



2018 Entrepreneurial Challenge

Goal

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

Who Can Play

Teams in this challenge compete in **separate divisions**, typically:

- Elementary School + Middle School
- High School + Big Kids

Requirements

Autonomous or remote controlled robot, costing \$3,000 USD or less, any platform and meets the following design constraints, which will be **verified during Check-In**:

- Demonstrate your product is functioning.
- Show your business cards with a logo.
- Show your 1 page marketing flier.
- Bring your own materials to set up your floor space to market your product. You will be provided electricity only.
- For HS/BK Division: A high quality, 60 second promotional video.

General Rules of Play

- Design & Market your a working robotic system to "customers" at the event.
- A robotic system incorporates an INPUT-PROCESS-OUTPUT structure.
- All attendees at will have a single vote to cast for an Entrepreneurial product.
- Subject Matter Experts will have 50 votes to cast for one or multiple products
 - They will be inviting HS/BK teams in for in-depth discussions re: hardware and/or software IP.
 - They will have signed Non-Disclosure Agreements (NDA) to protect each team's IP.

Challenge Specifications

- A booth space will be provided.
- Electricity should be provided.
- Internet may be provided.
- No tables or chairs are provided.
- You have a "brick and mortar" location but you are also free to roam the event.
- Teams are strongly encouraged to have a "sales team" roaming the event to drive traffic to their store pitching your product for votes but they must still be part of your 2 to 4 member limit, those breaking this rule will be disqualified.