

Entrepreneurial Challenge Rules

Goal

Market, for votes from all attendees at the event, an innovative, working robotic product (autonomous and/or remote controlled) that customers want!

Who Can Play

Teams in this challenge compete in separate divisions:

- 1) Elementary School + Middle School
- 2) High School + University/Professional

Requirements

Autonomous and/or remote-controlled working robotic product, cost not to exceed USD 3,000, using any platform and meets the following design constraints, which will be verified during Check-In:

- 1) Demonstrate product functioning (show an input-process-output logic)
- 2) Show team business cards with logo.
- 3) Show 1-page marketing flier ready for distribution
- 4) Show your materials for your floor space.
 - a) at physical events you will be provided 2 chairs, electricity, public internet. Any other materials are provided by your team.
- 5) For the HS/UP division, teams will provide a quality, 60-90 second promotional video.

General Rules

- 1) Robotic system: defined as any product that incorporates an INPUT-PROCESS-OUTPUT logic. (i.e., these fit the definition: apps, cell phone, tv, tv remote, car, car fob, laptop, ...)
- 2) Market a working robotic system to ALL EVENT ATTENDEES as “customers
- 3) All attendees will have a single vote to cast for an Entrepreneurial product.
- 4) EXCEPTION: Subject Matter Experts (SME) will have 50 votes to cast for one or multiple products

Challenge Specifics

1) Provided:

2) Sales team guidelines

- a) 3m x 3m booth space; larger, if requested
- b) Electricity
- c) Public internet
- d) Chairs (2)
- e) NO TABLE. Your ‘STORE SET-UP’ is 100% your responsibility.

- a) must be YOUR REGISTERED team members
- b) If unregistered people are found to be helping, a 100 vote penalty/unregistered person will be assessed on your team’s total
- c) is FREE (encouraged) to roam the event to DRIVE customers to your store

3) VOTING

- a) PHYSICAL events: starts @ 9:00a, opening day, and ends @ Noon, final day.
- b) All votes are cast at the designated Voting Booth location, if physical, or via an electronic voting system, if available, if a virtual challenge

4) ANY ticketed event attendee can vote (i.e., all teams, families, guests, and event staff ARE eligible to vote)

Scoring

- One (1) vote is allowed for every attendee at the event during the voting period
- Subject Matter Experts (SME) will have fifty (50) votes to use for any project. They can cast all or part of their 50 for a project, again, during the voting period.
- Projects with the highest vote totals will be presented with positional awards for the categories posted (to be determined by each event)
- Possible categories may include, but are not limited to, the following topics:
 - Presentations (your pitch) •
 - Video, promotional (HS/UP divisions)
 - Product by customer choice
 - Products by SMEs
 - Unique Concept
 - Inside Your Product (your code)
 - Logo Design
 - Potential Market Changer