

Are you up for a challenge?

WELLS
FARGO



Take part in the 2015 Wells Fargo Campus Analytics Challenge and you could win \$2,000.

Wells Fargo is inviting you to put your analytics knowledge to the test!

We're challenging students at select schools across the nation to come up with an analytics solution to a marketplace question. The details will be shared when the Challenge kicks off on November 9, 2015.

The Challenge will be hosted virtually November 9 – 30, 2015. Students will have three weeks to develop concepts around the Challenge statement.

What's in it for you?

- The top-five winners, selected by a panel of judges, will each be awarded a Grand Prize of \$2,000.
- The winners will be announced during the week of December 14, 2015.
- All five winners will be recognized in late February or early March 2016 at the Wells Fargo Analytics Summit hosted in San Francisco.
- Each winner will receive a trip for one to attend the Wells Fargo Analytics Summit in San Francisco.

To learn more about the Wells Fargo Campus Analytics Challenge and how to enter, visit www.mindsumo.com/contests/wells-fargo.

*Please see reverse side for more details regarding the Wells Fargo Campus Analytics Challenge.
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About Wells Fargo

Wells Fargo & Company (NYSE: WFC) is a nationwide, diversified, community-based financial services company with \$1.7 trillion in assets. Wells Fargo provides banking, insurance, investments, mortgage, and consumer and commercial finance through 8,700 locations, 12,800 ATMs, the internet (wellsfargo.com) and mobile banking, serving one in three households in the United States. Wells Fargo & Company was ranked No. 30 on *Fortune's* 2015 rankings of America's largest corporations.

Together we'll go far



THIS IS A JUDGED CHALLENGE. NO ENTRY FEE OR PURCHASE IS REQUIRED TO PARTICIPATE. The Campus Analytics Challenge (“Challenge”) is sponsored by Wells Fargo Bank, N.A. (“Wells Fargo”) for full-time or part-time students enrolled in any degree program on campus or online at any of the following colleges or universities (collectively “Students”): College of Charleston, Stanford University, North Carolina State University, University of North Carolina at Charlotte, Georgia Institute of Technology, University of California at Berkeley, University of Minnesota, Iowa State University, Arizona State University, Illinois Institute of Technology, Carnegie Mellon University, New York University, Saint Mary’s College of California (collectively “Participating Universities”). The Challenge is open to students at Participating Universities who are legal residents of the United States with a valid U.S. tax identification number and 18 years of age or older at the time of entry. Wells Fargo employees and their families are not eligible.

Challenge Starts	12:00 p.m. Pacific Time November 9, 2015
Challenge Submission Deadline	12:00 p.m. Pacific Time November 30, 2015
Submissions Judged	Ongoing through December 11
Potential Winners Notified (winning subject to verification)	Week of December 14
Winners attend Analytics Summit in San Francisco, CA	Late February/early March 2016 Actual dates to be provided upon winner notification.

CHALLENGE WEBSITE: www.mindsumo.com/contests/wells-fargo

TO ENTER: You must first register on MindSumo.com to participate in the Challenge. If you are already a MindSumo registrant and a Student at one of the Participating Universities, you will be directed to the Wells Fargo Challenge after signing in. The Challenge business objective is for a judging panel to select five students that have developed a repeatable process that identifies, classifies, and extracts the underlying drivers of consumer financial or bank-related conversations and comments in social media from a data set that is provided as part of the Challenge entry parameters available on the MindSumo webpage for the Wells Fargo Challenge (“Challenge Website”) starting November 9, 2015. Students will be required to answer two Challenge questions relating to the business objective and provide an analytic report of 1,500 words or less (excluding code and documentation) that is structured as outlined in the “Challenge Questions & Key Deliverables” section of the Challenge Rules (the “Solution”).

JUDGING CRITERIA: Solutions will be judged by up to two panels of judges based on the responses to the two Challenge questions according to the following criteria. See the Challenge Website for more details and examples of social media conversations.

- Originality and Innovation: *10 points*
- Quality of analytic report overall: *10 points*
- Methodology and Approach: *20 points*
- Business Objective addressed by the analysis: *5 points*
- Data discussion: *10 points*
- Documented code: *15 points*
- Insight(s) — Analytics and Quantitative results: *20 points*
- Summary of analysis: *5 points*
- Appendix: *5 points*

PRIZES: Five (5) winners will each receive \$2000 cash, a 3-day/2-night trip for one to San Francisco to attend a Wells Fargo Analytics Summit in late February/early March 2016. Trip includes roundtrip coach airfare, deluxe hotel accommodations, and a \$500 Wells Fargo Visa® Gift Card for travel expenses. Potential winners will be notified by telephone and email by Wells Fargo the week of December 14, 2015, and required to complete (according to the instructions provided) Challenge paperwork to verify eligibility and agree to a background check in order to be declared a winner.

GENERAL: Challenge is subject to the full Official Rules. See rules on Challenge Website for more details including complete eligibility, data set, Challenge questions, full judging criteria, and prize redemption requirements. Void where prohibited.