



SHARK TANK CHALLENGE

A premier event of the Montana DECA State Career Development Conference, the Sky Federal Credit Union Shark Tank Challenge is a hands-on entrepreneurial experience that challenges DECA members to think creatively, innovate under pressure, and transform an everyday item into something new and valuable.

For the 11th Annual Shark Tank Challenge, students from across Montana will be given a commonplace item and challenged to develop an innovative product, service, or use for that item in a limited amount of time.

The challenge is designed to test students' creativity, problem-solving, entrepreneurial thinking, teamwork, communication, and ability to develop a compelling idea under pressure.

THE MYSTERY ITEM

The item used for the challenge will remain a mystery until it is officially revealed by Montana DECA Inc. on January 18, 2027.

Once the item is revealed, participants should immediately begin developing their concept. The goal is not simply to find another use for the item, but to create a compelling idea that demonstrates innovation and business potential.

Participants should consider:

- What problem could this item solve?
- How could the item be modified or repurposed?
- Who would use or purchase the resulting product?
- What makes the idea unique?
- How could the idea become a viable business?
- Why would customers choose this solution?

THE CHALLENGE

After the mystery item is revealed, participants will have a limited period of time to develop their invention and prepare their pitch. The challenge is intentionally designed to require students to think quickly, adapt, and make decisions with limited information and time.

Competitors should focus on creating a concept that is:

- **Innovative** – Presents a creative or unexpected use for the item.
- **Practical** – Could realistically be produced or implemented.
- **Marketable** – Addresses a recognizable customer need or opportunity.
- **Distinctive** – Clearly differentiates itself from existing products or solutions.
- **Persuasive** – Can be effectively communicated in a short presentation.

POWERED BY:



ORGANIZE A TEAM

All Montana DECA High School Chapters are eligible to participate. A team must consist of three to five students. Each chapter may submit one team. All participants must be registered attendees for the Montana DECA State Career Development Conference.

THE PITCH

Maximum Length: 3 minutes

Teams will pitch their product live, in the Exhibit Hall of the State Career Development Conference, where members will vote for their favorite pitches. The top three finalists will be determined by conference attendees. Top three-finalists will pitch their products live to the Sharks during the Achievement Awards Session of the Montana DECA State Career Development Conference.

MYSTERY ITEM REVEALED

January 18, 2027

www.mtdeca.org/scdc

PRIZE

\$1,000 Travel Scholarship to the DECA International Career Development Conference.