

WALGREENS BUSINESS CHALLENGE PROMPT

STEP 1: REVIEW YOUR RETAILER PROMPT

Redefining the Pharmacy Experience for High School Students

Scenario:

High school students (ages 14–18) are starting to make their own health and wellness decisions—think mental health, sports nutrition, sleep aids, and even basic OTC products. They're tech-savvy, value convenience, and care about privacy. Yet, many see pharmacies as confusing or irrelevant.

Challenge:

Create a strategy that makes Walgreens the go-to destination for health, wellness, and convenience for teens.

Your plan should include:

- A store experience that feels welcoming and easy to navigate.
- Digital tools or programs that connect with teens where they are.
- Privacy-sensitive solutions for products and services they care about.

STEP 2: PREPARE YOUR WRITTEN PROPOSAL

Your core business idea must be clearly outlined in a narrative format. Ensure you address these five key pillars:

1. **The Problem:** Clearly identify the specific friction point or gap your business solves.
2. **The Solution:** Describe your proposed plan, product, or service in detail.
3. **Target Market:** Define exactly who your customers are.
4. **Impact:** Explain how your business will positively affect the community or target demographic.
5. **Next Steps:** List the three most critical actions required to launch this plan.

STEP 3: CREATE YOUR PITCH PRESENTATION DECK

You must convert your business strategy into a visual presentation deck.

- **Format:** Must be submitted as a **PowerPoint (.pptx)** or **PDF**.
- **Slide Limit:** Maximum of **20 slides**.
- **Title Page Requirements:** *Title: *IRMA Retail Challenge Scholarship Competition*
 - Full names of all team members.
 - Name of your high school.
- **Content:** Ensure the deck addresses all 5 pillars mentioned in the "Written Proposal" section above.

STEP 4: RECORD YOUR 90-SECOND PITCH VIDEO

The video is your chance to "bring the deck to life" and convince the retailer to choose your solution.

- **Length:** Strictly no more than **90 seconds**.
- **Content:** Provide a compelling overview of your strategy. Don't just read the slides—pitch the vision.
- **Production:** You may use a handheld camera, webcam, or mobile device. High production value is less important than a clear, persuasive message.
- **Submission:** Upload the video file through the provided web link.

STEP 5: FINAL CHECKLIST BEFORE SUBMISSION

REQUIREMENT	STATUS
TITLE PAGE includes IRMA Challenge name, team names, and school.	<input type="checkbox"/>
DECK covers Problem, Solution, Market, Impact, and Next Steps.	<input type="checkbox"/>
SLIDE COUNT is 20 slides or fewer.	<input type="checkbox"/>
VIDEO is 90 seconds or shorter.	<input type="checkbox"/>
FORMAT is PDF or PPT for the deck.	<input type="checkbox"/>