



CHALLENGE:

During this rapid innovation challenge, student teams of 3-4 people are tasked with turning a surprise item into something of value in 3 hours or less! By the end of the event, students will submit a short pitch video to be eligible for cash prizes.

DETAILS:

Event will be held in the Marsh Center on Feb. 10th from 6:00 – 9:00pm

VALUE CREATION:

In this competition, you need to be intentional with how you are creating value out of the supplied items. The best inventions typically solve significant problems, create new capabilities, make life easier for the user, and often have a wide-reaching positive impact on society. The items you create in this competition are prototypes of new inventions or innovative improvements to existing products. Think about what value will be added with what you create. At the end your pitches must explain the item's commercial, social, or artistic value.

VIDEO PITCHES:

- Show the innovation, including an explanation of the innovation itself (what is it and what does it do?)
- Show the value, including if the innovation has commercial value, artistic value, or social value (what it would be used for, purpose, etc.)
- Pitches will be recorded live by eHIVE Staff on Feb. 10th and must be 30 sec. to 1 min in length.

MATERIALS:

Various supplies will be available for use so that teams can create their items. The challenge item must be the primary item used. Students are able to bring their own supplies or materials in addition to the items provided. Supplied Items: MYSTERY SURPRISE ITEM, Glue, Rubber Bands, Paperclips, Crayons, Markers, Colored Pencils, Paints, Newspaper, Recycled Cardboard, Balloons, Scissors, Plastic Cups, Toothpicks, Straws, Masking Tape, Craft Sticks, String, Pipe Cleaners, Play Dough, Craft Paper, Chop Sticks. These items will be available to all student teams but on a first come, first serve basis until they run out.

SPONSORS:

Each team may select only one sponsoring organization (sports team, club, department, class, etc). Representatives from the sponsoring organizations are invited to attend the event and serve as mentors (but this is not required). Organizations may serve as sponsors to multiple teams and must be listed on the registration form to receive prize winnings.

JUDGING & VOTING:

All video pitches will be reviewed by a panel of judges, who will select our semi-finalists. All semi-finalists will be eligible for 1st, 2nd, and 3rd awards (selected by our judges) and eligible for our fan favorite vote (based purely on popular vote). The semi-finalist pitch videos will be posted online for fan favorite voting by Feb. 16th. All winners will be announced on February 27th.

AWARD DETAILS:

1ST PRIZE: Team Prize of \$400 SPONSORING ORGANIZATION: \$200	2ND PRIZE: Team Prize of \$300 SPONSORING ORGANIZATION: \$150	3RD PRIZE: Team Prize of \$200 SPONSORING ORGANIZATION: \$100
FAN FAVORITE: Team Prize of \$300 based solely on popular vote during semi-final round		

* Please note: Awards will be split evenly between team members.