



BOLT UBC

FIRST BYTE 2024

CASE PACKAGE

.....



BYTE 

BOLT UBC MASCOT

BOLT UBC FIRST BYTE 2024



BOLT UBC

DISCLAIMER

IT IS THE COMPETITORS' RESPONSIBILITY TO REVIEW AND UPHOLD APPLICABLE STANDARDS OF FAIR COMPETITION.

INSTANCES OF MISCONDUCT, SUCH AS CHEATING, PLAGIARISM, RESUBMITTING THE SAME CODE/SLIDES, OR IMPERSONATING A CANDIDATE, WILL RESULT IN THE COMPETITOR AND THEIR TEAM BEING AUTOMATICALLY DISQUALIFIED.

If you have any questions, please reach out to us at: **boltubc@gmail.com** With Subject: **[First Byte Questions]** & your Question

BOLT UBC FIRST BYTE 2024



BOLT UBC

TABLE OF CONTENTS

CASE STUDY

DISCLAIMER	2
TABLE OF CONTENTS	3
SCHEDULE	4
INTRODUCTION	7
FITNESS INDUSTRY	9
GYM SUPPLEMENTS INDUSTRY	12
FOOD DELIVERY INDUSTRY	14
ATHLEISURE INDUSTRY	16
YOUR TASK	18
GUIDING QUESTIONS	19

COMPETITION LOGISTICS

CASE DELIVERABLES	20
JUDGING PROCESS	21

BOLT UBC FIRST BYTE 2024



BOLT UBC

WORKSHOP SCHEDULE

October 21st, Monday

Location:

7:00 - 7:30 PM	Check In
7:30 - 7:45 PM	Opening Statement
7:45 - 8:45 PM	Data Analytics Workshop
8:45 - 9:00 PM	Closing Statement

BOLT UBC FIRST BYTE 2024



BOLT UBC

COMPETITION SCHEDULE

October 21st, Monday

12:00 AM | Case Release

October 27th, Saturday

3:00 PM | Case Submission Deadline

6:00 PM | Semi-Finalist Announcement

Final Presentation - October 28th, Sunday (In-person)

Location: Sauder School of Business, HA 491, Birmingham

12:45 - 1:00 PM Registration

1:00 - 1:15 PM Opening Remarks and Room Assignment

1:15 - 1:30 PM Travel to breakout rooms

1:30 - 3:00 PM Breakout Room Presentations

3:00 - 3:15 PM Travel back to main room

3:15 - 3:30 PM Announce Finalists

3:30 - 5:00 PM Finalist Presentation

5:00 - 5:30 PM Awards Announcement

5:30 - 6:00 PM Networking/ Professional Feedback/ Closing Remarks

BOLT UBC FIRST BYTE 2024



BOLT UBC

INSTRUCTIONS

YOU ARE PART OF A DATA ANALYTICS AND CONSULTING TEAM, AND ANASTASIA HAS REACHED OUT REQUESTING IMMEDIATE ASSISTANCE IN ADVISING HER COMPANY. SHE HAS ALREADY BEGUN TO COMPILE SOME HELPFUL INFORMATION (SEE INDUSTRY INFORMATION) BUT NEEDS THE SUPPORT OF YOU!

YOU RECALL THAT THE DATASET WAS CREATED BY A FORMER EMPLOYEE WHO HAD LEFT THE COMPANY, AND LATER DATA WAS ADDED BY A NEW HIRE, RESULTING IN ERRORS IN THE PROCESS.

ANASTASIA ALSO INDICATES THAT THE BOARD HAD PROVIDED HIM WITH A DETAILED LIST OF EXPECTATIONS, AND WOULD LIKE THE PRESENTATION TO INCLUDE THE FOLLOWING:

- FILTERED DATA, REMOVING ANY ERRORS
- SUMMARY OF KEY FINDINGS FROM THE DATASET (3-5 VISUALIZATIONS) TO BETTER UNDERSTAND ATTRITION
- A CLEAR STATEMENT OF WHICH SUBSET* OF INDIVIDUALS YOU BELIEVE TO HAVE THE LARGEST IMPACT ON EMPLOYEE TURNOVER. THIS SHOULD BE DERIVED FROM THE DATASET.
- A SET OF REALISTIC AND CREATIVE RECOMMENDATIONS ON HOW THE COMPANY CAN BEST ADDRESS THE LACK OF SALES IN THE IDENTIFIED PRODUCTS AND HOW CAN THE COMPANY INCREASE PROFITS.
- THEY WOULD ALSO LIKE YOU TO OUTLINE WHAT SUCCESS LOOKS LIKE AND HOW THEY WOULD GO ABOUT MEASURING THE EFFICACY OF YOUR RECOMMENDATIONS.
- NICE TO HAVE: AN EXPLANATION OF YOUR DATA ANALYSIS STEPS AND HOW YOU CAME TO YOUR CONCLUSIONS AND OUTCOMES

YOU WILL HELP THE CEO WITH EACH OF THE ABOVE POINTS, INCLUDING THE PRESENTATION THAT SHE WILL DELIVER TO THE BOARD. STATE ANY ASSUMPTIONS CLEARLY.



BOLT UBC FIRST BYTE 2024



BOLT UBC

INTRODUCTION

In recent years, the fitness industry has experienced rapid growth, driven by increased consumer interest in health, convenience, and technology. However, FlexField Fitness is facing **declining popularity and customer loyalty**. The company is losing members to lower-cost competitors, boutique fitness studios, and digital fitness platforms like Peloton and Apple Fitness+. Changing consumer preferences, particularly the shift toward an oversaturated market, have negatively impacted its customer base. In response, FlexField Fitness is exploring partnerships with three potential companies: Chef's Meal, PulseGear, and CoreBoost. Each partnership offers a unique opportunity to integrate fitness with other aspects of consumer wellness, whether through food, fashion, or nutrition supplements.

Despite the potential, FlexField Fitness is unsure how to proceed but are looking into different alternatives or product expansion. Several challenges remain unresolved, such as defining the right product offering, pricing strategy, and creating a seamless integration of services. This collaboration presents a critical opportunity to renew the brand, but the company must think creatively to deliver a solution that aligns with customers' evolving needs while reversing its declining market position.

BOLT UBC FIRST BYTE 2024



BOLT UBC

COMPANY BACKGROUND

MISSION



Empowering individuals to lead healthier, balanced lives through innovative fitness solutions that combine the best of physical training, wellness, and community support. FlexField Fitness are committed to delivering high-quality, flexible, and personalized experiences that meet the evolving needs of our members, whether in our state-of-the-art gyms or through digital platforms that bring fitness into every home.

VALUES

Commitment to Wellness – Fitness is a holistic journey toward physical, mental, and emotional well-being, and we offer services that promote a balanced lifestyle.

Innovation & Flexibility – We embrace change by providing flexible, tech-forward fitness solutions that let members stay active anywhere.

Quality & Excellence – With high standards in training, facilities, and digital platforms, we ensure every member gets the best experience.

Community & Connection – We foster a supportive, inclusive environment through group classes, personal training, and online sessions.

Accessibility & Affordability – We offer membership options and digital services at various price points, making fitness accessible to all without sacrificing quality.

BOLT UBC FIRST BYTE 2024



BOLT UBC

FITNESS INDUSTRY:

The fitness industry has seen a major shift from traditional gym memberships to digital, hybrid, and personalized solutions, driven by demand for flexibility, convenience, and holistic health experiences. Platforms like Peloton, Apple Fitness+, and Mirror offer on-demand, personalized workouts with real-time tracking, while wearables like Fitbit and WHOOP integrate health data into daily routines.

Subscription-based fitness apps, paired with smart equipment, allow users to access a variety of workouts from home, a trend accelerated by the COVID-19 pandemic. Mental wellness is also gaining focus, with fitness platforms incorporating mindfulness and stress-relief practices, reflecting the interest in holistic health beyond physical training.

Seasonal trends impact gym attendance, with spikes in January due to New Year's resolutions, followed by drops in spring. Summer brings fluctuations with outdoor activities, while fall sees a decline, only to rise again before the New Year. These cycles require gyms to adjust offerings and resources to manage demand.

Boutique studios and group classes become more popular in winter as people seek motivation, while outdoor activities take over in warmer months. Gyms must offer year-round engagement options, including digital workouts for when members aren't attending in person.

BOLT UBC FIRST BYTE 2024



FLEXFIELD FITNESS'S CURRENT SITUATION:

FlexField Fitness is a well-established global fitness brand known for its premium network of fitness centers, offering a range of services including personal training, state-of-the-art facilities, and diverse group classes such as spin, yoga, strength training, and HIIT. At its peak, FlexField Fitness was an industry leader, attracting millions of members worldwide with its high-quality trainers and extensive class offerings.

In recent years, however, FlexField has faced increasing competition from low-cost gyms like Planet Fitness, boutique studios such as Barry's Bootcamp and SoulCycle, and digital platforms like Peloton and Apple Fitness+. Shifting consumer preferences toward flexible, tech-integrated, and convenient workout solutions have posed challenges to its traditional in-person model. Despite investing in digital offerings, FlexField has struggled with slow adoption, rising membership cancellations, and declining regional sales.

Recognizing that its current model may not be enough to attract or retain members, FlexField is exploring partnerships with companies like Chef's Meal, PulseGear, and CoreBoost to enhance its offerings and differentiate itself in the competitive market.

Despite FlexField's strong foundation, the company is facing declining sales and a shrinking market share. Digital platforms like Peloton and boutique studios attract consumers with specialized, community-driven experiences, while low-cost gyms draw budget-conscious customers. The erosion of brand loyalty, especially among younger consumers seeking flexibility and innovation, has made it difficult for FlexField to grow. Strategic partnerships with companies like supplement, sports drink, or activewear brands could help create integrated fitness experiences that align with modern consumer needs and revitalize the brand's appeal.

BOLT UBC FIRST BYTE 2024



BOLT UBC

FLEXFIELD FITNESS CURRENT PRODUCT OFFERINGS:

- **Gym Memberships:** Offering in-person access to facilities across hundreds of locations, members can participate in a wide range of group classes (e.g., spin, yoga, pilates), use gym equipment, and book personal training sessions. Membership fees range from basic access to premium tiers with perks like access to exclusive classes and wellness services.
- **Online Training Programs:** A subscription-based digital platform that provides workout routines, live-streamed group classes, and virtual personal training sessions. While the platform has seen a modest uptick during the pandemic, adoption rates lag behind competitors such as Peloton and Apple Fitness+, partly due to user experience issues and limited content diversity.
- **Wellness & Recovery Services:** At select locations, the company offers recovery services such as cryotherapy, massage, and physical therapy consultations, aimed at retaining high-end clientele and meeting the growing demand for holistic wellness experiences.
- **Online Fitness Classes and Programs:** A digital service offering tailored workout programs through apps or websites, catering to various fitness goals (e.g., weight loss, strength training, flexibility). Members can join daily or weekly live-stream classes featuring yoga, pilates, HIIT, or strength training, as well as access a catalog of on-demand video libraries for recorded classes anytime.
- **Fitness Equipment for Home Use:** Provides options for home-based workouts, including branded portable workout gear like resistance bands, yoga mats, kettlebells, jump ropes, and dumbbells. Through partnerships with companies like Peloton or Mirror, members can purchase discounted smart fitness equipment. The company also offers customizable home gym packages, designed to meet different fitness goals such as strength, cardio, and flexibility.



GYM SUPPLEMENTS INDUSTRY:

The gym supplements industry is a rapidly growing sector within the broader health and wellness market, driven by increasing consumer focus on fitness, muscle building, and overall health. Supplements such as protein powders, pre-workout formulas, branched-chain amino acids (BCAAs), and post-workout recovery drinks are popular among both amateur and professional athletes. These products are designed to support various aspects of fitness, including muscle growth, energy enhancement, and workout recovery. As more consumers prioritize fitness goals like weight loss, muscle gain, and improved athletic performance, the demand for effective and convenient supplement options has surged.

The rise of gym culture and online fitness influencers has played a significant role in the industry's growth, with social media platforms like Instagram, TikTok, and YouTube serving as key marketing channels for supplement brands. Many consumers, especially those aged 18-35, look to these platforms for recommendations on the best supplements to support their workouts, making brand reputation and digital presence crucial for success.

Additionally, there is a growing focus on clean-label products, with consumers seeking supplements free of artificial ingredients and those that use natural sweeteners or plant-based proteins. This trend reflects a broader movement toward holistic health and sustainability, which has created opportunities for brands that can deliver both performance benefits and align with consumer values. However, with increased competition from both large, established brands and smaller, niche companies, new entrants must differentiate themselves through innovation, high-quality formulations, and strategic partnerships with fitness brands.

BOLT UBC FIRST BYTE 2024



BOLT UBC

COREBOOST OVERVIEW:

CoreBoost is a new gym supplements brand offering products to enhance workout performance, support recovery, and fuel fitness goals. With a focus on science-backed nutrition and clean ingredients, CoreBoost targets health-conscious consumers with high-quality supplements.

CoreBoost's Current Product Offerings:

- **Protein Powders:** CoreBoost offers whey and plant-based protein powders to support muscle growth and recovery, featuring low-sugar, naturally sweetened options in various flavours.
- **Pre-Workout Formulas:** Designed to boost energy, focus, and endurance, these blends contain caffeine, BCAAs, and natural boosters like beta-alanine and green tea extract.
- **Recovery Supplements:** CoreBoost's recovery products, including BCAA blends and post-workout shakes, help reduce soreness and speed recovery with a balance of electrolytes, amino acids, and adaptogens like ashwagandha.
- **Vitamins & Hydration:** CoreBoost offers vitamin packs and electrolyte-infused hydration products for overall wellness, supporting energy and hydration throughout the day.

CoreBoost targets gym-goers, athletes, and fitness beginners, offering effective supplements without compromising on ingredient quality to help them reach their performance goals.

CoreBoost is exploring partnerships with fitness brands like FlexFuel Fitness to offer exclusive product bundles, in-gym sampling, and co-branded fitness challenges. These collaborations would boost brand visibility and enhance FlexFuel members' fitness experience.

BOLT UBC FIRST BYTE 2024



BOLT UBC

FOOD DELIVERY INDUSTRY:

The food delivery industry has become fiercely competitive, with major players like DoorDash, Uber Eats, Grubhub, and meal kit services like Blue Apron and HelloFresh dominating the market. These platforms have evolved to offer highly flexible, on-demand meal options that appeal to various customer needs, from fast-food delivery to premium meal kits and ready-to-eat options. Consumers are increasingly looking for services that not only provide convenience but also cater to diverse dietary preferences, including vegan, paleo, keto, gluten-free, and high-protein meals.

The pandemic accelerated the demand for home-delivered meals, and while restaurant delivery remains popular, there has been a noticeable shift toward healthier, home-cooked meals and personalized nutrition plans. As consumers become more health-conscious, they expect food delivery services to offer tailored solutions that align with their specific goals, such as weight loss, muscle gain, or general wellness. This shift has led to a surge in meal plans centred around calorie control, nutrient balance, and dietary restrictions.

Affordability is a key competitive factor, as many consumers now expect more flexible pricing models. Services that offer pay-as-you-go options, one-off meal purchases, and the ability to easily skip weeks are gaining traction over rigid subscription models. Many customers are also looking for eco-friendly packaging and sustainable sourcing, adding pressure on delivery services to adapt.

Despite the rising interest in healthier and more personalized meal options, many food delivery companies, including Chef's Meal, are struggling to find a balance between convenience, customization, and cost. Consumers want quick, ready-to-eat meals but also demand fresh ingredients, variety, and diet-specific options at affordable prices. Maintaining this balance while managing high operational costs, delivery logistics, and supply chain constraints remains a significant challenge in the industry.

BOLT UBC FIRST BYTE 2024



BOLT UBC

CHEF'S MEAL OVERVIEW:

Chef's Meal initially made waves in the meal delivery industry by offering convenient meal kits that delivered fresh ingredients and easy-to-follow recipes directly to customers' doors. It quickly became a popular choice among busy professionals and families looking to save time while preparing healthy, home-cooked meals. The company capitalized on the growing interest in home cooking, offering a hassle-free way to enjoy nutritious meals without the need for meal planning or grocery shopping. This innovative approach allowed Chef's Meal to experience rapid growth during the early years of the meal kit trend, establishing itself as a leader in the market.

Chef's Meal's Current Product Offerings:

- **Meal Kit Subscriptions:** The company's core product, providing pre-portioned meal kits delivered weekly, featuring a variety of recipes that cater to different dietary preferences, including vegetarian, pescatarian, and balanced meals. The service makes it easy for customers to prepare fresh, home-cooked meals without the stress of planning or shopping.
- **Ready-Made Meals:** A convenient addition to their lineup, this offering includes pre-cooked, heat-and-eat meals that can be prepared in just a few minutes. This service is designed to meet the needs of busy customers who want healthy meal options but may not have time for extensive cooking, combining convenience with balanced nutrition.
- **Specialized Diet Plans:** In response to the increasing demand for personalized health solutions, Chef's Meal offers meal kits tailored to specific dietary needs, such as low-carb, vegan, and high-protein options. These plans are particularly popular among fitness enthusiasts and health-conscious consumers who are looking for meals that align with their dietary goals, providing both variety and nutrition without sacrificing convenience.

By offering a range of options that balance convenience, nutrition, and variety, Chef's Meal continues to appeal to customers seeking a reliable way to maintain a healthy diet at home.

BOLT UBC FIRST BYTE 2024



BOLT UBC

ATHLEISURE INDUSTRY:

The athleisure industry has grown significantly, blending athletic performance with everyday style. Originally niche, it has become mainstream due to increasing health consciousness, active lifestyles, and consumer demand for comfortable, versatile clothing that transitions seamlessly from workouts to casual wear. Key players like Nike, Adidas, and Lululemon dominate, while many new brands are also emerging, intensifying competition.

The market's rapid expansion has led to product innovation, with brands focusing on performance-enhancing fabrics, sustainability, and inclusive sizing. However, as the industry becomes more saturated, differentiation is key. Consumers now prioritize not only functionality and fashion but also eco-friendly practices and ethical production, pushing companies to innovate in both design and values. Athleisure is expected to grow, driven by the ongoing demand for multifunctional apparel and the rise of hybrid work environments, but brands must evolve to stay competitive.

PULSEGEAR OVERVIEW

PulseGear is a dynamic athleisure brand known for blending performance-driven design with modern style, catering to active individuals seeking functionality and fashion. Launched with a focus on high-quality, eco-conscious materials, PulseGear offers a versatile range of apparel that seamlessly transitions from workout sessions to daily wear. The brand has gained popularity among fitness enthusiasts for its breathable, sweat-absorbing fabrics and innovative features, such as compression technology and ergonomic design, providing enhanced support during intense physical activities.

Despite its initial success, PulseGear is now facing challenges in a competitive athleisure market, with emerging brands and larger competitors offering similar products at lower prices. PulseGear must find a way to stand out. To maintain its market position and increase customer loyalty, PulseGear is exploring partnerships that will bring fresh ideas and added value to its product line, hoping to tap into a wider health-conscious audience while renewing its brand appeal.

BOLT UBC FIRST BYTE 2024



BOLT UBC

PULSEGEAR'S CURRENT PRODUCT OFFERINGS:

- Performance Apparel: The core offering, including advanced workout gear designed for athletes and active consumers.
 - Compression Wear: High-performance leggings, tops, and shorts equipped with compression technology to support muscle stability during workouts.
 - Breathable Fabrics: A range of moisture-wicking t-shirts, tank tops, and hoodies designed to keep athletes dry and comfortable during intense training.
 - Eco-Friendly Collection: Apparel made from recycled materials, appealing to environmentally conscious consumers looking for sustainable options.
- Lifestyle Athleisure: Aimed at consumers who want versatile clothing that suits both gym sessions and casual wear.
 - Versatile Activewear: Joggers, sports bras, and stylish sweatshirts that seamlessly transition from workout wear to everyday outfits.
 - Comfort-Fit Essentials: Relaxed-fit loungewear sets and hoodies, blending comfort with contemporary style for everyday use.
- Innovative Accessories: Complementary products designed to enhance the fitness experience
 - Ergonomic Backpacks and Gym Bags: Equipped with specialized compartments for workout gear, shoes, and daily essentials.
 - Supportive Athletic Socks: Compression socks with moisture control and arch support, providing added comfort during workouts.
 - Cooling Towels and Headbands: Designed with moisture-wicking properties for a cooling effect during intense exercise sessions

PulseGear's strategic focus is on revitalizing its offerings through collaboration, aiming to bring new value to its customers while distinguishing itself in a competitive market. By doing so, the brand hopes to enhance customer loyalty and attract a broader audience of fitness enthusiasts.



BRIDGING THE GAP: THE CHALLENGE

FlexField Fitness recognizes the potential of developing a more seamless connection between fitness and wellness to create a comprehensive service for customers. By collaborating with one of three companies—Chef's Meal, PulseGear, or CoreBoost—the gym can enhance its value proposition and cater to the needs of modern health-conscious consumers.

To navigate the challenges ahead, FlexField Fitness must find innovative ways to provide flexibility, variety, and affordability while remaining committed to its mission of promoting a healthier lifestyle. By strategically aligning with one of these potential partners and creating solutions integrating either fitness, nutrition, or athleisure, FlexField Fitness can deliver a more appealing and holistic service to customers eager to achieve their health and wellness goals.

YOUR TASK

The collaboration between FlexField Fitness and potential partners—Chef's Meal, PulseGear, or CoreBoost—presents a unique opportunity to redefine the brand. However, the company is struggling to determine which partnership will best address its declining popularity and customer loyalty.

The key question is: How can FlexField Fitness collaborate with one of these companies to create a compelling joint product that attracts new customers, enhances loyalty, and revitalizes the brand?



GUIDING QUESTIONS

1. Based on the datasets provided, what similarities can you identify between the customer behaviours or preferences of FlexField Fitness and the potential partners—Chef's Meal, PulseGear, and CoreBoost? How might these shared characteristics inform strategies for collaboration and enhancing customer loyalty?
2. What innovative products or services could FlexField Fitness develop in collaboration with one of these companies to address the challenges of declining customer loyalty?
3. How can the joint offerings be packaged and marketed to resonate with modern consumers' expectations regarding convenience, affordability, and personalization?
4. What role can technology play in integrating fitness services with nutrition and supplement delivery to enhance the overall customer experience?
5. Should FlexField Fitness and its partner focus on a premium product aimed at a niche market, or create a more accessible offering that appeals to a broader audience?
6. How can FlexField Fitness and its chosen partner work together to rebuild brand perception and re-establish trust with their customers?



BOLT UBC FIRST BYTE 2024



BOLT UBC

COMPETITION – CASE DELIVERABLES

CASE DELIVERABLES

- **SUBMIT YOUR DELIVERABLES ON 3:00 PM ON SATURDAY, OCTOBER 26TH, 2024**
 - **Naming Convention:** Team <#>.ppt and Team <#>.pdf
 - **File Format:** Powerpoint and PDF ONLY.
 - We recommend you take screenshots of your data analytics takeaways and embed those insights into your presentation.
 - **What to Submit:**
 - **Presentation**
 - Your slidedeck that you will use to present
 - **Presentation:** 10-minute presentation + 5-minute Q&A

*Note that your submission at 3:00 PM on Saturday, October 26th, will be FINAL. No changes are allowed after submission deadline.

Late submissions will NOT be accepted.

Teams will be judged on three main categories – data analytics, business recommendation and presentation delivery.

BOLT UBC FIRST BYTE 2024

COMPETITION – CASE DELIVERABLES



BOLT UBC

FIRST ROUND:

Submissions will be evaluated and the top 20 teams will be announced!

Your team will be notified via Email by 06:00 PM PST on Saturday, October 26th if they have passed this round.

Teams in the top 20 will be invited to present their submission live in Henry Angus on October 27th in front of a panel of judges.

BOLT UBC FIRST BYTE 2024



BOLT UBC

COMPETITION – JUDGING PROCESS

Rubric		
Criteria	Description	Points
Problem identification	<ul style="list-style-type: none">• Demonstrates understanding of a relevant problem space, industry, and market.• Focuses on a specific problem and identifies the impact of the problem/opportunity.	Out of 5
Creativity of solution	<ul style="list-style-type: none">• The proposed solution is novel and/or original and addresses the problem/opportunity identified.	Out of 5
Practicality and feasibility of the recommendation	<ul style="list-style-type: none">• High-level outline of the solution• Team justifies their choices• Realistic implementation and launch plan• Use of qualitative and/or quantitative data and analysis as support• Key milestones and/or metrics of success identified with the solution (KPI)	Out of 8
Data Analytics	<ul style="list-style-type: none">• Data is accurate and used in the solution• Identify key insights from the case dataset.• Outline of the technical solution/implementation plan• 3-5 graphs are provided to better understand the data• The data analysis is described and is accurate and efficient	Out of 8
Pitch	<ul style="list-style-type: none">• Pitch is engaging, persuasive, clear, and gives the judges a good understanding of the solution• The deck is well designed and easy to understand• Questions are well answered and articulated• Presentation is no more than 15 minutes	Out of 5