

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. Our team will run a case competition training session for all participants.

3. How many people can be on a team?

You are required to sign up with a team of four. You will need the names and emails of all four team members for registration. The other team members **do not** need to be from the same academic institution or program.

4. What is the competition format?

The **preliminary round** is held **virtually** on **Saturday, November 7, 2026**, and the **final round** takes place **in-person** in **Calgary** on **Friday, March 12, 2027**.

5. What's the registration period?

Registration is open from **August 10, 2026 to October 5, 2026**.

6. What if I need to cancel my registration? Can I receive a refund?

You will be able to cancel your team registration and receive a refund before October 16, 2026 at 5:00 PM MST. We are not able to issue partial refunds at this time. If one team member is not able to join us, we recommend you replace this team member. Email entrepreneurship@haskayne.ucalgary.ca.

7. Can I replace a member on my team with someone different?

If a team member can't join the competition, you are able to proceed with three members, although we don't recommend it. Before October 16, 2026 at 5:00 PM MST you will be able to replace a team member and we will update your registration.

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

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

9. Will travel expenses be covered?

The following expenses will be covered by the Haskayne School of Business

- Hotel in Calgary for two nights (visiting students)
- Travel within Calgary (Uber to and from airport, hotel, main campus – visiting students)
- Welcome reception/dinner the evening before the competition

- Breakfast, lunch, and reception on competition day
- We have a few bursaries available on an as-needed basis to support airfare costs

10. 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.

11. Is there a cost to participate?

Yes, the registration fee is **\$40 CAD per team**.

12. Can international students or teams participate?

Yes! We welcome students from around the world. The preliminary round is virtual, so teams can participate remotely. The competition will be held from 8:30 AM – 2:30 PM Mountain Standard Time (MST).

13. 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**.

14. Who should I contact if I have questions?

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

