

SPARK CASE RESOURCE

2025-2026

WELCOME

This package contains everything you'll need to prepare for the Case Competition portion of Spark. Inside, you'll find key information about the competition structure, important dates, expectations, judging criteria, and resources to help guide your preparation and strategy.

We encourage you to review these materials carefully and use them as a reference throughout the competition. Whether this is your first case competition or you're a seasoned competitor, this package is designed to set you up for success and help you get the most out of the experience.

We hope you're excited to spark some change, challenge your creativity and problem-solving skills, and—most importantly—have lots of fun along the way. We can't wait to see the ideas you bring to life!

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PROCESS

1. Read the case
2. Come up with your solution
3. Create a product
4. Build a presentation slide deck
5. Submit your slide deck
6. Pitch your idea
7. Q&A session

DELIVERABLES

- The key deliverable for this event is the slide deck you will use to present your product and solution to the judges. This deck should clearly communicate your problem understanding, proposed solution, and overall value.
- You will not be submitting your actual product, so we recommend including a brief demonstration, mockup, or visual walkthrough in your slides to help judges better understand how your product works.
- Your slide deck must be submitted to Devpost before **10:00 AM on Sunday** under the “About the Project” section. Please create a new heading titled **## Slide Deck** and upload or link your deck there. The submission link can be found in Slack.
- On the day of judging, please arrive at your assigned judging room 5-10 minutes before your scheduled time slot to ensure everything runs smoothly.

PRESENTATION + Q&A

You will be pitching your product and solution to the judges through a **7-minute presentation**. This will be followed by a **3-minute question and answer session**, where judges will ask questions about your solution.

Both the presentation and Q&A will be strictly timed, and a **hard cutoff** will be enforced once the time limit is reached. We strongly encourage teams to practice ahead of time to ensure they can deliver a complete and compelling pitch within the allotted time. An example slide deck is provided on Slack to help guide your structure, level of detail, and overall presentation style.

JUDGING

Judging will take place over two rounds. After your initial presentation, a select number of teams will be chosen to advance to the second and final round, where they will compete against the other finalists.

Judges will evaluate submissions based on both the business and technical aspects of each solution. This includes the strength and feasibility of your idea, the clarity and effectiveness of your visuals, and the quality of your overall presentation. In addition, judges will consider your product's technical difficulty, innovation, and originality, as well as how well your solution addresses the problem outlined in the case difficulty and originality.

TIPS + SUGGESTIONS

- Practice presenting and answering questions about your solution
 - Rehearse and time your pitch multiple times as a team and anticipate potential questions judges may ask
- Maintain eye contact, project your voice, and speak at an even rate
 - Strong delivery helps keep judges engaged and ensures your ideas are communicated clearly
- Budget your preparation time of 38 hours wisely
 - Plan your workflow in advance and allocate time efficiently
- Delegate roles for product and slide development
 - Assign clear responsibilities within your team to streamline collaboration
- Consider both qualitative and quantitative evidence given in the case
 - Support your recommendations with data, assumptions, and insights from the case to strengthen your credibility.

CONTACT US

We hope you have an amazing time at Spark! Don't be afraid to try something new, and ask lots of questions. The talented mentors and WDS team are here to help.

If you need to reach us for any reason, please don't hesitate to contact Ryhana Williams and Wanyi Chen!



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