



## **The 6<sup>th</sup> Annual Global MS Business Analytics Case Competition at the USC Marshall School of Business**

**September 15<sup>th</sup> - 27<sup>th</sup>, 2025**  
**USC Marshall School of Business, Los Angeles CA. USA**

### **Deliverables, Prompt and Client Specifications**

---

This year we focus on the process of decomposing, designing and prototyping a digital solution to a business problem using AI / NLP Powered Product Design and No-Code platforms (such as Figma, Bubble or others). Your goal will be to prototype an app that can create significant, amazing value for users. Teams will need to begin by empathizing with potential users and defining the business need through research and insights. Building on this foundation, they will move into ideation, generating and refining possible solutions that address the identified challenge. Teams will translate their concepts into early artifacts, producing a basic product requirements document (PRD) and an initial product wireframe that bring their ideas into tangible form. This app will then be prototyped and the end-to-end journey presented to judges.

### **THERE ARE TWO DELIVERABLES FOR YOUR TEAM**

(1) Professional Material: A professional deck of PowerPoint Slides that is fully compatible with the USC Marshall computer network comprise of twelve slides. You may have one additional cover slide.. These are to be uploaded to the Case Competition PP Slide Upload site by Noon on Friday, September 26<sup>th</sup>. Only the FIRST upload will be available during your presentation with no additional changes or modifications. The PP deck must be self-contained and cannot link or contain any external connectivity. Please ensure the deck is your best quality work before your single upload. This deck will be preloaded on classroom computers for the competition. This slide deck should strategically and fully cover the four areas outlined below in the competition prompt

(2) A Professional Briefing: A strongly integrated, professional and impactful presentation that fully cover the core aspects of the four areas outlined below. The best briefings will be well practices, requires the active involvement by each member of your team in a speaking role and not exceed eight minutes in length. The best presentations will connect strongly with the audience. Speakers will focus and connect with the audience members, not the slides or their phones. Professional dress is required, no reading or use of phones – you may have a single page of outlined notes that does not include a script. There will be a short, additional question and answer session – the best teams will be well prepared, have clear leads for each question category and provide short and concise answers. This reinforces their preparedness, professionalism and market readiness.

## **YOUR “CLIENT” FOR THE CASE COMPETITION**

Your Client for the 6<sup>th</sup> Annual Global AI Case Competition is “The USC Marshall MS Business Analytics Community.” Your goal is to create an App with is able to produce significant, amazing value for users.

## **THE CASE COMPETITION PROMPT**

Please address the following for your audience in your professional materials and briefing:

(1) Review your process of empathizing with potential users including Business Need, Ideation and Sources, (2) Share methodology in product design with basic product requirements documentation (PRD) and Basic Product Wireframe, (3) Prototype the app (either though a simulation on Figma or a low-code development tool). Showcase images, functionality and value creation, and (4) Provide an initial plan for Implementation to roll out the product and change user behavior to utilize the App. The client is the USC Marshall MS Business Analytics Community.