim is directly supported by the evidence before it.

C

EVIDENCE & CITATION

20 POINTS

- Reliable data: concrete figures and evidence drawn from credible sources.
- Citation quality: a clean, complete source list a reader could actually verify.
- Fact vs. opinion: explicit about which claims are established fact and which are the author's own read.

D

IMPACT & APPLICATION

10 POINTS

- Practical takeaway: a lesson a reader, or another business, could actually use.
- Feasibility: if the piece proposes a solution or forecast, it accounts for real-world constraints and risk.

E

**STRUCTURE &
CLARITY**

10 POINTS

- Sharp, engaged writing that carries the author's actual interest in the subject.
- A clear structure: a title that earns attention, subheadings, and formatting built for reading on the web.

3. Focus by Pillar

A starting point for the kind of case each pillar is looking for, and the question the analysis should ultimately answer.

Finance

M&A deals, cash-flow crises, funding strategy, or new fintech business models.

Core question

How does the cash flow or valuation actually work here, and what risk is being quietly left out of the story?

Business

A brand's collapse or breakout, a market-entry strategy, an organizational restructuring.

Core question

What is the real, durable competitive advantage here, and is the strategy actually sustainable?

Economics

The effect of public policy, consumer behavioral economics, or how a macro trend is reshaping a specific industry.

Core question

What incentive are people actually responding to, and what is the trade-off underneath it?