



2018-2019 Conrad Challenge Team Handbook



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Welcome to the Conrad Challenge!

Do you want to participate in designing the future and leave your mark on the world? By combining education, innovation and entrepreneurship you can!

There are historically two fundamental ways to think: inside of the box and outside of the box. This is your opportunity to not only think outside the box, but to enjoy the freedom of thinking like there is no box. This is how you can bring science and technology studies to life and to solve real-world challenges. This is the Conrad Challenge and it's made just for students like you!

Each year, teams of 2-5 students, ages 13-18, from around the globe create products or services that address some of the most pressing global challenges. For 2018-2019 Conrad Challenge, the categories are: *Aerospace & Aviation, Cyber Technology & Security, Energy & Environment, Health & Nutrition, Transforming Education with Technology and Smoke-Free World.*

Guided by teachers and industry experts, the competition is a master class in collaboration, creativity, critical thinking and communication.

Congratulations on taking your first step to becoming an innovator and entrepreneur!

Questions?

Email the Conrad team at info@ConradChallenge.org

Conrad Challenge Overview

Who

The Conrad Foundation honors the legacy of Apollo 12 astronaut, Charles “Pete” Conrad, and his four-decade passion for innovation and entrepreneurship. Pete spent 20 years as a U.S. Navy Test Pilot and NASA Astronaut. In November 1969, he became the third man to walk on the Moon. After many years as an aerospace explorer, Pete’s entrepreneurial spirit took flight. He founded four companies devoted to the commercialization of space travel. Unfortunately, Pete’s pursuits were cut short with his passing in 1999.

Nancy Conrad, Pete’s wife, shared his passion for innovation and entrepreneurship. After his passing, Nancy wanted to keep Pete’s spirit alive. As a result, this former high school teacher launched the Conrad Foundation in 2008 and its flagship program, the Conrad Challenge.

What

The Conrad Challenge is an annual competition that develops extraordinary and viable solutions to benefit our world in the following categories for 2018-2019: *Aerospace & Aviation, Cyber-Technology & Security, Energy & Environment, Health & Nutrition, Transforming Education Through Technology and Smoke-Free World.*

When

The 2018-2019 Conrad Challenge officially opens with registration and initial idea submissions beginning Friday, August 24, 2018 and culminates with the Innovation Summit April 23-27, 2019 at the Kennedy Space Center Visitor Complex in Florida.

How

Online: Round One: The Investor Pitch and Round Two: The Business Plan

In person: Round Three: The Conrad Innovation Summit will be held at the Kennedy Space Center Visitor Complex in Florida, April 23-27, 2019.

Why

Conrad Challenge teams learn that 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 that compete a qualifying Business Plan are named Conrad Innovators. Top teams are invited to compete for the Conrad Challenge’s top honor, being recognized as Pete Conrad Scholars. By achieving this honor, students become eligible to receive 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 below are United States Eastern Time (ET). All submissions must be sent to Submissions@ConradChallenge.org

ROUND ONE: THE INVESTOR PITCH

Team Registration Opens Online — *Friday, August 24, 2018*

Team Registration Closes Online — *Friday, November 2, 2018 at 11:59 p.m. ET*

Investor Pitch Submission Deadline — *Friday, November 2, 2018 at 11:59 p.m. ET*

ROUND TWO: THE BUSINESS PLAN

Teams Notified of Acceptance into Round Two via Email and Receive Competition Payment Instructions — *By Friday, November 16, 2018 at 3:00 p.m. ET*

Payment Closes Online — *Friday, November 30, 2018 at 3:00 p.m. ET*

Teams Develop Business Plans — *Friday, November 16, 2018 to Friday, January 11, 2019*

Business Plan Submission Deadline — *Friday, January 11, 2019 at 11:59 p.m. ET*

Conrad Innovators Announced — *Friday, January 18, 2019 at 3:00 p.m. ET*

Summit Finalists Announced — *Friday, February 15, 2019 at 3:00 p.m. ET*

ROUND THREE: THE CONRAD INNOVATION SUMMIT

Summit Registration Deadline — *Friday, March 15, 2019 at 11:59 p.m. ET*

Team Presentation Submission Deadline — *Friday, April 12, 2019 at 11:59 p.m. ET*

Proof of Provisional Patent Deadline — *Friday, April 12, 2019 at 11:59 p.m. ET*

Innovation Summit On-Site Team Registration — *Tuesday, April 23, 2019*

Innovation Summit at Kennedy Space Center Visitor Complex — *Tuesday, April 23 to Saturday, April 27, 2019*

Conrad Challenge Categories

These categories are intentionally broad to allow students a wide range of opportunities to develop new ideas. The descriptions below are a guide for determining the best fit for your team's concept. Teams can enter/participate in numerous categories with ***different products/services***, if desired.

Aerospace & Aviation: Over the last six decades, the human interest in science, engineering and business to fly in the Earth's atmosphere and surrounding space has grown tremendously. With an increased entrepreneurial spirit, numerous aerospace and aviation organizations focus on the research, design, manufacturing, operation and maintenance of vehicles. Be part of the next phase of exploration! *(Examples include: avionics, aerodynamics, human factors/cockpit design, and propulsion systems)*

Cyber-Technology & Security: Technology connects us, creating pathways to independence and keeping us safe. This category incorporates information technology and security as applied to computing devices, as well as private and public computer networks. Current challenges include all of the processes and mechanisms by which computer-based equipment, information and services are protected from unintended or unauthorized access, change or destruction. Be part of the tech-revolution! *(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: If humanity is to continue living on Earth, preserving our planet is everyone's responsibility. We must look closely at humankind's use of natural resources and the impact of our activity on the planet. Be the new energy we fuse into this planet we call home! *(Examples include: energy storage, energy efficiency, renewable resources, sustainable land use, recycling solutions, environmental health, water resources, biodiversity, climate change, waste management, clean technology innovations)*

Health & Nutrition: Proper health and nutrition transforms lives. Humanity needs great innovators to lead the fields of study regarding the human body and behavior as they relate to wellness and medicine. Be the catalyst that saves lives! *(Examples include: prosthetics, nutrition science, exercise science, medical technology, hunger solutions, mental health, assistive technology, food security, healthcare services, healthcare safety, biomedical engineering)*

Transforming Education Through Technology: Technology has been used in classrooms for almost 50 years without showing a remarkable impact or effect on student progress or achievement. Our friends at SMART TECHNOLOGIES bring you the opportunity to design new technologies or services that will help transform educational experiences leading to better outcomes for individual students, schools or communities. [Visit the category page to learn more.](#)

Smoke-Free World: The negative impacts of smoking are well-known, and its global decline will result in many positive health outcomes worldwide. But, there are negative consequences for low-income countries that depend on tobacco farming as a thriving industry. Our friends at the Foundation for a Smoke-Free World invite teams to address one of three separate problem areas which specifically focus on problems in the United States, Malawi and India. [Visit the category page to learn more.](#)

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 2018-2019 Conrad Challenge invites you to utilize the Conrad Design Method®: No Box Tool Box (CDM), a five-phase collaboration framework for teachers and student teams to understand and accomplish innovative and entrepreneurial solutions. CDM is inspired by Google Ventures Design Sprint is a step by step tool for teams to identify and understand a problem, sketch solutions, prototype and validate.

Through 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 please contact Claude Charron, Director of Education and Professional Development, at Claude@ConradChallenge.org.

Round One: The Investor Pitch

a) Register Your Team

Team Registration Opens August 24, 2018 – November 2, 2018 at 11:59 p.m. ET

a) Form a Team and Select a Coach

Students (ages 13-18) form teams of 2-5 students. 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 Round Three: The Conrad Innovation Summit.

Each team must also select a coach (age 18 or older) to support them along the way.

Note: 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.

b) Choose a Category and Create Company Name

Teams choose one of six categories in which they will compete: *Aerospace & Aviation, Energy & Environment, Cyber Technology and Security, Health & Nutrition, Transforming Education Through Technology and Smoke-Free World.*

Next, students create a company name to identify their team throughout the Conrad Challenge process and create a Team Gmail account. The format for your Team Gmail account should be CompanyName@gmail.com.

All communications to the Conrad Team and final submissions for each round must come from this Gmail account. Submissions not received from your Team Gmail account will not be accepted.

After your team advances further in product/service development, you will create a product name.

c) Register your team online at ConradChallenge.org

b) Develop Investor Pitch:

Completed forms must be submitted to Submissions@ConradChallenge.org by 11:59 p.m. ET on Friday, November 2, 2018 to be considered for Round Two.

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?

Within 72 hours of turning in your submission, each team will receive a confirmation email within 72 hours from the Conrad Team via their Gmail account.

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
- Summary of how the product/service is innovative
- Value of the innovation in the market

Teams with promising Investor Pitches will be invited to advance to Round Two: The Business Plan. After your investor pitch is reviewed, the Conrad Team will notify you of the status of your entry via your team email. If you advance to Round Two, you will receive next steps and an invoice from PayPal for the competition registration fee. At this time, you will also be granted access to the No Box Tool Box and other helpful instructions.

Teams will be notified no later than Friday, November 16, 2018 at 3:00 p.m. EST.

***Please note that teams who turn in their pitches prior to the deadline will likely be notified earlier of their status into Round Two. The early bird catches the worm!*

Round Two: The Business Plan

Collaborate & Develop Business Plan

Business Plans Due Friday, January 11, 2019 by 11:59 p.m. ET

Once selected to advance to Round Two, teams will be required to submit a \$300 team registration fee no later than Friday, November 30, 2018 at 11:59 p.m. ET. An invoice will be sent to each team directly via PayPal. Teams entering a second category will be offered a discounted team registration fee of \$150 for the additional category. Note: Special pricing will be offered to Title 1 schools, schools hosting numerous teams and at the discretion of the Conrad Team based on special circumstances. Contact the Conrad Team for more information at info@ConradChallenge.org.

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 by outlining the strategy for how your business will take your innovative idea to a viable product solution. By completing this 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 purpose of your business plan is to tell investors what you will do and how your business and investors can benefit from the business goals. This document 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 Submissions@ConradChallenge.org and include the below sections in the following order:

Please note that points will be deducted for exceeding the word and time limits allotted.

- 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? All teams are required to provide at least three companies in this analysis including patent searches. (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 (3 minutes or less) detailing your team’s innovative concept. This video serves as your team’s final pitch to advance to the Final Round (Summit). 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. *Please note that points will be deducted for exceeding the allotted time limit in your Product video*

2. Business Plan Judging:

All Business Plans will be reviewed by the Conrad Team to ensure all requirements have been met. Teams who successfully meet the requirements listed above will be recognized as *Conrad Innovators* and their plans will be shared with expert judges for official scoring.

Conrad Innovators (formerly known as Semi-Finalists) are teams who complete the Business Plan requirements and have excelled in the development of their product. As this round is very competitive, it is important to the Conrad Foundation that we recognize all of the hard work by each of the Conrad Innovator teams. We hope teams find pride in this recognition, as it is not an easy feat! We're excited to introduce this exclusive new distinction to our outstanding teams.

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 or so scoring teams in each category will be selected as Finalists and invited to the Innovation Summit (April 24-27, 2019) 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 criteria which can total up to 100 points:

- a. **Technical Innovation (20 Points):** *How new or unique is the idea?*
 - The technology must be unique or a combination of existing technologies is used in a unique way into a new system
 - Does it illustrate innovative business concept(s)?

- b. **Technical Practicality (20 Points):** *Will this product work technically?*
 - 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.

- c. **Marketability (20 Points):** *Does the team demonstrate understanding of the key markets for their product?*
 - 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?
 - Did the team perform a competitive analysis for their market?
 - Did the team clearly explain the differentiators between their innovation and current products/services in the market?

- d. **Business Plan (10 Points):** *Did the team submit a clear and concise Business Plan?*
 - Is it easy to understand and follow?
 - Is there evidence that the team can deliver what is promised?

- e. Costs (10 Points):** *Does the team demonstrate understanding of the product development costs?*
- The team will estimate costs including costs for the team to participate at Innovation Summit and ultimately taking this product to the market.
 - Costs need include any material estimates, R&D (including grants), market studies, and labor costs.
 - Teams need to be as detailed as possible.
- f. 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?
- g. Team Creativity (10 Points):**
- Functionality of the team and its members as explained in the “Company Introduction”- 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?
 - Quality of Graphic Concept Representation
 - Quality of Product Video

Summit Finalists will be announced Friday, February 15, 2019 on the Conrad Challenge website and the teams will be notified directly by the Conrad Foundation as well via email.

Round Three: The Innovation Summit

Prepare and Present Concept at the Innovation Summit

Kennedy Space Center Visitors Complex in Florida

Summit Deadline: Friday, March 15, 2019 by 11:59 p.m. ET

Presentation Deadline: Friday, April 12, 2019 by 11:59 p.m. ET

Provisional Patent Deadline: Friday, April 12, 2019 by 11:59 p.m. ET

On-Site Registration: Tuesday, April 23, 2019

Summit: Tuesday, April 23 – Saturday, April 27, 2019

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 team in each category will be awarded the Challenge's top honor and all team members will be recognized as Pete Conrad Scholars.

Summit Finalists are 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 Summit Finalist. If a team is not able to attend or meet the minimum participation requirement, an alternate team will receive an invitation to Summit. Alternate teams will be named along with Finalists and notified the week of March 18th if they will be invited to Summit. A detailed itinerary and schedule, including hotel and transportation information will be distributed in 2019 to all participants.

Individuals must register for Summit on the Conrad Challenge website and complete their individual registration information and complete their individual Summit registration payment of \$350 via an invoice you will receive from PayPal.

1. Prepare Team Presentations:

Presentations will include a 6-minute presentation of the team's concept, followed by a 6-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 by Friday, April 12, 2019 at 11:59 p.m. EST at Submissions@ConradChallenge.org. File requirements will be specified closer to the Final round.

2. Apply for a Provisional Patent:

All Summit Finalist teams are required to file for a provisional patent to be eligible to present at Summit 2019. 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 at Submissions@ConradChallenge.org by Friday, April 12, 2019 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 (ages 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 has registered in the first 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. 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.
5. 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).
6. The competition is open to international participants.
7. 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, at the sole judgement and discretion 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 submissions must be in English.
2. 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.
3. Submissions must not copy or use other materials without properly citing the source. Proper citation includes the usual details to a scientific citation, including authors, publication source, dates, and volume, pages or URL information.
4. The basic information (team product, team location or school, and possibly student member names and link to Investor Pitch Video) for any team advancing to the Business Plan Round, who are named Conrad Innovators, or named as Finalists 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 Friday, April 12, 2019. 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 and 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. 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 who participate in the Conrad Challenge are prohibited from receiving compensation from students for their guidance. All roles that provide guidance to the student teams (i.e. coaches, subject matter experts and judges) are done on a voluntary basis. Any one receiving compensation will be disqualified from the Conrad Challenge.

Coaches are encouraged to utilize the Conrad Design Method®: The No Box Tool Box 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:

- Round One: The Investor Pitch – Minimum of 1 hour/week to guide your team through the Investor Pitch and Video entry submissions
- Round Two: The Business Plan – 2 to 4 hours/week to support the team in prototype development and submitting a Business Plan (business prospectus, technical plan and graphic representation)
- Round Three: The Conrad Innovation Summit – 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 Round Two: Business Plan judges to keep confidential any technical or business information they learn by reading the Business Plan submitted by the teams as part of Round Two. However, all information you present at the Conrad Innovation Summit is not considered confidential. These materials are intended to interest the public and potential investors in your ideas!

The Conrad Foundation encourages all teams (and requires all Summit 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 we receive, the Conrad Foundation cannot provide you any specific advice regarding whether to file a patent application.

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