

Valid until  
9.30.2022



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

- 1) Demonstrate product functioning (shows 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:
  - 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.
- 2) Sales team guidelines
  - 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, event staff ARE eligible to vote)

## **Scoring**

- One (1) vote is allowed for each and 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 not limited too, the following topics:
  - Presentations (your pitch)
  - Video, promotional (HS/UP divisions)
  - Product by customer choice
  - Product by SMEs
  - Unique Concept
  - Inside Your Product (your code)
  - Logo Design
  - Potential Market Changer