



**CONRAD SPIRIT OF
INNOVATION
CHALLENGE™**

**2017-2018
Conrad Challenge
Team Handbook**

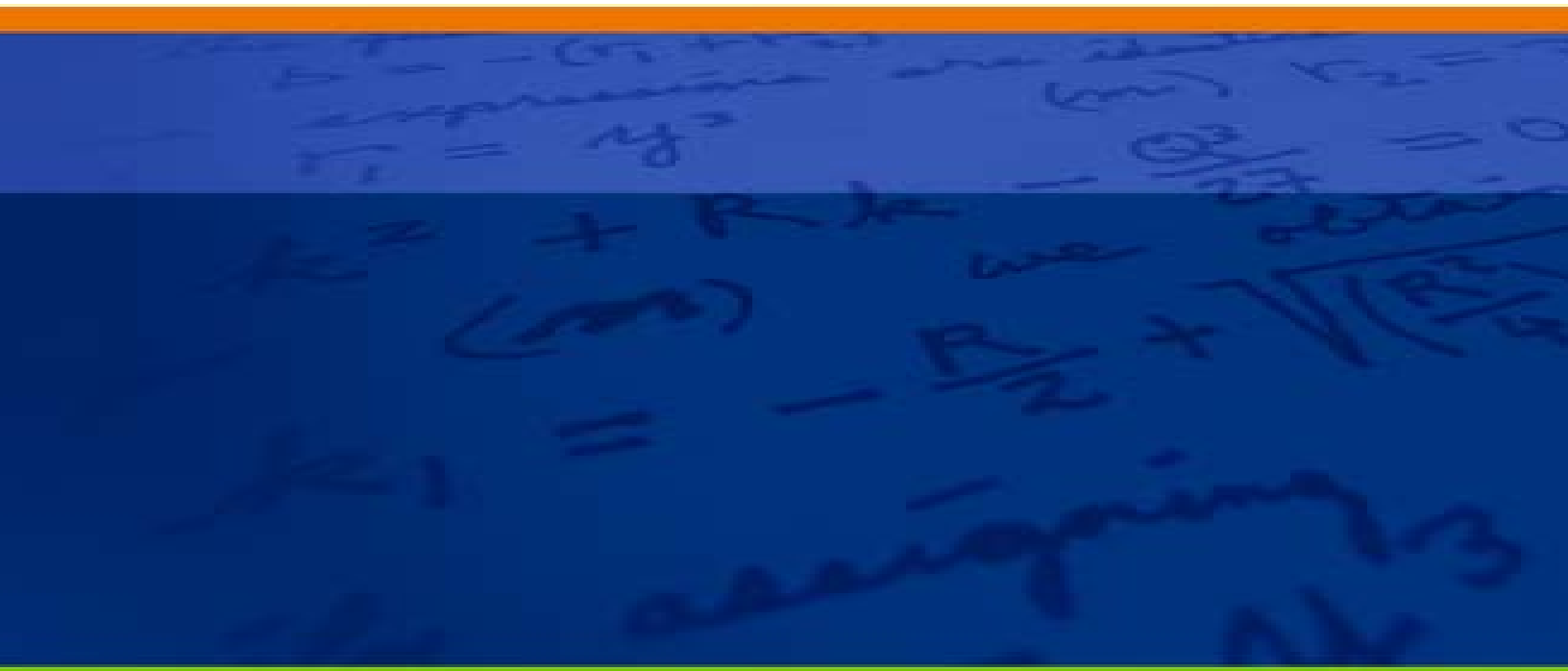


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Welcome to the Conrad Challenge!

The Conrad Spirit of Innovation Challenge brings together a dynamic community of innovators and entrepreneurs driving a collaborative movement to develop extraordinary and viable solutions to benefit our world in one of four areas: Aerospace & Aviation, Cyber Technology & Security, Energy & Environment, and Health & Nutrition.

In 2008, Nancy Conrad founded the Conrad Challenge in honor of her late husband, naval aviator and Apollo 12 astronaut, Charles “Pete” Conrad Jr. and his passion for education, entrepreneurship and innovation. This annual competition challenges teams to use science, technology, engineering and math (STEM) innovation, as well as entrepreneurship to create a more sustainable world for this and future generations.

Congratulations on taking your first step to becoming an innovator and entrepreneur! Are you ready to take your creativity to new heights as you develop your innovative idea into a commercially-viable product to benefit humanity? Then the Conrad Challenge is for you!

Get Your Genius On® and design things that matter!

Questions?

Email us at info@conradawards.org

Conrad Challenge Overview

Who

The Conrad Spirit of Innovation Challenge invites students ages 13-18 to work together in teams of 2 to 5 members to use science, technology, engineering, math (STEM), innovation, and entrepreneurship to develop world-changing solutions to create a more sustainable world for this and future generations. Along the way, coaches and judges from the best in business, industry, research and academia worldwide will be there to guide teams' innovative ideas.

What

The Conrad Challenge is an annual, multi-phase innovation and entrepreneurial competition that brings together a dynamic community of innovators and entrepreneurs driving a collaborative movement to develop extraordinary and viable solutions to benefit our world in one of four categories: Aerospace & Aviation, Cyber-Technology & Security, Energy & Environment, and Health & Nutrition.

When

The 2018 Conrad Challenge officially opens with registration and initial idea submission starting on September 18, 2017 culminating with the Innovation Summit April 26-28, 2018 at the Kennedy Space Center Visitor Complex in Florida.

Where

Investor Pitch (entry phase) and Business Plan (semi-final phase) rounds of the competition are conducted completely online. First, student teams will register and submit their Investor Pitch on the Conrad website (ConradChallenge.org). From there, semi-finalist teams in each category will be announced and invited to the next phase of the competition where they will complete an in-depth business plan to support their product/service.

For the finalist round held at the Innovation Summit, the top five teams in each category will be given the opportunity to present their innovations in-person to a panel of expert judges. The Conrad Challenge recruits volunteer judges from among the best in industry, government, research and academia. The Innovation Summit will be held at the Kennedy Space Center Visitor Complex in Florida, April 26-28, 2018.

Why

Conrad Challenge teams learn they can make a difference in their world through innovation and entrepreneurship while applying science, technology, engineering, math, leadership, collaboration, creative thinking, critical thinking and problem solving. Teams compete for the opportunity to be recognized as Pete Conrad Scholars in addition to anticipated awards from sponsors that may include investment opportunities, patent support, business services and scholarships to support the growth of their solutions into a real business.

Conrad Challenge Timeline

The Conrad Challenge reserves the right to update this timeline as needed. Please note all deadlines are United States Eastern Time (ET).

ROUND ONE: INITIAL ENTRY (INVESTOR PITCH)

Team Registration Open Online — *Monday, September 18, 2017 at 12:00 p.m. ET*

Team Registration Closes Online — *Monday, October 16, 2017 at 11:59 p.m. ET*

Investor Pitch Submission Deadline — *Tuesday, October 31, 2017 at 11:59 p.m. ET*

ROUND TWO: SEMI-FINALS (BUSINESS PLAN)

Semi-Finalists Announced — *By Wednesday, November 8, 2017 at 3:00 p.m. ET*

Semi-Final Teams Develop Business Plans — *November 9, 2017 to January 10, 2018*

Business Plan Submission Deadline — *Wednesday, January 10, 2018 at 11:59 p.m. ET*

Finalists Announced — *Friday, February 16, 2018 at 3:00 p.m. ET*

ROUND THREE: FINALS

Teams Prepare Presentations — *February 17 to April 16, 2018*

Team Presentation Submission Deadline — *April 16, 2018 at 11:59 p.m. ET*

Proof of Provisional Patent Deadline — *April 16, 2018 at 11:59 p.m. ET*

Innovation Summit On-Site Team Registration — *Wednesday, April 25, 2018*

Innovation Summit at Kennedy Space Center Visitor Complex — *Thursday, April 26 to Saturday, April 28, 2018*

Conrad Challenge Categories

The Conrad Challenge gives teams the chance to develop products or services focused on four different categories: Aerospace & Aviation, Cyber-Technology & Security, Energy & Environment, and Health & Nutrition. These categories are intentionally broad to allow students a wide range of opportunities to innovate new ideas. The descriptions below are a guide for determining the best fit for your team's concept. Each team may only submit in one category.

Aerospace & Aviation: Describe the human effort in science, engineering and business to fly in the Earth's atmosphere and surrounding space. Aerospace organizations research, design, manufacture, operate, or maintain aircraft and/or spacecraft. Examples include: avionics, aerodynamics, human factors/cockpit design, and propulsion systems.

Cyber-Technology & Security: Information technology and security as applied to computing devices such as computers and smartphones; as well as computer networks such as private and public networks, including the Internet as a whole. The field covers all the processes and mechanisms by which computer-based equipment, information and services are protected from unintended or unauthorized access, change or destruction. The field also includes protection from unplanned events and natural disasters. Examples include: artificial intelligence applications, network defense systems, counter intelligence technologies for government, data-driven energy management technologies, smart security technologies, and database models to track, predict, and categorize natural disasters.

Energy & Environment: Includes all fields that study the human use of natural resources and the impact of human activity on the environment. Examples include: energy storage, energy efficiency, renewable resources, sustainable land use, recycling solutions, environmental health, water resources, biodiversity, climate change, waste management, and other clean technology innovations.

Health & Nutrition: Encompasses fields of study regarding the human body and behavior as they relate to wellness and medicine. Examples include: prosthetics, nutrition science, exercise science, medical technology, hunger solutions, mental health, assistive technology, healthcare services, healthcare safety, and biomedical engineering.

Conrad Challenge Resources

This year, the Conrad Challenge is excited to introduce new tools and resources to encourage teams' success during the competition. Visit "Challenge Resources" on the Conrad website, for a list of all available team resources.

Conrad Design Method

The 2017-2018 Conrad Challenge marks the launch of the Conrad Design Method (CDM). The CDM is a structured five phase collaboration framework for teachers and student teams to understand and accomplish innovative and entrepreneurial solutions. CDM was inspired by Google Ventures Design Sprint. Step by step, teams will identify and understand a problem, sketch solutions, prototype and validate.

This method uses a customizable innovative project management application, Trello, to visually present curriculum and guide student teams and their teachers through each step of the design process. Through the CDM, students and teachers gain access to ongoing personalized lesson plans, subject matter experts, training modules and online support. In addition, this platform provides the framework for teachers and students to share and guide each other.

[For more information on CDM, click here.](#) For all questions regarding CDM, please contact Claude Charron, Director of Education and Professional Development, at conraddesignmethod@gmail.com.

Conrad Challenge: Round One

Initial Entry: Form a Team, Develop Investor Pitch and Register

Team Registration Opens September 18, 2017 at 12:00 p.m. ET – October 31, 2017 at 11:59 p.m. ET

1. Form a Team, Create Your Team's Company Name & Register Online:

Students (ages 13-18) form teams of 2-5 students to develop a product or service within any of the challenge categories. Each team must also select a coach (age 18 or older) to support them along the way. Teams may consist of students from the same or different schools, as well as students from across the world. Keep in mind, there will be prizes for national and international collaboration during the Final Round at Innovation Summit.

Teams choose one of four categories in which they will compete: Aerospace & Aviation, Energy & Environment, Cyber Technology and Security, and Health & Nutrition.

After selecting a category, teams must register online at ConradChallenge.org. Information submitted during registration includes: Company (team) name, member and coach information. One team member must be designated as the primary contact. To complete registration, teams will be required to submit the \$250 team registration fee at the end of the registration form. *(Note: Special pricing will be offered to Title 1 schools and schools hosting numerous teams. Contact the Conrad Team for more information at info@conradawards.org)*

Please note the company (team) name will only be used internally as an administrative identification of the team. If your team advances to the semi-finals, your team will be identified through your product/service name, i.e. Team "Product."

Students who have competed in the past may compete again, as long as they still meet the age and other entrance criteria. If the team opts to submit an innovation similar to what was submitted in a previous year, the team must have made significant advancements or changes to the product for this entry year.

Once your team's registration and payment is confirmed you will receive a welcome email from the Conrad team. Within this email you will be granted access to The Conrad Design Method platform and other helpful instructions as your team moves into round one.

All team registration forms must be received and registration fees paid by 11:59 p.m. ET on Monday, October 16, 2017 to be considered for Round Two (Semi-Finals).

2. Develop Investor Pitch:

Once the team is formed and the category is selected, teams will research a current challenge facing that sector and begin to develop their innovative solution. Each team must complete and submit the investor pitch form which answers the following questions about their project:

- Introduction Video – One-minute video introducing their team, product/service and highlight its benefits. Video must be included in the final PDF as a YouTube or Vimeo link. [Click here for helpful tips when making your video.](#)
- What is your innovative product/service?
- What challenge(s) is your product/service designed to solve?
- What are the key features of your product/service that make it special?
- How is your product/service innovative and different from other product/services intended to solve the same challenges?

All completed investor pitch forms must be submitted via email to ConradSubmissions@gmail.com

The completed investor pitch forms must be received by the Conrad Challenge by 11:59 p.m. ET on Tuesday, October 31, 2017 to be considered for Round Two (Semi-Finals).

3. Investor Pitch Judging:

Each submission will be reviewed for innovation and viability as evident in their Investor Pitch document and video. Teams should focus on:

- Clarity and effectiveness of their concept description
- Effective depiction of the challenge to be solved
- Thorough description of how the product/service is innovative
- Explaining the concept's differentiation in the marketplace

Teams with promising Investor Pitches will be invited to advance to the Semi-Finals. These Semi-Final teams will be posted to the Conrad Challenge website by Wednesday, November 8, 2017 at 3:00 p.m. EST.

Conrad Challenge: Round Two

Semi-Finals: Collaborate & Develop Business Plan
Business Plans Due January 10, 2018 by 11:59 p.m. ET

1. Develop Business Plan:

A business plan is a written description of your idea and its future. It tells what you are going to do and how you are going to do it. It outlines the strategy for how your business will take your innovative idea to a viable product solution. By writing a business plan, your team will look to the future and set goals for your product and business. You will explain how those goals are attainable and how your business would propose to meet those goals. The business plan tells investors what you plan to do and how your business and investors can benefit from the business goals. A business plan represents all aspects of the business planning process including marketing, finance, intellectual property management, human resources management, and operations management.

Each team's Business Plan must be submitted as a PDF file via email to ConradSubmissions@gmail.com and include the following sections:

- I. **Company Introduction** – Introduce your team to the potential investors. How did the team form? What roles did each member play? What barriers or hurdles did the team overcome to develop its idea and complete its business plan? (350 words maximum)
- II. **Business Prospectus** – An explanation of the concept's market, expected development costs and sales strategy. Sections must include:
 - a) Business Description – Describe your product/service and what makes your concept different from existing businesses. Describe the industry in which your concept best fits and demonstrate knowledge of the industry practices for similar businesses. Describe the factors you think will make your business successful. (500 words maximum)
 - b) Market Analysis – Explain the market that your business is attempting to reach using its product/service. Do you plan to sell products commercially, license them to other companies, pursue government contracts, or some combination of these options? If commercial, who are the buyers? (500 words maximum)
 - c) Competitive Analysis – Describe similar product/services already on the market or in development. Why is your concept better than those already in existence? (500 words maximum)
 - d) Cost – Estimate the expenses in creating, operating, and marketing the business and its product/service. You will need to include the proposed team budget for attending the Innovation Summit should your team advance to the Final Round. (750 words maximum)
 - e) Funding Sources – How will you gather funding needed to create your product (i.e., government research and development grants, venture capital, private investors, etc.)? You will need to include your proposed method of raising the funds to attend the Innovation Summit should your team advance to the Final Round. (750 words maximum)

- III. **Technical Concept Report** – An explanation of the product’s technical and scientific details. Sections must include:
- a) Technical Summary – Outline key technical and scientific principles your concept utilizes in its design and functionality. (500 words maximum)
 - b) Need Statement – Describe the challenge area your concept will address. Provide information and resources on why the concept is important and how it will be used in the selected industry. (1,000 words maximum)
 - c) Background Technology – State existing technology upon which the product/service is built. Note any competing technologies or relevant patents and explain how your proposed concept is innovative and better than existing technologies that produce similar results. (1,000 words maximum)
 - d) Concept Details – Describe in detail the concept’s conceived function, operations, proposed development and any other information about the technical or scientific merits that will make this product successful. (2,000 words maximum)
- IV. **Graphic Concept Representation** – Develop a graphic depiction of your product/service that will help the judges understand your concept. This could be a computer graphic program drawing (e.g., Photoshop), a 3-D computer model, or a photograph(s) of an actual prototype or model. If preferred, this component can be submitted separately from the PDF including the Business Prospective and the Technical Concept report. Accepted files include JPEG, GIF, TIFF or PDF.
- V. **Product Video** – Create a video (no longer than 5 minutes) detailing your team’s innovative concept. This video serves as your team’s final pitch to advance to the Final Round. Why is your concept needed today? How is it unique? Explain how your team is going to bring this concept to reality. For submissions, YouTube and Vimeo links are preferred, but MP4 video files will be accepted if the team would like to keep their video confidential prior to the Final Round.

2. Business Plan Judging:

Judging of the submitted and complete Business Plans will be conducted online by a panel of subject matter experts from industry and academia. The top five scoring teams in each category will be selected as Finalists and invited to the Innovation Summit (April 26-28, 2018) to participate in the final phase of the competition. Finalist teams will be chosen at the sole discretion of the judging panel and the Conrad Foundation.

Judges will score each Business Plan based on the following up to 100 points:

- I. **Technical Innovation (20 Points):** *How new or unique is the idea? Does the product already exist? We look for innovation in any of 3 forms:*
 - The technology itself
 - A combination of existing technologies into a new system
 - Innovative business concepts - The team should show how their product uses one or more of these types of innovation.

- II. **Technical Practicality (20 Points):** *Will this product work technically?*
 - The team must show that its product does not break any physical laws.
 - The team does not have to show proof that the product will work, but should show an understanding of what research or experiments are needed to prove that it will work.

- III. **Marketability (10 Points):** *Understanding of the key markets for their product must be demonstrated.*
 - Who is the buyer?
 - Will the team pursue government Research & Development (R&D) grants, licensing to another company, or create an entrepreneurial startup?
 - Is there data showing how similar products have been successful?

- IV. **Costs (10 Points):** The team will estimate costs including costs for the team to participate at Innovation Summit and taking this product to the ultimate market.
 - Costs need include any material estimates, R&D (including grants), market studies, and labor costs.
 - Teams need to be as detailed as possible.

- V. **Industry Relevance (15 Points):** *How important is the idea to the industry?*
 - Does the product represent a substantial improvement in its industry or are there already products on the market that fill the need?
 - Please list examples of similar products, including patent searches or other examples of technology on the market, and explain how its product is an improvement of what already exists.

VI. Funding Mechanisms (10 Points): *Does the team understand the basics of how its product could be funded?*

- If it is relatively simple, can the team raise money for prototypes and begin sales through friends and family?
- Does the team need to consider grants, loans, or bringing on investors or partners in their efforts?

VII. Team Story (15 Points): Introduce your team to the potential investors.

- How did the team form?
- What roles did each member play?
- What barriers or hurdles did the team overcome to develop its idea and complete its business plan?

Finalists will be announced Friday, February 16, 2018 on the Conrad Challenge website and the teams will be notified directly by the Conrad Foundation as well via email.

Conrad Challenge: Round Three

Finals: Prepare and Present Concept at the Innovation Summit

Kennedy Space Center Visitors Complex in Florida

Presentation Deadline: Monday, April 16, 2017 by 11:59 p.m. ET

Provisional Patent Deadline: Monday, April 16, 2017 by 11:59 p.m. ET

On-Site Registration: Wednesday, April 25, 2018

Summit: Thursday, April 26 – Saturday, April 28, 2018

Just as entrepreneurs pitch their startups to investors, the finalist teams will present their concepts to a live panel of experts. Teams are evaluated on the innovation of their concept and the viability of their products/services. One winner will be named in each category and recognized as “Pete Conrad Scholars.”

Finalists are expected to be responsible for their travel expenses to attend the Innovation Summit. At least two team members must attend Summit and present their product to be considered a Finalist. A detailed itinerary and schedule, including hotel and transportation information will be distributed in 2018 to all participants.

1. Prepare Team Presentations:

Presentations will include a 8-minute presentation of the team’s concept, followed by a 8-minute question and answer session from the judges. Presentations will summarize and explain both the technical and business aspects of the team’s concept including:

- Internal – How does your product/service work? Prove your product is technically sound by applying viable technology and scientific principles. Support your work with research.
- External – Discuss any potential external factors that may impact your concept. How is your product/service innovative? Why is it important?
- Illustrate Need – Why is there a need for your product/service? Discuss the market demand for your concept. Who is the target audience? Who are your potential competitors within the market?
- Design – Present graphical representations of your product/service to further explain your concept. Describe what elements were considered when creating the design and the functions they serve.
- Next Steps – Explain your team’s plans for further developing this product/service.
 - Executive Summary – Present your team’s next steps to bring your concept to market.
 - Statement of Work – What is your team striving for? A series of experiments, working prototype, a market study or something else. Outline your team’s goals and the immediate next steps you will take to attain those goals.
 - Existing Knowledge – Describe what data and information your plan builds upon in order to achieve the desired goals.
 - Financial Plan – Understand the cost of your product. How will it be funded? Present a budget listing itemized costs for each item described in the R&D process, including any labor, materials, facilities or other costs.

- Timeline – Include the estimated deadlines to achieving your next step goals.

All Summit presentations must be emailed to the Conrad team at ConradSubmissions@gmail.com. File requirements will be specified closer to the Final round.

2. Apply for a Provisional Patent:

All Finalist teams are required to file for a provisional patent to be eligible to present at Summit 2018. You can find information regarding the process and requirements for filing a patent application at the U.S. Patent and Trademark Office's website, at www.uspto.gov

Teams must provide proof of the patent filing (in the form of the email confirmation) to the Conrad team by Monday, April 16, 2017 at 11:59 p.m. ET.

Competition: Rules and Regulations

Please read the “Rules and Regulations” in their entirety before registering with the Conrad Challenge. The Conrad Challenge reserves the right to update competition rules at any time for any reason.

Team Eligibility

1. Teams must consist of 2 to 5 students, who must be in high school or equivalent secondary school and age 13-18 when they register for the Challenge.
2. Teams must have one team coach (adult supervisor) 18 years of age or older.
3. Once a team advances to the Semi-Finalist round, new members will not be accepted into the team. Team members can be removed but the total number of members in the group must remain at a minimum of two people.
4. Teams may submit one project in only one of the four main categories.
5. The team’s idea must be developed as a group. The idea may include elements and components created by others, as long as the proper credit is given.
6. Each team member and the team coach must read and understand the terms and conditions set forth in the competition rules & regulations. Registration means that the team and the coach will abide by all rules and follow the Code of Civility (detailed below).
7. The competition is open international participants.
8. Students who have competed in the past:
 - a. May compete again, as long as they still meet the above criteria.
 - b. Must have made significant advancements or changes to a product, if they opt to submit an innovation similar to what was submitted in a previous year.

The Conrad Challenge reserves the right to disqualify a team at any point in the registration, submission or judging process if the team does not meet one or more of these rules, in the sole judgement of the Conrad Foundation.

Concept Submissions

This section refers to all concept elements submitted by the team to be considered for the Conrad Challenge. This includes but not limited to the Investor Pitch, Team Video and Business Plan.

1. All elements submitted by the team must be entirely the work of the student team members. Team coaches may guide the students, but may not do any writing of the submitted elements or have an excessive influence on the concept design.
2. All submissions must be in English.
3. Submissions must not copy or use other materials without properly citing the source.
4. The basic information (team name, product name, team location or school, and possibly student member names and link to Investor Pitch Video) for any team advancing to the Semi-Finals or Finals will be posted publicly on the Conrad Challenge website.
5. It is the responsibility of each team to determine how much detail about their concept is publicly disclosed. Please refer to “A Word About Confidentiality and Patents” in this Handbook for more guidance. All finalist teams will be required to file a Provisional

Patent by Monday, April 16, 2017. There may be representatives of press, sponsors, and other members of the public at the Innovation Summit, so any information shared at the Summit in a group setting should be considered publicly disclosed.

6. The Conrad Foundation reserves the right to use basic team information, photos and videos taken at the Innovation Summit to promote the Conrad Challenge competition and Innovation Summit.
7. The Conrad Challenge is sponsored by different companies and organizations that may be able to offer valuable benefits to the teams participating in the Summit. The Conrad Foundation may share a team's concept submissions with a sponsor, in confidence, for the purpose of allowing the sponsor to consider approaching the team regarding a potentially valuable benefit or service, or for the purpose of deciding whether to grant an award to the team. By submitting materials in the Conrad Challenge, teams give the Conrad Foundation permission to share their concept submissions, including their Business Plans and other technical submissions, with sponsors in confidence for this purpose.

Conrad Challenge Community Code of Civility

As part of our commitment to making the Conrad Challenge, www.conradchallenge.org (the "Site") and all Conrad social media channels, a great place to meet and interact with others around the world who have a passion and commitment to science, technology, engineering, math, innovation and entrepreneurship, you agree to abide by this Code of Civility. By participating on the Site and social media community, you give your commitment to abide by this Code when contributing to all Conrad Spirit of Innovation Challenge resources and programs, including for example profiles, team pages, forums, chats, posts and comments, emails, social media sources, etc. ("Communication Services"), and to help create a positive experience for all the community's users.

We reserve the right in our sole discretion to eject or ban any user from participating in the Conrad Challenge, the Site or social media community who behaves in a manner deemed inappropriate, offensive or who violates guidelines of this Code of Civility. The Conrad Foundation and its partners and service providers are not responsible for any user-created content or other activities. All activity on the Site is also governed by the Site's Terms of Service ("TOS").

Honest Communication

As a general matter, all contributions are expected to:

- Be in compliance to this Code of Civility
- Be accurate (where they state facts)
- Be genuinely held (where they state opinions)
- Be in compliance with applicable law in the United States and in any country from which they are posted.

Respect Yourself and Others

- We require everyone to treat each other with respect. Any use Communication Services to threaten, harass, stalk or abuse others participating in these services is unacceptable and is strictly forbidden.
- We reserve the right to remove posts that advocate or encourage expressions of violence, bullying, general cruelty, bigotry, racism, illegal activity, hatred or profanity. This includes postings that are deemed inappropriate, offensive or that violate guidelines in the Terms of Service or this Code of Civility. You know how bullies work. We'll do our best to spot them and get rid of them.
- Falsely impersonating a Conrad Foundation or Conrad Spirit of Innovation Challenge employee, agent, manager, host, or any other person other than yourself, is forbidden.

Protect Your Privacy

- We caution you against giving out unnecessary personally identifiable information (such as social security numbers, credit card numbers, driver license numbers) online, which may be inadvertently obtained by others or, in rare instances, used for illegal or harmful purposes. Talk to your coach, parent or the Conrad Challenge staff if you have a question or concern. To read the Site's Privacy Statement, [please click here](#).

No-Spam Policy

- Please don't "spam" through our Communication Services, none of our users like it. To spam includes sending identical and irrelevant submissions to many different discussion groups, mailing lists, chats or communities. Usually, such postings have nothing to do with the particular topic of the group or are of no real interest to those on the mailing list. All spam will be deleted and the person who sent it may be ejected from the social media community and/or the Conrad Challenge.

Thanks for following this Code of Civility and joining the Conrad Challenge!

Coach Information

About Our Coaches

The Conrad Challenge is a dynamic way for teachers, parents and after-school coordinators to provide context and depth to their curriculum by integrating STEM education, innovation and entrepreneurship with 21st century skills. As adult participants in the Conrad Challenge, coaches receive access to peers and worldwide experts who can provide unique perspectives of the industries they serve.

Coaches are encouraged to utilize the [Conrad Design Method](#) as a resource for managing their teams.

Why Coach a Team?

- Help your students excel in comprehending STEM principles
- Engage students by combining STEM principles with entrepreneurship to enhance classroom curriculum
- Create an interdisciplinary environment for learning through innovation, creativity and design
- Provide a real-world context to curriculum
- Incorporate 21st century skills including leadership, collaboration, creativity, problem solving, patience, persistence and team building into the classroom
- Participate in an online community dedicated to STEM, entrepreneurship and innovation
- Have FUN teaching and learning with your students

A Coach's Responsibility

- Encourage students to create or join a team and assist them with team registration
- Facilitate and encourage your students to discuss their ideas with subject matter experts in the Online Community
- Ensure students have completed all submission requirements
- Serve as the supervisor for the team by approving competition submissions, managing team travel arrangements and handling any financial awards received by the team
- Complete the official forms required for the competition if selected as a finalist or beyond
- If selected as a finalist, serve as chaperone for your team at the Innovation Summit

Time Commitment

Time commitments are flexible to your situation and the complexity of your team's project. We recommend the following guidelines when planning your schedule:

- Initial Entry – Minimum of 1 hour/week to guide your team through the Investor Pitch and Video entry submissions
- Semi-Finals – 2 to 4 hours/week to support the team in prototype development and submitting a Business Plan (business prospectus, technical plan and graphic representation)
- Finals – minimum of 1 hour/week to support the team prepare for Innovation Summit presentations (finalize Development Plan, marketing pitch presentation, finalize prototype prepare for technical Q&A, etc.). Serve as team chaperone at the Innovation Summit.

A Word About Confidentiality and Patents

When you conceive, design and create an innovative product as part of the Conrad Challenge competition, you are creating intellectual property that belongs to you. When you start work on your product, you should think about whether you want to try and protect your intellectual property through patents or confidentiality agreements. You may want to share your ideas with the public at large and decide not to seek any special legal protections for them. The choice is up to you. You should bear in mind, however, that venture capitalists and other investors usually consider whether the intellectual property in an innovative product has been kept confidential or claimed in a patent application, in deciding whether to invest in efforts to commercialize the product.

For this reason, the Conrad Challenge is asking all Semi-Final judges to keep confidential any technical or business information they learn by reading the Business Plan submitted by the teams as part of the Semi-Final Round. However, all materials you post to our website, and your entry round Investor Pitch, will not be confidential. Nor will any presentation or information you present at the Innovation Summit if you are selected as a Finalist. These materials are intended to interest the public and potential investors in your ideas!

The Conrad Foundation encourages all teams (and requires all Finalist teams) to file a provisional patent application covering their product and including any important confidential details from their Product Documents before submitting any materials that you think may include your unique ideas and inventions. You can find information regarding the process and requirements for filing a patent application at the U.S. Patent and Trademark Office's website, at www.uspto.gov

If you have any questions about the value or procedures for filing a patent application, we encourage you to consult your own patent attorney or agent who can give you advice tailored to your particular product. Unfortunately, because of the number of submissions, the Conrad Foundation cannot provide you any specific advice regarding whether to file a patent application.

Conrad Challenge Resources:

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Email: info@conradawards.org