

# INNOVATION CHALLENGE

## Metro State Student Idea Competition Contest Guidelines

The Idea Competition is a contest for all Metro State students that facilitates creativity, innovation, collaboration, mentoring, and training in the discipline of new product/service development. Student inventors will compete for prizes and publicity as they develop and evaluate the commercial appeal of their ideas.

### Requirements

- The Idea Competition is open to all Metro State students.
- Teams can be of any size but generally are comprised of 2-4 students. Students can compete in the contest individually.
- All participants must be Metro State students.
- All presentations must be made by a team members physically present at the event.
- Teams/participants may submit more than one idea and/or may participate on more than one team.

**Idea submissions will be accepted beginning December 1, 2009 and ending March 1, 2010.**

### Application Stage

During the application phase, participants submit a two-page description of their idea and must identify the following:

- What is your product/service idea? Explain what it is and what it does, ***not how it works.***
- Is your product/service idea innovative? Explain.
- Who is your market (who will buy it)?
- What needs of your customers does your product/service address (why will they buy it)?
- Identify the people who contributed to the development of your idea.

**Round One Submissions will NOT be considered if:**

- ***The submission is over two pages.***
- ***Idea is not new and has been brought to market.***

### How To Apply

Go to The Business Catapult site where you need to create a login account and log in. This helps us identify you, gives you access to the application process, and keeps your application private.

**Step 1:** Upload your idea/business concept, preferably in Adobe PDF format. Your idea should be no more than two pages. Applications are due March 1, 2010.

**Step 2:** Submit the application, you'll receive an automatic email notification that your plan has been received.

[Click here](#) to create login and submit your Idea.

### **What Happens Next?**

Your application will be submitted for review by a panel of judges and the **finalists will be notified on or before March 15, 2010.**

### **Final Round**

Participants who are designated as finalists will participate in the Final Round, which will be held during Innovation Day, April 15, 2010. During this round, finalists give a 10 minute Power Point presentation before a panel of judges. Prototypes and/or models are encouraged for the final presentation. Winners will be announced during the Award ceremony that evening.

### **Prizes**

Prize money will be awarded as follows:

1st Prize \$500 \* 2nd Prize \$250 \* 3rd Prize \$100

(Funds distributed equally among all members of the team. Recipients are responsible for all taxes.)

### **Intellectual Property Protection**

By entering this contest, I recognize that the original written material or images that I create and submit are my copyrighted intellectual property. I acknowledge that it is my responsibility to protect my intellectual property, through such measures I believe to be appropriate. In consideration of the opportunity to participate in the Innovation Challenge, I license and permit Metro State to use my name, likeness, and contest materials for the purposes of this contest, for future promotional activities, and for other non-profit educational purposes in perpetuity.

