

# DECA

## STOCK MARKET GAME

STOCK MARKET GAME SMG  
Sponsored by IE University



Participants in the SIFMA Foundation **Stock Market Game** develop and manage an online investment portfolio of stocks, mutual funds, bonds, ESG investments and cash. The Stock Market Game is available via web browser on any device or on The Stock Market Game mobile app available on Android or Apple. SMG allows DECA members to test their investment knowledge and skills against other DECA members in an online competition. The goal of the competition is to provide participants with the skills needed to be successful in their future financial lives by managing a diversified investment portfolio.

### \$ FINANCE

## ONLINE EVENT OVERVIEW

It is the responsibility of the advisor and every member of participating teams to familiarize themselves with the Program Rules and Code of Participation for The Stock Market Game at [deca.org/smg/rules](https://deca.org/smg/rules) and the DECA Stock Market Game rules below. Both sets of rules are also accessible in the team portfolio by clicking Resources, Rules of the Game and Local Rules. Failure to comply with Program Rules or Code of Participation and/or the DECA Stock Market Game rules will result in disqualification from the DECA Stock Market Game.

In addition, it is the responsibility of the advisor and every member of participating teams to review the SIFMA Foundation's Code of Conduct available at the bottom of each website and team portfolio page and at [deca.org/smg/conduct](https://deca.org/smg/conduct). DECA advisors and/or members attending SIFMA Foundation events, virtual or in-person, who do not follow the guidelines set forth in the Code of Conduct will be disqualified from the DECA Stock Market Game. Final determination of disqualification from the DECA Stock Market Game rests solely with the SIFMA Foundation.

The DECA Stock Market Game will contain one ICDC qualifying event to take place from Monday, September 8, 2025, through Friday, December 5, 2025.

## COMPETITION GUIDELINES

- **Registration:** DECA advisors must register their student members at [deca.org/smg](https://deca.org/smg) to participate in the competition. All advisors and students participating in the DECA Stock Market Game must be DECA members. Membership is verified with DECA weekly and subsequently updated in the DECA Stock Market Game registration system. Registrations not submitted for the DECA Stock Market Game by DECA advisors will be deleted.
- **Team Members & Student Name Deadline:** Teams must be comprised of one to three students. A student can only be assigned to one portfolio per game period. It is the responsibility of advisors to ensure the accuracy of student names for each team. Advisors can review student names in the Teacher Support Center by clicking "View Team Portfolios" and clicking into each class in the "Class Name" column. Advisors can edit student names up until the Student Name Submission Deadline by clicking "Update Student Names". Advisors can email [decasmg@sifma.org](mailto:decasmg@sifma.org) to add teams to their existing account. Please allow two business days for your request to be processed in the system. Final team additions must be submitted to [decasmg@sifma.org](mailto:decasmg@sifma.org) by Friday, October 17, 2025, 4 p.m. ET.
- **Communication:** All questions must be submitted by the DECA advisor to [decasmg@sifma.org](mailto:decasmg@sifma.org). Only advisor emails will receive a response from the DECA Stock Market Game.
- **Account Type-Margin:** Each team begins with \$100,000 in cash and may borrow an additional 50% of their Total Equity in margin up to an aggregate limit, if any, as set forth in The Stock Market Game Program Rules.
- **Market Hours & Trade Type (End of Day):** The DECA Stock Market Game runs Monday to Friday with hours of operation from 9:30 a.m. to 4 p.m. ET. Teams may trade on any day the participating stock markets are open. Trades placed during market hours are priced at that business day's closing price. Trades entered after market hours or during market holidays are priced at the next business day's closing price. Trades may be canceled in Pending Orders up to market close (4 p.m. ET) that business day.
- **Trading Options:** Stock buys/sells and short sells/covers are allowed, as well as mutual fund and bond buy/sell orders. Trading in futures, options, commodities, currencies and bitcoin is not permitted.

## 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 21<sup>st</sup> Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Many Common Core Standards for Mathematics and English Language Arts & Literacy are supported by participation in DECA's competitive events.

- **Maximum Equity:** Teams may not invest more than 20% of their Total Equity multiplied by 1.5 in any one security. If a security in a team's portfolio increases in value and places the investment beyond 20% of their total equity multiplied by 1.5, they will be able to retain their shares but unable to purchase additional shares of that security.
- **Asset Diversification:** Each team must make investments of at least \$10,000 per asset class (stocks, mutual funds and bonds) by Friday, October 17, 2025, 4 p.m. ET and hold the investment until the end of the competition (Friday, December 5, 2025, 4 p.m. ET). If teams sell some or all of an asset class position after the Asset Diversification Deadline, they must make an investment in the same asset class totaling a holding of \$10,000 within one business day to remain diversified. If the value of an investment decreases below the \$10,000 minimum, teams do not need to invest more. Teams can confirm they are diversified by adding the Net Cost of their investments per asset class (minus the \$5 transaction fee) on the Account Holdings page. Team portfolios will be subject to periodic random review to confirm the \$10,000 investment per asset has been maintained. Please note that all ETFs (including bond ETFs) are classified as stocks, all bond mutual funds are classified as mutual funds, and only long stock positions count towards the stock diversification requirement.
- **Team Portfolios:** Each team must complete their own research and portfolios must be distinct and reflect the individual team's investment strategy. Portfolios are subject to review, and any violation may result in disqualification from the DECA Stock Market Game. Final determination of disqualification from the DECA Stock Market Game rests solely with the SIFMA Foundation.
- **Rankings:** A record of a team's portfolio and transactions will be available daily, subject to overnight portfolio processing. A team will not receive a portfolio ranking nor be listed in regional rankings until its initial transaction is entered successfully. Rankings will be determined based on a portfolio's Percent Return as compared to S&P 500 Growth for the time period of the competition. Please note that final rankings are determined net of any borrowed funds regardless of whether portfolios are liquidated at the end of the competition.
- **ICDC Qualifiers:** The top 25 teams from each DECA region, that abide by all DECA Stock Market Game program rules, guidelines, Code of Participation and Code of Conduct, will be submitted to DECA for ICDC qualification. Only students submitted before the Student Name Submission Deadline (Friday, October 17, 2025, 4 p.m. ET ) are eligible to rank in the top 25 teams. No substitutions or additions to teams will be allowed after the Student Name Submission Deadline has passed. Members competing at ICDC in The Stock Market Game may not compete in another ICDC event/activity. Only original team members may compete at ICDC.
- **Portfolio Deletion:** Portfolios will be available for retrieval until Monday, May 11, 2026. Please make sure to save all relevant portfolio data before then.

## IMPORTANT DATES

- **Competition Begins:** Monday, September 8, 2025, 9:30 a.m. ET
- **Student Name Submission:** Friday, October 17, 2025, 4 p.m. ET
- **Asset Diversification:** Friday, October 24, 2025, 4 p.m. ET — Friday, December 5, 2025, 4 p.m. ET
- **Competition Ends:** Friday, December 5, 2025, 4 p.m. ET
- **Portfolio Deletion:** Monday, May 11, 2026



1-3 PARTICIPANTS



ONLINE  
SIMULATION



20 SLIDE  
PITCH DECK



PRESENT PORTFOLIO



15 MINUTES  
INTERVIEW TIME

## ICDC QUALIFIER EVENT OVERVIEW

In addition to the general rules of the Stock Market Game, DECA advisors and their teams should be aware of the following:

- This event consists of a **pitch deck** describing the investment project and the **oral presentation**.
- Each event entry will be composed of **one to three members** of the DECA chapter. A team member cannot be on more than one team at a time. No additional team members may be added once a team has registered.
- The pitch deck must be limited to **20 slides**, including the appendix (if an appendix is attached).
- The **Prepared Event Statement of Assurances and Academic Integrity** must be signed and submitted with the entry. Do not include it in the page numbering.
- The oral presentation may be a maximum of **15 minutes** in length, including time for judge's questions.
- The judge will evaluate the presentation of and defense for the investment project, focusing on the effectiveness of public speaking and presentation skills.
- Eligibility to attend the international conference is determined by the chartered associations, based on their policies. Finalists should consult with their chartered association advisor for eligibility guidelines.
- For complete Stock Market Game event guidelines, procedures and ICDC information, go to [deca.org/smg](https://deca.org/smg).

# PITCH DECK GUIDELINES

The pitch deck must follow these specifications. Refer also to the Penalty Point Checklist and the Presentation Evaluation Form.

**PREPARED EVENT STATEMENT OF ASSURANCES AND ACADEMIC INTEGRITY.** This must be signed and submitted as a separate document with the entry. Do **not** include it in the page numbering.

**COVER SLIDE.** The first slide of the pitch deck is the cover slide. The first slide does not need to be numbered “1” but all following slides are numbered in sequence.

**TITLE SLIDE.** It should be numbered “2,” and it must include in any order, but is not limited to, the following:

- STOCK MARKET GAME
- Name of high school
- School address
- City, State/Province, ZIP/Postal Code
- Names of participants
- Date

**TABLE OF CONTENTS.** The table of contents should follow the title slide. The table of contents may be single-spaced and must only be one slide. It should be numbered “3.”

**BODY OF THE PITCH DECK.** The body of the pitch deck begins with Section I, Overview, and continues in the sequence outlined here. The first slide of the body is numbered “4” and all following slides are numbered in sequence. Slide numbers continue through the bibliography (required) and the appendix (optional).

This outline must be followed. Points for each section are included on the Presentation Evaluation Form. Each section must be titled, including the bibliography and the appendix.

## I. OVERVIEW

One-slide description of the investment project

## II. ANALYSIS OF PORTFOLIO PERFORMANCE

Include charts and diagrams of performance.

## III. RATIONALE

- A. Explanation of research conducted prior to selection of stocks and/or funds
- B. Strategy used to diversify investment portfolio
- C. Description of how selected stocks and/or funds fit strategy

## IV. CONCLUSIONS AND FINDINGS

- A. Explanation of strategy effectiveness
- B. Proposed changes in strategy for future investments

## V. BIBLIOGRAPHY

A bibliography is required. Include a list of the sources of information used in the pitch deck.

## VI. APPENDIX

An appendix is optional. If additional material is appended, all slides must be numbered as noted previously. Include in an appendix any exhibits appropriate to the pitch deck, but not important enough to include in the body.

## **PENALTY POINT CHECKLIST**

In addition to the Pitch Deck Guidelines, participants must observe all of the standards on the Penalty Point Checklist on page 60. These standards are designed to make competition as fair as possible.

## **PRESENTATION GUIDELINES**

- The participants will present to the judge in a 15-minute presentation worth 100 points (See Presentation Judging).
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- Each participant may bring a copy of the pitch deck or note cards pertaining to the pitch deck and use as reference during the presentation.
- If time remains, the judge may ask questions pertaining to the project.
- Only visual aids that can be easily hand carried to the presentation by the actual participant(s) will be permitted. The participants themselves must set up the visuals. Wheeled carts, moving straps or similar items may not be used to bring visuals into the area. Set up time is included in the total presentation time. Participants must furnish their own materials and equipment. No electrical power or internet connection will be supplied. Alternate power sources such as small generators are not allowed. Sound may be used, as long as the volume is kept at a conversational level.
- Materials appropriate to the situation may be handed to or left with judges in all competitive events. Items of monetary value may be handed to but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- If any of these rules are violated, the adult assistant must be notified by the judge.

## **PRESENTATION JUDGING**

Participants will make a 15-minute presentation to you. As the judge, you are to assume the role of a manager. You may refer to the pitch deck, or to your notes, during the presentation.

At the beginning of the presentation (after introductions), the participants will present the investment project. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation.

If time remains, you may ask questions that seem appropriate, based on your notes or on the pitch deck itself (to which you may refer during the presentation).

At the conclusion of the presentation, thank the participants. Then complete the Presentation Evaluation Form, making sure to record a score for all categories. The maximum score for the evaluation is 100 points.



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## PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Overview and description of the investment project	0-1-2-3	4-5-6	7-8	9-10	
2. The participant(s) show evidence of a realistic knowledge of investment trends and financial markets.	0-1	2-3	4	5-6	
3. The stock portfolio exhibits diversity across sectors of the economy.	0-1	2-3	4	5-6	
4. The participant(s) demonstrate an understanding of investment objectives.	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
5. The participant(s) demonstrate correct use of investment terminology.	0-1	2-3	4	5-6	
6. The participant(s) demonstrate research beyond the stock's performance history—i.e., the investment decisions were based on knowledge of the company's underlying business performance or plans.	0-1-2-3-4	5-6-7-8-9	10-11-12	13-14	
7. The participant(s) explain the effectiveness of the strategy.	0-1-2-3-4	5-6-7-8-9	10-11-12	13	
8. The participant(s) explain changes in strategy for future investments.	0-1-2-3-4	5-6-7-8-9	10-11-12	13	
9. The pitch deck is well-organized, professional, and presented in a logical manner.	0-1	2-3	4	5-6	
10. The oral presentation proceeds in a logical, organized manner and is appropriate to the investment industry.	0-1	2-3	4	5-6	
11. Overall performance: professional appearance, poise, confidence, presentation technique, effective use of visuals, professionalism of participants, participation by each participant	0-1	2-3	4	5-6	

<b>TOTAL POINTS (100)</b>	
LESS PENALTY POINTS	
<b>TOTAL SCORE</b>	

JUDGE \_\_\_\_\_