

Digital Innovation Challenge Case Competition FAQs

1. Who can participate in the Digital Innovation Challenge?

The competition is open to all undergraduate and graduate students from any discipline or institution, both in Canada and internationally.

2. Do I need to have a background in business or technology to join?

No prior experience is required! Students from all fields including business, engineering, computer science, and data analytics are encouraged to participate.

3. How many people can be on a team?

Teams can have up to four members. You may register as an individual, and we can help you form a team if needed.

4. What is the competition format?

The **Preliminary Round** is held **virtually** on **February 7, 2026**, and the **Final Round** takes place **in-person** in **Calgary** on **March 20, 2026**.

5. What's the registration period?

Registration is open from **October 6, 2025 to January 11, 2026**.

6. How many teams will be selected for the finals?

The top six teams from the virtual preliminary round will advance to compete in Calgary for the finals.

7. What kind of challenge will we be solving?

Teams will work on a real-world digital innovation case that requires creative problem-solving, analytical thinking, and teamwork. Details will be revealed during the competition.

8. Is there a cost to participate?

Yes, the registration fee is **\$15 CAD per person**.

9. Can international students or teams participate?

Yes! We welcome students from around the world. The preliminary round is virtual, so teams can participate remotely.

10. Will travel support be provided for finalists?

Hotel accommodations, transportation in Calgary, welcome reception, and meals during the competition will be provided by the Haskayne School of Business.

11. Who organizes the competition?

The Digital Innovation Challenge is organized by the **Centre for Entrepreneurship and Innovation** at the **Haskayne School of Business, University of Calgary**, and supported by The **Steve and Tina Wilson Family Foundation**.

12. Who should I contact if I have questions?

Please email entrepreneurship@haskayne.ucalgary.ca for any inquiries.