Collins Aerospace

$10,000 Move the World Challenge

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MOVE THE WORLD CHALLENGE

<table>
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<th>Event</th>
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<td>Team Registration Deadline</td>
<td>March 1, 2022</td>
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<td>Move the World Challenge Presentations and Judging</td>
<td>April 19, 2022, 1:30-2:15 PM, 4250 SICTR</td>
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<td>Move the World Keynote and Awards Ceremony</td>
<td>April 18, 2022, 5:00-7:00 PM, 0114 SICTR</td>
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<td>Move the World Reception</td>
<td>April 18, 2022, 7:00-8:00 PM, 0114 SICTR</td>
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**MOVE THE WORLD**

Student innovators will submit proposals that feature a concept they will develop in 2022-2023. Planes, trains, automobiles, boats and all associated tools, programs, projects, and services related to moving the world of people, places, internet of things, and ideas. Winners will present compelling technical and business problems or opportunities and will provide a clear solution that includes how the challenge money will fund their project which must be implemented in the year following the award.

**PREPARING FOR THE CHALLENGE**

As you are preparing yourself as future changemakers and challengers in our Move the World event on April 19, 2022, you may appreciate some guidance that will make your presentation more competitive. Please remember that award money is to be allocated for the delivery of your identified project scope in 2022-2023, so at least one member of your team must be an enrolled student during 2022-2023 to receive the funds.

**OPTIONAL: SET UP A CONSULTING/IDEATION MEETING WITH A TECHNICAL ADVISOR:**

For presentation support, critique, ideation, pushing the envelope, differentiation, and creativity...

- Matt Nelson (mnelson@iastate.edu) - Director, Make to Innovate Lab
- Karen Piconi Kerns (kpiconi@iastate.edu) - Director, Innovation Programs
- We can also help you find a specialist/advisor in your field

**WHAT IS A GREAT MOVE THE WORLD PROJECT?**

- Anything that moves people, places, things, information, knowledge
- Projects that enhance access and sustainability
- Projects that improve existing or create new systems for security, transport, delivery, distribution, learning
- Projects that advance existing industry practices, products and services
- Projects that address a REAL problem and/or opportunity for people, communities, industry, agencies
- Projects that could change and improve the economic, intellectual, physical, or social situations in a way that advances communities, or individuals and/or industry users.
MAKE SURE YOU HAVE A S•M•A•R•T IDEA

• **Specific**: Make certain you have a specific solution that addresses a clear need and problem. Be vivid in painting the picture of what it before and after looks like. Walk us through an experience of your idea.

• **Measurable**: if you can measure the impact of the problem, you can measure the success of your solution. Measurable success projects numbers of people impacted, revenue generated, dollars saved, products, services, and programs delivered.

• **Attainable**: define what you can accomplish in one year—do you have resources, access to people and places, expertise—is what you are proposing feasible? Are there special permissions or tools needed to get the job done?

• **Relevant**: is the problem you are solving relevant to the challenges communities and/or individuals are experiencing? Can you find endorsement from people or research that could be integrated into your presentation?

• **Timebound**: After a year of creating the model, plans, tools, products, services or programs you intend to deliver, what will you do to sustain what you propose year over year? Is this a phased project that grows as people experience results or is this a one time event?

FINAL DELIVERY OF YOUR PRODUCT

• 4-5 minutes to present your idea

• 5 minutes Q&A with judges Hudson Harr, Dennis Muilenburg, Robert Plconi, Anthony Sardella, Paul Willard

POSSIBLE PRESENTATION FORMATS

• Visual display or VR or AR

• Verbal presentation

• Written proposal and/or PowerPoint

• Visual models and/or pictures or drawings showing how things work, processes, systems, relationships

• Video

• Experiences
JUDGING CRITERIA

1. Technical Criteria
   - REAL: Is the project feasible and capable of being reproduced, delivered, and potentially put into production by users beyond those who invent it? How well does the proposed concept present a vivid and detailed picture of how you project will play out in the real world and real time? Remember “specific” and “relevant”
   - RESULTS: How will people experience the benefits of your project? What will be the results for the community, individuals, the team that is delivering the project? Remember “measurable”
   - HOW: How specifically does the proposal address allocation of the award money? Does the concept attempt to outline potential costs, scope, and phasing for implementation. Remember “attainable.” Is there enough detail to prove you can advance the project from idea to proof of concept or minimal viable product?
   - DATA: Does the proposal include research, feedback, data, and input from users, competitors, stakeholders who will benefit? Have you measured the problem and the potential impact of the solution?

2. Competitive Edge Criteria
   - REPUTATION: Does the concept differentiate and advance Iowa State University’s reputation for innovation in learning, tools, resources, and experiences for students and university partners?
   - INNOVATIVE: Is the concept original and differentiated from existing solutions? Innovation could refer to approach to solve a problem, systems and processes, services provided, technology, new applications of existing services or support, brokering of new partnerships or relationships to increase the scale and impact of a solution.
   - ENGAGEMENT: Paint a picture of student and university wide learning, leading, collaborating, and advancing as it relates to your proposal. Explain how your project will promote diversity and collaboration among users from a variety of colleges, professions, communities, cultures, roles, and generations.

AWARDS
   - Sponsored by Collins Aerospace.
   - Two awards of $2,500 to further develop their project.
   - Funds must be utilized toward the project within one year of the award.