

2023–24 Competitive Events Guidelines

Technology & Computer Science Case Competition



The Technology & Computer Science Case Competition provides members with the opportunity to review a case study and present their findings to a panel of judges. The case study will incorporate many aspects of technology and computer science such as cyber security, help desk, information management, networking and programming concepts, network design, website design, etc.

Event Overview

Division: Collegiate

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, 12-minute presentation time, 5-minute question & answer time

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

Equipment Provided by Competitors: Technology and presentation items

Equipment Provided by FBLA: Table for preliminary round; table, projector & screen for final round

State

Check with your State Leader for state-specific competition information.

National

Policy and Procedures Manual

- Competitors should be familiar with the Competitive Events Policy & Procedures Manual, found on the Competitive Events page on www.fbla.org.

Eligibility

- FBLA membership dues are paid by 11:59 pm Eastern Time on April 15th of the current program year.
- Members must be registered for the NLC and pay the national conference registration fee in order to participate in competitive events.
- Members must stay in an official FBLA hotel to be eligible to compete.
- Each state may submit four entries per event.
- Each member can compete in up to two individual/team events and one chapter event (Community Service Project or State of Chapter Presentation).
- Only competitors are allowed to plan, research, prepare, and set up their presentations.
- Each competitor must compete in all parts of an event for award eligibility.
- Picture identification (physical or digital driver's license, passport, state-issued identification, or school-issued identification) is required when checking in for competitive events.
- If competitors are late for a presentation time, they will be allowed to compete until such time that results are finalized, or the accommodation would impact the fairness and integrity of the event. Competitive event schedules cannot be changed. Some competitive events start prior to the Opening Session of the NLC.

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Recognition

- The number of competitors will determine the number of winners. The maximum number of winners for each competitive event is 10.

Event Administration

- This event is based on a case study that will be released to the competitors in the spring semester.
- This event has a preliminary and final presentation round. If there are less than 15 teams registered, the event will proceed directly to the final presentation round.
- Preliminary Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 12 minutes (one-minute warning)
 - **Question & Answer Time:** 5 minutes
 - **Internet Access:** Not provided
 - The presentation is judged at the NLC. Preliminary presentations are not open to conference attendees. The presentation will take place in a large, open area.
 - Competitors/teams are randomly assigned to sections.
 - Competitors present directly from a laptop/device. Screens and projectors are not allowed for use, and competitors are not allowed to bring their own. Power will not be available.
 - 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:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
 - Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
 - 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 stated 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.
- Final Presentation
 - **Equipment Set-up Time:** 3 minutes
 - **Presentation Time:** 12 minutes (one-minute warning)
 - **Question & Answer Time:** 5 minutes
 - **Internet Access:** Not provided
 - An equal number of competitors/teams from each section in the preliminary round will advance to the final round.
 - Final presentations may be open to conference attendees, space permitting. Finalists may not view other competitors' presentation in their event until after their completed presentation.

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- The following will be provided for the final round if it occurs in a conference room: screen, power, table, and projector. It is up to final-round competitors to determine if 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:
 - Laptop
 - Tablet
 - Mobile phone
 - External monitor that is approximately the size of a laptop monitor
- Facts and working data must be cited and be secured from quality sources (peer review documents, legal documents, experts in the field, etc.).
- 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.
- 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 rating sheet will be released with the case study.
- The presentation score will determine the finalists.
- The final presentation score will determine winners.
- Judges must break ties. All judges' decisions are final.

Americans with Disabilities Act (ADA)

- FBLA meets 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

- No unauthorized audio or video recording devices will be allowed in any competitive event.
- Competitors in the events should be aware FBLA reserves the right to record any presentation for use in study or training materials.

Penalty Points

- Competitors may be disqualified if they violate the Competitive Event Guidelines or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to arrive for their presentation time.

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Case Study

Overview

Conagra Brands (NYSE: CAG), headquartered in Chicago, combines a rich heritage of making great food with a sharpened focus and entrepreneurial spirit. We're transforming the way we operate to fulfill what consumers and customers want, in a smart, simple way. We're modernizing our iconic food brands, leveraging fresh opportunities, and adapting to a changing landscape – all with a culture that's ready to capture growth and drive shareholder value.



Traditional methods of market research and product development are often inadequate in keeping up with the swift changes in consumer preferences, especially the growing inclination towards sustainable and health-conscious products.

To address these challenges, we propose leveraging **Generative AI**. This advanced technology is expected to analyze and predict current and emerging food trends and nutritional shifts as well as suggest adaptations and variations to Conagra's existing brands.

Your job is to develop and demonstrate an AI platform that will analyze data and predict emerging food trends for Conagra.

Problem Statement

Conagra Brands confronts the challenge of persistently innovating and developing new products to align with the dynamic consumer demands and market trends in the competitive food industry. The primary issues include rapidly identifying emerging food trends, comprehending changing nutritional needs, and effectively filling market gaps with suitable product offerings. Traditional methods of market research and product development are often inadequate in keeping up with the swift changes in consumer preferences, especially the growing inclination towards sustainable and health-conscious products.

To address these challenges, we propose leveraging **Generative AI**. This advanced technology is expected to not only analyze and predict current and emerging food trends and nutritional shifts but also to suggest adaptations and variations to Conagra's existing brands. The AI would be designed to recommend innovative modifications or extensions to the current product lines, ensuring they remain relevant and appealing in the evolving market. For example, if a trend towards plant-based ingredients is identified, the AI could suggest ways to incorporate these elements into existing product lines, like introducing a plant-based variant of a popular Conagra brand. This approach aims to refresh and revitalize Conagra's portfolio, keeping it in step with market trends and consumer expectations, while maintaining the core identity and values of its established brands.

Specific Elements to Address

Requirements:

Create an AI platform for Conagra to discover valuable insights from data and trends related to current and emerging food trends, nutrition, and consumer preferences.

- **Research:** Investigate current processes and the limitations of traditional methods and explore the kinds of data sources the AI could analyze to identify opportunities.
- **Planning:** Map out the platform's functionalities, including how it will mine data, the AI's role in pattern recognition, and how it will present actionable insights to users.
- **Design:** Develop a prototype interface for the platform that showcases how users can interact with the system to discover and collaborate on new ventures (new products, reformulations...).

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- **Demonstration:** Prepare a demonstration of the AI discovery platform in action, showing how it sifts through massive amounts of data to highlight valuable insights. Emphasize the cost-effectiveness and efficiency of using AI in accelerating the analytics & product development process.

Background Information

About Conagra Brands

Conagra Brands (NYSE: CAG), headquartered in Chicago, combines a rich heritage of making great food with a sharpened focus and entrepreneurial spirit. We're transforming the way we operate to fulfill what consumers and customers want, in a smart, simple way. We're modernizing our iconic food brands, leveraging fresh opportunities, and adapting to a changing landscape – all with a culture that's ready to capture growth and drive shareholder value.

CONAGRA BY THE NUMBERS

- Number of Manufacturing Facilities: 42
- Number of Employees: Approximately 18,600
- Revenue: Approximately \$12.3 billion

VISION

Conagra has the most impactful, energized and inclusive culture in food. Our diverse team embraces debate to challenge marketplace/business conventions. We are respected for our great brands, great food, great margins and consistent results.

BRANDS

Conagra's iconic brands, such as Birds Eye®, Duncan Hines®, Healthy Choice®, Marie Callender's®, Reddi-wip®, and Slim Jim®, as well as emerging brands, including Angie's® BOOMCHICKAPOP®, Duke's®, Earth Balance®, Gardein™, and Frontera®, offer choices for every occasion. [Learn more](#) about our portfolio of brands.

CONNECTING INNOVATION TO OUR CONSUMERS

We start by focusing externally, diving deep into data that spans everything from consumer behavior to store purchase activity to food industry trends. This lets us form an objective, holistic perspective of the market.

Seeing through the consumer lens guides our new product development and enables us to deliver innovations that are on trend and in demand – to ultimately give people what they want.

And because we maintain a broad portfolio, we can pick the brands that do the best job of bringing these innovations to life.

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Technology & Computer Science Case Competition Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the case and issues to be solved	<i>No description or case synopsis provided, and no issues defined</i>	<i>Describes and provides case synopsis OR defines the issues</i>	<i>Describes and provides case synopsis AND defines the issues</i>	<i>Demonstrates expertise of case synopsis AND definition of the issues</i>	
	0 points	1-2 points	3-4 points	5 points	
Research Investigate current processes and the limitations of traditional methods and explore the kinds of data sources the AI could analyze to identify opportunities	<i>No research presented</i>	<i>Presentation included limited information about investigating methods and exploring data sources</i>	<i>Presentation included information about investigating methods and exploring data sources</i>	<i>Presentation included details about all areas of research: Investigating methods & exploring data sources to identify opportunities</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Planning Map out the platform's functionalities, including how it will mine data, the AI's role in pattern recognition, and how it will present actionable insights to users	<i>No planning shared</i>	<i>Platform's functionalities are shared, but limited details are available</i>	<i>Platform's functionalities are mapped out, but still missing details</i>	<i>Platform's functionalities are fully mapped out, including how it will mine data, the AI's role in pattern recognition, and how it will present actionable insights to users</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Design Develop a prototype interface for the platform that showcases how users can interact with the system to discover and collaborate on new ventures	<i>No prototype developed</i>	<i>Prototype developed, with limited details</i>	<i>Prototype developed and presented, but still missing details</i>	<i>Platform prototype interface developed & showcased how users can interact with the system to discover and collaborate on new ventures (new products, reformulations)</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstration Prepare a demonstration of the AI discovery platform in action, showing how it sifts through massive amounts of data to highlight valuable insights. Emphasize the cost-effectiveness and efficiency of using AI in accelerating the analytics & product development process.	<i>No platform demonstrated</i>	<i>Platform was demonstrated, with no emphasis on cost-effectiveness and efficiency</i>	<i>Platform was demonstrated, but still missing details</i>	<i>Platform demonstration performed, showed how it sifts through massive amounts of data to highlight valuable insights. Cost-effectiveness and efficiency in accelerating the analytics & product development process was emphasized.</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Substantiates and cites sources used while conducting research	<i>Sources are not cited</i>	<i>Sources/References are seldom cited to support statements</i>	<i>Professionally legitimate sources & resources that support statements are generally present</i>	<i>Compelling evidence from professionally legitimate sources & resources is given to support statements</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well-organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) were prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					Date:
Comments:					