◇DECA

INNOVATORS CHALLENGE

ie UNIVERSITY

In this challenge, flex your creativity, tech savvy and business expertise. Whether you're launching an app or building a global brand, understanding how to engage users, personalize experiences and leverage data sets future leaders apart. The most successful businesses today use gamification, artificial intelligence and real-time data to keep customers coming back. Now it's your turn to explore how they do it. Your team will take on a real-world design challenge inspired by the future of technology.

CHALLENGE OVERVIEW

- The event consists of **three** major parts: view the lecture "Gamification, Artificial Intelligence & Data," 3-5 mock up screens of app, and a video presentation that is a maximum of **3-5 minutes** in length.

- All team members must register with the registration link to receive the link to the video lecture. bit.ly/decainnovatorschallenge

- Each event entry will be composed of **two to three members** of the class of 2026 or 2027 of a DECA chapter only. Chapters may submit multiple entries for consideration.

- Participants will present their results in a video that is a maximum of **five minutes.** Videos longer than **five minutes** in length will not be evaluated and will not be eligible for awards.

- The participants must fully complete and submit the online registration form at www.deca.org/challenges no later than **November 20, 2025** to be eligible for awards. Late entries and entries over five minutes will not be accepted.

- Representatives from the IE University will evaluate all submitted video presentations and select the top three overall teams.

- DECA Inc., and IE University are not responsible for lost, damaged, mislabeled or misdirected entries.

- For challenge questions please email **IEUchallenges@ie.edu.**

KNOWLEDGE AND SKILLS DEVELOPED

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration

- Creativity and Innovation

- Critical Thinking and Problem Solving

- Initiative and Self-direction

- Media Literacy

PRESENTATION GUIDELINES

The participants will present a real-world design challenge to ie University judges in a video that is a maximum of three to five minutes in length. All videos must include the following components:

I. View the lecture "Gamification, Artificial Intelligence & Data," delivered by Brendan Anglin, professor at IE University.

II. Create a Video Walk-through of your Application (3-5 mins).
    a. The video should include:
- 3-5 mockup screens that will best demonstrate the application (for example, a home screen, a rewards screen showing gamification concept, a settings/ profile screen showing data points or AI personalization options, etc).
- For mockup screens, teams can either generate photos using any familiar platforms or use screenshots of already existing applications (explaining how you would modify it/tailor it to your idea) but in this case, you need to explicitly mention the names of these applications during the video.
- The voiceover should explain each screen.
- Explicitly point out in the video where gamification, AI, and data elements come in the application.
- It is not required that teams design the mockup of the application but it is encouraged.
- Keep it concise and engaging - you are pitching it to a panel of judges or potential future users.
- ****Teams do not have to code the app!****
- Detailed instructions are explained in the lecture video.

PRESENTATION JUDGING

Judges will select the top three overall teams.

AWARDS

- 1st Place Team - $1,500
- 2nd Place Team - $1,000
- 3rd Place Team - $500

In addition, the top three teams will be recognized on stage during DECA's International Career Development Conference in Atlanta, Georgia. Eligibility to attend DECA ICDC is determined by the chartered association advisor based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines and gain approval from their school advisor to attend the conference.

TIMELINE

Challenge announced	September 2025
Entry submission and video upload begins	October 1, 2025
Challenge submission/video posted deadline	November 20, 2025 at 11:59 PM ET
Top 3 teams announced	January 27, 2026
Top 3 teams travel to ICDC (Atlanta, GA)	April 25-28, 2026

2-3 PARTICIPANTS

3-5 MINUTES
PRESENTATION TIME

1 VIDEO
ENTRY

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PRESENTATION EVALUATION FORM

Name of School: _____ City: _____ State: _____

Team Member Names: _____

Did the participating team...		Little/No Value	Below Expectation	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Demonstrate understanding of gamification principles and effectively integrate gamification elements.	0-1-2	3-4-5-6-7	8-9-10-11-12-13	14-15	
2.	Show comprehensive understanding of artificial intelligence applications and clearly explain AI integration within the app concept.	0-1-2	3-4-5-6-7	8-9-10-11-12-13	14-15	
3.	Identify and analyze target market, demonstrate understanding of user demographics and psychographics, and explain how the app meets specific market needs.	0-1-2	3-4-5-6-7	8-9-10-11-12-13	14-15	
4.	Present a viable and innovative app concept that addresses a real-world problem or market need.	0-1-2	3-4-5-6-7	8-9-10-11-12-13	14-15	
5.	Demonstrate knowledge of user engagement strategies and explain how the app will keep users coming back.	0-1-2	3-4-5-6-7	8-9-10-11-12-13	14-15	
VIDEO PRESENTATION						
6.	Present 3-5 well-designed mockup screens that effectively demonstrate the application's key features and functionality.	0-1	2-3	4	5	
7.	Explicitly identify and explain where gamification, AI, and data elements are incorporated throughout the application.	0-1	2-3	4	5	
8.	Demonstrate creativity and innovation in app concept, design, and presentation approach.	0-1	2-3	4	5	
9.	Overall impression of the video.	0-1	2-3-4-5	6-7-8-9	10	
TOTAL SCORE (100 points)						