2020 — 2021 PARTNER OPPORTUNITIES

CONRAD CHALLENGE
The Conrad Foundation honors the legacy of Apollo 12 astronaut, Charles “Pete” Conrad, Jr., 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 inspiring future explorers. After his passing, Nancy wanted to keep Pete’s spirit for innovation and entrepreneurship alive, while targeting the next generation of explorers. As a result, this former high school teacher launched the Conrad Foundation in 2008 and its flagship program, the Conrad Challenge. Since then, she has become a recognized leader in transformative education, testifying before Congress and speaking at global conferences. She is dedicated to energizing and engaging students in STEM fields through unique entrepreneurial opportunities.

**TODAY, THE CONRAD FOUNDATION IS THE ONLY ORGANIZATION OF ITS KIND WHOSE PROGRAMS COMBINE SCIENCE AND TECHNOLOGY-BASED EDUCATION, INNOVATION AND ENTREPRENEURSHIP TO INSPIRE SOLUTIONS FOR ACHIEVING GLOBAL SUSTAINABILITY.**
WHEN IT COMES TO INNOVATION, WHO NEEDS A BOX? It is commonly believed there are two fundamental ways to think: inside the box and outside of the box. At the Conrad Challenge, we encourage students to enjoy the freedom of thinking like there is no box.

The Conrad Challenge is an annual, virtual, multi-phase innovation and entrepreneurial competition that encourages young adults, ages 13-18, to change the world. Each year, teams of 2-5 students from around the world create products and/or services that address some of the most pressing global challenges. Students take direct control of their learning – extending well beyond the bounds of the school day, the Conrad Challenge becomes their passionate mission. They leave the title of “student” and become entrepreneurial problem-solvers, addressing social, scientific and societal issues through creativity and critical thinking.

Today’s students are tomorrow’s leaders. By giving them the right opportunity today, we can easily influence the next century of innovation. These students will be the ones designing the future for all humankind.

UNLEASHING STUDENTS TO CHANGE THE WORLD
STUDENT TEAMS DEVELOP SOLUTIONS TO GLOBAL CHALLENGES WITHIN THE FOLLOWING CATEGORIES:

**AEROSPACE & AVIATION**

Student solutions have included – improving storage efficiency onboard the International Space Station and warehouses via sustainable RFID technology; an autonomous magnetic take-off and landing system.

**CYBER-TECHNOLOGY & SECURITY**

Student solutions have included – a three-device platform to connect people with high-functioning autism to local businesses that are hiring; a mini Blackbox allowing people to access high-performance computing in difficult operating and/or harsh environments.

**ENERGY & ENVIRONMENT**

Student solutions have included – a low-cost potable water filtration system to help people in underserved areas; an unmanned surface vehicle (USV) to regularly monitor the water quality of lakes and ponds.

**HEALTH & NUTRITION**

Student solutions have included – a cloud-based web and mobile app that generates insights about cancer mutations from biomedical literature; a novel rehabilitative medical device to improve joint health; a nutrition bar used as a meal supplement for astronauts.

2019-2020 SPECIAL CATEGORIES

In addition to the four traditional categories, the Foundation partners with various organizations each year to present special categories. This year the Conrad Challenge is addressing two major social and global issues:

In partnership with The Winsor Foundation in collaboration with the Prince Albert II Foundation, students will student teams in this category will create sustainable solutions that will improve the health of and remove plastic waste from the Earth’s key resource, our oceans.

In partnership with the Foundation for a Smoke-Free World, students will join the movement to advance global progress to end smoking and reduce the impacts of smoking decline on tobacco-dependent economies.
ROUND 1: REGISTRATION AND INVESTOR PITCH

With this virtual competition, students are encouraged to step out of their comfort zones and collaborate without classroom, state or country borders. Researching global issues within the Challenge categories and determining where they can influence change, students complete two simple steps to begin their innovation journey: 1) register their team, and 2) develop an investor pitch to explain their product/service concept and how it creates a solution to a real-world challenge.

ROUND 2: BUSINESS PLANS

Teams develop a strategic business plan to support their product/service. Within this round, teams collaborate and use their critical-thinking skills to present a business prospectus, technical concept report and graphic representation of their solution.

All team business plans are scored by top professionals in industry, government, research and academia. Students who complete this round will be recognized as Conrad Innovators. These students will be invited to join the Conrad Alumni community and are encouraged to share this distinction on their college applications. The top five teams in each category advance to the final round of the competition.

ROUND 3: INNOVATION SUMMIT

The Conrad Challenge culminates in the Innovation Summit, a four-day experience at the Kennedy Space Center Visitor Complex in Florida. Finalist teams travel to the Space Coast to meet and present their innovations before an esteemed panel of expert judges. Teams are scored and provided on-the-spot feedback from the judging panel. Like the hit TV show “Shark Tank,” winning teams receive awards, investment opportunities, patent assistance, business services and scholarships to fine-tune their concepts to create companies or license their IP to top-tier corporations. This unique event gives students direct exposure to industry experts, corporations, investors and universities.

Another important outcome of the Innovation Summit is the opportunity for participants to meet like-minded students from around the world and build a level of confidence that benefits them for years to come.

CONTINUED SUPPORT FROM THE CONRAD COMMUNITY

The Conrad Challenge is just the beginning of the Foundation’s engagement with students. Our board, partners, judges and subject matter experts often continue mentoring our students after the competition. Additionally, many of our students return to Summit to speak to students after graduation, and even join the Conrad Alumni Leadership Council to continue an active role within the Challenge.
YOUNG INFLUENCER SHINES AT THE UNITED NATIONS

On the opening night of the NEXUS Global Summit, industry leaders gathered at the United Nations where they were addressed by inspiring leaders, including one of the Conrad Challenge’s newest alumni, 13-year-old Alfolabi Williams from Nigeria. Through his participation in the Challenge in the Smoke-Free World special category, Alfolabi and his team created a mobile app to help revolutionize farming in Africa. During his presentation, he reminded the NEXUS members and UN leaders of the power of their own potential when they solve challenges with no box around their thinking. His eloquence and warmth carried across the gathering, and opened the event with a clear message of abundance and possibility for making a positive difference in the world.

CONRAD PRODUCT GOES TO SPACE

Conrad alumni and sisters Mikayla and Shannon Diesch created a nutrition bar to be used as a meal supplement for astronauts. After wowing judges with their concept at the Innovation Summit, the Conrad Foundation worked closely with the Diesch sisters to send their nutrition bar to space as they continued product development. Just one year after competing in the Conrad Challenge, the sisters’ STEM-bar flew in the resupply payload on Space Shuttle mission, STS-134. But that wasn’t the end of their story. Today, the young ladies have founded their own company, Solar Flare, where they sell STEM-bars to the mainstream market.

PROVIDING CLEAN WATER TO THOSE IN NEED

Team Gulliver International developed a low-cost potable water filtration system as part of their Conrad Challenge entry. Their water purification device was originally intended to help the people of Haiti following a devastating earthquake. Not only was it delivered to the people of Haiti, it was also adopted into nine other countries and provides clean drinking water for 500,000 people. It has also been integrated into birthing clinics in Nigeria so newborn babies can be bathed in clean water. For its innovation, Team Gulliver International received the Heart of Haiti Award and was asked to attend the Rio+20 United Nations Conference on Sustainable Development.

OTHER NOTABLE ACHIEVEMENTS:

- Invention archived in the JFK Presidential Library
- Recognized by the chairman of the Federal Energy Regulatory Commission
- Profiled on Popular Science Radio and interviewed by BBC World News
- Attended White House Science Fair
- Participated in the National Council for Science and the Environment in Washington D.C.

CONRAD INNOVATORS TAKE THE WORLD BY STORM WITH THEIR ACHIEVEMENTS

From securing patents to starting new companies and even presenting at noted science events at The White House, the Conrad Challenge is just the first step on their journey.

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The Conrad Challenge is funded through corporate sponsorships, grants and individual gifts. Each year, we identify partners who are leading the way in each of our Challenge categories and share our passion to inspire and engage today’s youth. We work individually with each of our valued sponsors to meet their specific corporate social responsibility initiatives and goals. We integrate their expertise within the Challenge to further enhance the student experience. In addition to sponsoring various elements of the Challenge, many of our partners also participate as subject matter experts and judges to engage directly with our students. Each competition year requires at least 300 judges and more than 100 subject matter experts to ensure we provide the best environment for collaboration and positive feedback to encourage our student innovators.

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IMPACT THE FUTURE

EDUCATIONAL ADVANCEMENT
Equip students with the knowledge, confidence, social skills and tools they need to effectively lead change and improve our world.

GLOBAL PROBLEM-SOLVING
Inspire students from across the globe to think bigger. The Conrad Challenge creates out-of-the-box solutions about what is possible in our communities and on our planet.

STEM WORKFORCE DEVELOPMENT & RECRUITMENT PIPELINE
In complex dynamic industries, it is an important responsibility to foster the future leaders in the workforce. The Conrad Challenge serves as a recruitment pipeline for companies seeking bright young professionals that are eager to pursue internships and entry-level positions.
CONRAD CHALLENGE

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