



2018 Student Innovation Competition
Monday April 30- Saturday May 5
Official Rules, Requirements, and Judging Criteria

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2018 Student Innovation Competition
Entries and Important Dates

For questions or additional information about the Student Innovation Competition, contact David Warner: david.warner@cityofrockhill.com

Welcome to the fourth annual Student Innovation Competition. We appreciate your interest in participating in this year's event, hosted by Rock Hill Schools/The Applied Technology Center and the Technology Incubator at Knowledge Park.

All high school students located in the Rock Hill, SC area are invited to compete in the competition.

How to Enter

The event uses the Applied Technology Centers web site, <https://www.rock-hill.k12.sc.us/domain/2197>, to manage applications. To enter, one member of each team should complete the online submission form found at <https://www.rock-hill.k12.sc.us/domain/2197>. The online form must be completed by April 23rd at 5pm with all contact information and team members' names.

April 23, 2018 5:00pm	Deadline to submit application <i>Submit online: go to https://www.rock-hill.k12.sc.us/domain/2197</i> <i>All teams must select a primary contact member.</i>
April 30, 2018 4:30 pm	Student Innovation Competition Kickoff. All teams are announced and rules are discussed at TI Incubator, 157 East Main Street #501, Rock Hill, SC 29730.
May 4, 2018 12:00pm	Executive summary is due by email to david.warner@cityofrockhill.com
May 5, 2018 9:30am – 11:00am	Pitch morning where teams present to the judges at TI Incubator, 157 East Main Street #501, Rock Hill, SC 29730.

Use of Conference Materials

The Technology Incubator reserves the right to use any material prepared for the competition in publicizing and promoting the event. The Technology Incubator may use these materials in any printed material, video, or other medium that it may produce. The Technology Incubator may photograph or videotape any portion of the competition and utilize tapes in any way that it sees fit.

Entry Fee

The competition does not have an entry fee.

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Changes to Competition Rules

While not anticipated, these rules are subject to change at the discretion of the Technology Incubator Director or the competition Planning Committees.

Decisions Regarding the Competition and the Winners

The selection of the winners is at the sole discretion of the judges. Best efforts will be made to make decisions in accordance with this Official Rules document.

2018 Student Innovation Competition Team Eligibility Requirements

Student Enrollment

The competition is for students currently enrolled on a full or part-time basis. Students from Rock Hill High School, Northwestern High School and South Pointe High School are eligible to participate.

Team Size

- Each team will consist of 2- 4 individuals

Student Involvement

All student teammates should have a meaningful role in developing the Business Model Canvas. The business model must represent the original work of members of each team. Teams are encouraged to use faculty/staff as resources during the competition.

Nature of Venture

The competition is for new, independent models in the start-up stages. Generally **excluded** are the following: buy-outs, expansions of existing companies, real estate syndication, tax shelters, franchises, licensing agreements for distribution in a different geographical area, and spin-outs from existing corporations.

Attendance

All team members must be present at the kickoff session (April 30th at 4:30pm) and the final pitch session (May 5th at 9:30 am).

Both held at T-Incubator
157 East Main Street, Suite 500 Rock Hill, SC 29730

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Required Forms

All teams are required to fill out all forms prior to April 23rd at 5pm.

2018 Student Innovation Competition Submission and Presentation Guidelines

Non-Confidentiality

Both sessions of the competition, including but not limited to oral presentations and question/answer sessions, are open to the public at large. And all of these sessions may be broadcasted to interested people through media which may include radio, television, and the internet. Any data or information discussed or divulged in public sessions by entrants should be considered information that could possibly enter the public realm, **and entrants should not assume any right of confidentiality** in any data or information discussed, divulged, or presented in these sessions.

Due to the nature of the competition, we are not able to ask judges, reviewers, staff, or the audience to agree to or sign non-disclosure statements. All presentations are open to the general public, and some presentations may be videotaped. Attendance by news media personnel is expected.

Copyrights & Permissions

If a team uses copyright materials and/or images from a third-party in their submissions or presentations, they must obtain permission and authorization in advance from the owners to use the material.

Executive Summary

Executive Summary Submission

Each team is required to submit an executive summary by Friday, May 4th at 12:00pm. Teams must submit the Executive Summary via email to david.warner@cityofrockhill.com. The executive summary is a brief introduction about the business model the team is presenting that is no longer than one-half page.

The executive summary will be read by judges prior to the final pitch session. This is the first impression the judges have on each team. Make a strong first impression.

The summary should focus on a very brief description of the Value Proposition coming from the business idea, identification of the anticipated customers, the competitive advantage of the idea, and general company information.

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2018 Student Innovation Competition Submission and Presentation Guidelines

Oral Presentation

Oral presentations will be held at T-Incubator, 157 East Main Street #501, Rock Hill, SC 29730. Saturday May 5th beginning at 9:30am.

Time

Each team will have 5 minutes to pitch their model followed by up to 5 minutes of questions from the judges at their discretion.

Equipment

Teams should plan to have a copy of their presentation saved on an external hard drive. T-Incubator has a big screen projector for all teams to use. Please contact David Warner (david.warner@cityofrockhill.com).

2018 Student Innovation Competition Judging Criteria

Teams will be judged overall on the quality of the presentation of the business idea. Other criteria are:

- Business readiness of the idea – quality presentation, clarity of idea, identifiable customer need
- Completeness of the Business Model Canvas – Is there an answer for all 9 blocks of the Business Model Canvas?
- Feedback provided by 3 (at least) potential customers
- Effective proposed use of technology

Competitive advantage of the idea – Does the idea demonstrate originality, uniqueness and innovation?

2018 Student Innovation Competition Directions to Technology Incubator
Located on the 5th floor above Amelie's Bakery
157 East Main Street, Suite 500 Rock Hill, SC 2973

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