



Welcome to ProdCon!

Thank you for attending UC Davis's first annual **Product Convention**: a product pitch competition with interactive workshops, mentorship from industry professionals, and guest speakers. We are honored to have you and we can't wait to support you in building skills across product management, design, engineering, and marketing 🚀

[REQUIRED] JOIN OUR DISCORD

Join our Discord [here](#) to receive important day-of announcements about ProdCon.

ITINERARY

Saturday, February 1st

Time Frame	Activity	Details	Location
9:30– 10:35 AM	Event Introduction		TLC 1010
10:35 - 10:50 AM	Keynote	Led by Kent Williams , SWE @ Stripe, Founder of Bitcafe	TLC 1010
10:50 – 11:30 AM	Intro to Product Management Workshop	Led by Milap Patel , Product Manager @ LinkedIn	TLC 1010
11:30 – 12:30 PM	Work Session	Work on your PRDs and pitch decks!	TLC 2215 TLC 1010
12:30 – 1 PM	Lunch Served	Enjoy some Ike's	TLC Hallway
1 – 1:30 PM	Wireframing & Mid-fi Designs	Led by Ying Liu , Product Design @ Ticketmaster	TLC 1010
1:30 – 3 PM	Work Session		TLC 2215 TLC 1010

Time Frame	Activity	Details	Location
3 – 3:30 PM	Technical Feasibility Workshop	Led by Lakshmi Reguna , DoPM at Fortinet	TLC 1010
3:30 - 4:30 PM	Work Session		TLC 2215 TLC 1010
4:30 - 5:15 PM	Go to Market Strategy Workshop	Led by Sandy Runner , Professor @ Folsom Lake College	TLC 1010
5:15 - 6:00 PM	End of Day 1	Feel free to continue working on your project!	TLC 1010

*Attendance of workshops is optional (but extremely encouraged)! If you are not attending a workshop, you may use that time to work on your project.

Sunday, February 2nd

Time Frame	Activity	Details	Location
10 – 10:15 AM	Announcements	Explanation of pitching	TLC 1010
10:15 - 10:30 AM	Break	Prep for your pitches!	TLC 1010
10:30 - 12:30	First round of pitches		TLC 1010 TLC 2215
12:30 – 1:30 PM	Lunch Served & Deliberations	Enjoy some Costo Pizza and drinks	TLC Hallway
1:30 - 2:00	Finalists Announced	See details under judging & finalists work on changes to slides	All Rooms
2:00 – 3:30 PM	Finalists Presentations	See details under judging	TLC 1010
3:30 - 4:00 PM	Break	Judging deliberations of final round	TLC 1010
4:00 - 5:00	Awards Ceremony		TLC 1010

CASE COMPETITION REQUIREMENTS

Overview

The case competition is designed to help you improve your product sense and gain hands-on experience ideating a product that solves an important problem. Additionally, you will improve your written communication and presentation skills, important aspects of product management.

Prompt

Ideate a product that improves the educational experience of a student

Your product must be a *software* product (not a physical product or service).

Product Requirements Document (PRD) - Suggested

A PRD is a strategic document that outlines the purpose, features, functionality, and behavior of a product that is going to be developed. **We do not require a submission of your PRD**; however, it is an incredibly useful tool to help your team organize your thoughts. If you choose to make a PRD, we highly recommend that you include the following information and utilize this [template](#):

1. **Background and Context:** What educational experience are you are focusing on? What problem are you solving for it? Why is this problem important and how have you validated it?
2. **Users and Pain Points:** Who are the users of your product? What specific pain points do they face?
3. **Solution and Requirements:** What is your proposed solution? Please include specifications on each feature/component of your solution. We recommend utilizing the following frameworks when writing your requirements: [User Stories](#) and [Jobs To Be Done \(JTBD\)](#).
4. **Designs:** Provide sketches or wireframes of your solution.
5. **Measuring Success:** What are some success metrics or outcomes you will use to measure success?
6. **[Optional] Go-To-Market Plan:** What is your launch timeline and strategy? *Please consider if it makes sense to have a GTM strategy for your product (e.g. this is not necessary if your product is not being used by end customers).
7. **[Optional] Open Questions and Future Considerations:** What factors do you still need to consider? What would you investigate if given more time?

Note: We encourage you to be clear and concise. The PRD is just a *guideline* to approach the problem.

Pitch Deck

Requirements: No slide limit, but 5-8 minutes max final presentation.

Your PRD will help form the basis for your pitch. However, to truly captivate and persuade the judges, a dynamic and compelling pitch is essential. This is where your pitch deck comes into play.

A product pitch deck is not just a presentation; it is your product's story, value proposition, and vision condensed into a concise, impactful format that is able to influence the audience you are presenting to. Here is a rough guideline of topics to consider including:

1. **Introduction:** Start with a bang! Introduce your product's name and a one-liner that captures its essence.
2. **Problem:** Clearly define the problem you're solving. Make it relatable – why should everyone care?
3. **Market Opportunity:** Highlight the context – market size, competition, how there is a need for a solution, etc. Show the potential for your product's market fit and growth.
4. **Solution & Product Overview:** Showcase your product as the hero. How does it solve the problem uniquely and effectively? Dive into the features and benefits, and use visuals and diagrams to enhance understanding.
5. **[Optional] Go-to-Market Plan:** Outline your strategy for launching and growing your product. *Please consider if it makes sense to have a GTM strategy for your product (e.g. this is not necessary if your product is not being used by end customers). If it's not necessary, justify that in your presentation.
6. **Closing Slide:** End with a strong statement. Reinforce your product's value proposition and leave a lasting impression.

Remember, your pitch deck is a visual complement to your oral presentation, designed to emphasize key points and engage the judges. It should simplify complex ideas, highlight important data, and support your narrative. Overall, your goal should be to make your presentation clear, impactful, and memorable.

SUBMISSION

Please submit your pitch deck [here](#). Once the submission window is open, make sure everyone in your team has signed up for a DevPost account, and you will be able to add your team members and create a group submission. You will be able to edit your submission to add a link to your pitch deck. Feel free to add brief descriptions and images if you'd like, but what qualifies your submission is a **link** to your pitch deck.

REMEMBER TO SHARE THE NECESSARY PERMISSIONS TO VIEW YOUR DOCUMENTS!

JUDGING

Criteria

- See the full rubric [here](#).
- Judges will consider your Pitch Deck on the following sample criteria
 - Clarity of the product pitch
 - Innovation & uniqueness of the proposed solution
 - Feasibility & practicality of the proposal implementation
 - Effectiveness of the pitch presentation and communication of value propositions
 - Marketability and potential growth within the intended market
 - Well-defined go-to-market strategy and launch plan

Preliminary Round

- Your pitch should be 5-6 minutes, followed by Q&A.
- You will present your pitch in front of 1-2 judges
- Each judging subdivision will nominate two teams to the final round

Final Round

- Your pitch should be 5-8 minutes, followed by Q&A.
- Finalists will present in front of **all judges**
- We will award 1st, 2nd, and 3rd place

Judges

- [Anand Natarajan](#), Engineering Manager @ Cruise
- [Asha Anand](#), Technical Program Manager @ Microsoft
- [Rupesh Dabbir](#), Engineering Manager @ Google
- [Lakshmi Reguna](#), Director of Product Management @ Fortinet
- [Alexandru Turcanu](#), Founder @ 851 Inc (YC W25)
- [Kent Williams](#), Software Engineer @ Stripe

MENTORS

Get stuck or want to get feedback on an idea? Feel free to utilize our amazing mentors:

- [Caitlyn Liu](#), Product Manager @ Uber
- [Vineela Donthi](#) @ FuturHealth
- [Kent Williams](#) @ Stripe
- [Ahsan Mazidrani](#) @ Uber
- [Aman Johal](#) @ Kiowa
- [Ashal Shahzad](#) @ JLL Technologies

OTHER RESOURCES

Here are some other resources to point you in the right direction:

- [User personas](#)
 - [Intro to PRDs](#)
 - We recommend [Figma](#) for UI/UX wireframes
 - [Intro to Go-To-Market Strategy](#)
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LEARN MORE & GET INVOLVED

Learn more about the organizers of ProdCon:

AggieWorks

AggieWorks is a product development organization building software for students at UC Davis. We are a tight-knit community of engineers, designers, product managers, and marketers who work to improve student life with innovative technology. We have built impactful products for thousands of students including [RoomU](#), [Clubly](#), [Moover](#), [aggiemenus](#), and [Dibs](#). Learn more about AggieWorks on our [website](#) and follow our [social media](#) to stay updated on future recruitment cycles and events!

AI Student Collective

The AI Student Collective is a national network of undergraduate student organizations dedicated to providing accessible AI literacy through pre-professional programs and events. We are powered by Humans for AI, a global nonprofit organization that strives to democratize artificial intelligence.

Our UC Davis branch is built on the three foundational pillars of accessibility, literacy, and diversity in an effort to empower all students to take their career in tech to the next level. Over

the past year, we've served over a thousand students through high-impact events, such as a symposium & product competition, and local opportunities such as technical workshops, grade school education, high-level projects, and corporate networking opportunities. Learn more about AISC @ UC Davis on our [website](#) and follow our [social media](#) to stay up to date with all of our events and initiatives!

Product Space @ UC Davis

[Product Space](#) cultivates tomorrow's product leaders by providing unparalleled product education opportunities to students nationwide.

After launching at UC Davis in Fall 2024, we led our Fellows through weekly workshops featuring product leaders from Uber, Amazon, Visa, and more. Alongside learning through our hands-on workshops, Fellows collaborated to build innovative software products for Meta, receiving one-on-one guidance from Product Space mentors.

In Spring 2025, Product Space will unveil the *Fellowship 2.0*, a revamped product education program perfected for student learning.

In the meantime, don't be a stranger! Show us you're [interested](#). And, say what's up to @davisproductspace on [Instagram](#)!
