IDEAS 2010
Invention as public service

FINAL PROPOSAL INSTRUCTIONS

Registration: open now!

Deadline for final proposal submission: April 15, 2010

IDEAS 2010 final proposal entries must be submitted through the new IDEAS/Global Challenge website. Teams should register for the IDEAS Competition as soon as possible (guidelines below).

We're also testing the system for a new expanded feature called the MIT Global Challenge, which will launch in 2011, to connect and reward innovation as public service throughout the whole worldwide MIT community, including alumni and others. Opting to also enter your final proposal as part of the MIT Global Challenge will make you eligible for a $1,000 "Community Choice Award" that will be decided using an online voting process.

Check http://beta-globalchallenge.mit.edu for the latest updates to the IDEAS Competition Final Proposal guidelines and process and news about the MIT Global Challenge.

Please note:

1) **You should include only non-confidential information in your Global Challenge/IDEAS Competition ("MITGC/IDEAS") Final Proposal.** The judging process includes a project display session that is required of all entrants and is open to the general public. The ideas and plans that you submit must be your own, and you must credit any partners.

2) **The Team Leader must be a full-time MIT student** who will register the team using a username@mit.edu email address.

3) **Please register by March 30 if possible.** This is a new system, and early registration will enable us to prepare it to accept your final proposal.

4) **You cannot submit a final proposal to the system if you have not registered.** So start your registration now!

REGISTRATION: before March 30 if possible

- Go to the registration website: http://beta-globalchallenge.mit.edu/users/register

- The Team Leader, a full-time MIT student using a username@mit.edu email address, must **create a team** following the instructions on the website.

- To be eligible to win an additional $1000 by helping us to test the Global Challenge platform, be sure your team has "opted in" to the Global Challenge, which will make your team profile visible to other users.

Complete the requested information when creating your Team Profile, including:

- **Team leader**: This MIT student is the primary contact for the IDEAS and Global Challenge staff.
- **Biographies**: Include the relevant experience of each participant and describe their

The Global Challenge and the IDEAS Competition are initiatives of

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responsibilities (current and on-going) and the strengths they bring to the team. Note that at least one third of your team must be full-time registered MIT students, and the MIT students must have a significant contribution to the project's innovation.

- **Project summary**: Clearly, concisely, and completely describe your project, including its innovation, feasibility, and community impact, so that a person reading only the summary can understand your project and its merits. Some judges will read only your summary.
- **Team members**: Initiate invitations to your fellow team members using the special "Invite" panel during team registration.
- **Community partner**: Evidence of a community partner will greatly strengthen the sense of feasibility around your project. Be sure to indicate your community partner when you register your team.

FINAL PROPOSAL FORM AND CONTENT

Your final proposal should be single-spaced with **1-inch margins** and **12-point font**; it should be submitted in either .doc or .pdf format. In order for the application website to process the proposal, the file name of the document must be 8 letters or less, and the file must be **less than 1 megabyte**. **The proposal is limited to 10 pages plus the budget table** and should include:

- **Background** (1-2 pages)
  - o Need (What community will you assist? Who in that community will benefit from your design or product? Why is it important that the need be filled?)
  - o Prior art (What sorts of devices or other solutions are already being used? What are their benefits and drawbacks? What makes your innovation better?)
- **Innovation** (2-3 pages)
  - o Describe your solution. (How does it solve the problem? How is it innovative?)
  - o Justification (How is your idea better than existing solutions for the community needs?)
- **Feasibility** (2-3 pages)
  - o Work to date (What sort of preliminary planning or work have you done already? What have been your major milestones? Do you have a prototype, business plan or other plans? How long have you been working on this as a team? The judges need this information in order to gauge your progress so far. IDEAS winners can be at very different stages of project development).
  - o Implementation plan (Describe your approach and a general plan for proceeding.)
  - o Challenges (What are the challenges that you'll face in developing your project? How will you address these challenges?)
  - o Support network (Describe the set of community partners and advisors who will assist you with your project development.)
  - o Timeline (Sketch out the main steps ahead in a Gantt chart or timeline.)
  - o Scope (Describe your plans for project development and implementation.)
- • **Community Connection & Impact** (1-2 pages)
  - o Connection (Who are you working with in the community you intend to serve? How do you know you are providing a service to the community?)
  - o Magnitude of effect (Who needs what you will provide? How will it affect them?)
  - o Additional effects (Besides the main effects, are there additional advantages that implementing your idea will enable?)
- **Budget** (Word table)
  - o You MUST include a proposed budget for your project as a Word table at the end of your proposal. This budget is not included in the 10-page limit. The budget must itemize the projected costs of your project and indicate how you plan to use funds from IDEAS and other sources. The judges will look at the budget as evidence of feasibility.

Feel free to include illustrations, diagrams, graphs, photographs or tables to clarify your application, but be aware that these are included in the10-page limit. The file submitted cannot be greater than 1 MB, so very high resolution graphics are discouraged. You may provide a link to a webpage that has

supplemental illustrations, but be award the judges may not review it. Prototypes, videotapes and other items not submitted electronically can be displayed at the Judging and Poster Session (see below).

Submit your completed IDEAS Competition Final Proposal online through your "Team Profile" using the "Submit Final Proposal" link on the right rail.

JUDGING
Our panel of judges will know of your project only through this final application and a very brief meeting with your team, so be sure that your application is well written and explains your project effectively. Respect the 10-page limit, as our judges have limited time to review each application.

Some judges will only read project summaries, so make sure yours is clear and concise.

The judging criteria are:
- **Innovation:** Is the project an original, innovative project or a significant and creative improvement on previous attempts at solving the same problem? (Innovation generally does not mean bringing an existing solution to a new, similar location.)
- **Feasibility:** Can significant progress be made in the next year, with the award money? Has the team clearly described how they will make this progress?
- **Community Connection & Impact:** Has the team investigated the community to be served? Does the project meet a true need? Has the project been developed based on the community need? How much of a difference will it make in the community/to the individual?

Judging & Project Display Session
A judging session will be held on the evening of **April 26, 2010**. At that time, all teams who submit final applications will have a brief opportunity (about 5 minutes per judge) to explain their projects to some of the MITGC/IDEAS judges, display a poster, and present supplementary materials, such as prototypes.

This event is mandatory for IDEAS applicants and will be open to the public. The event will be open to the public at 7:30 pm, so teams must set up prior to that time. Information will be sent to you prior to the event.

We also require final applicants to showcase their projects at the awards ceremony on **Monday, May 3** at 7:30pm . Your display will allow you to exhibit what you have been working on to the greater community: representatives from MIT, industry, and the public will attend, some of whom could be potential funders for your project.

All teams must produce a poster for the judging session. Posters must be printed at 20" x 30" and must include the name of your team. CopyTech in building 11-004 can print posters this size, but needs at least 48 hours notice. Do not mount your poster - MITGC/IDEAS will provide one blank 20" x 30" poster board and mounting clips for each team and will bring these to the project display session.

IDEAS staff will reimburse each team for receipts of up to $50 for printing posters or for other presentation materials. You may display more than one poster, but all posters must match these guidelines.

Note: IDEAS staff will keep your poster after the project display session and may use it at future events.

Requirements & expectations for IDEAS applicants and winners
Each winning team will be required to do a brief presentation describing their project at the awards ceremony. Every team should prepare and send 2 - 3 Power Point slides to ideas-admin@mit.edu by Friday, April 23, 2010 at 5:00 pm.

Note: MITGC/IDEAS will publish the project summaries of all applicants on the MITGC/IDEAS web site

unless you request us not to do so by selecting the "Opt out of the Global Challenge" box on your team profile or sending an explanatory email to ideas-admin@mit.edu.

All winners will be required to attend a retreat on May 25-26, 2010. In addition, winners will need to give written and in-person updates on their project six months and one year following the receipt of the award.