

2025 Case Competition



The Case Competition is co-hosted with FBLA along with the Iowa Society of CPAs. We thank them for writing the case study.



The Case Competition allows members to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of business, such as accounting, finance, economics, strategic analysis, international business, entrepreneurship, or marketing.

Event Overview

Event Type: Team – 1, 2, 3, or 4 members to a team

Event Category: Case Competition

Event Elements: Presentation

Presentation Time: 3-minute set-up time, 10-minute presentation time, 5-minute question & answer time

NACE Connections: Career & Self-Development, Communication, Critical Thinking, Professionalism, Teamwork

Equipment Provided by Competitors: Technology and presentation items

Equipment Provided by AKPsi: Table, Screen, Power, and Projector with HDMI cord

Eligibility

- Competitors must register by the Early Bird deadline and attend the Alpha Kappa Psi Elevate event in person.
- Competitors must conduct the research and prepare the presentation, not advisers or others not a part of the registered team.
- There are no limits to the number of entries per chapter.
- If competitors are late for a presentation time, there are no guarantees they will compete.

Recognition

- The top three teams will be recognized.

Event Administration

- This event has one part: a presentation based on a case competition that will be released to the competitors after the registration deadline.
- Teams will be created by each chapter or members can compete as an individual.
- Presentation Guidelines
 - a. **Equipment Set-up Time:** 3 minutes



- b. **Presentation Time:** 10 minutes (one-minute warning)
 - c. **Question & Answer Time:** 5 minutes
 - d. **Internet Access:** Not guaranteed
- The presentation is judged at the Alpha Kappa Psi Elevate event. Space permitting, presentations may be open to conference attendees. However, competitors may not view other competitors' presentations in their event until after their own presentation.
- The following will be provided for the presentation: screen, power, table, and projector. Competitors must determine whether they wish to use the technology provided. Competitors using laptops or other devices that do not have an HDMI port will need to provide their own adapters.
- Competitors can present with and bring any of the following technology into the presentation as long as it fits on the small table in front of the judges' table or is held by the competitors:
 - a. Laptop
 - b. Tablet
 - c. Mobile phone
 - d. External monitor that is approximately the size of a laptop monitor
- Facts and working data must be cited and be secured from quality sources.
- Materials, visual aids, and samples related to the project may be used during the presentation; however, no items may be left with the judges or audience unless specifically allowed in the case study.
- When the equipment set-up time has elapsed, the timer will automatically start the presentation time.
- If performing as a team, all team members are expected to actively participate in the presentation.
- No animals (except authorized service animals) will be allowed for use in any competitive event.

Scoring

- The presentation score will determine the winners. The presentation rating sheet and case study will be released after the Elevate registration deadline.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

- FBLA and Alpha Kappa Psi meet the criteria specified in the Americans with Disabilities Act for all competitors with accommodations submitted through the conference registration system by the registration deadline.

Recording of Presentations

- Competitors in the event should be aware that FBLA and Alpha Kappa Psi reserve the right to record any presentation for use in study or training materials.
- Competitors should be prepared to submit their slide decks to event organizers during the conference to share with the sponsoring organization.

Penalty Points

- Competitors may be disqualified if they violate the Event Policies or any of the guidelines above.
- Five points are deducted if competitors do not follow the Dress Code (released with the Case in January) or arrive late for their presentation.