As a coach in the Conrad Challenge, you will empower your students to boldly pursue their dreams of changing the world through innovation. You'll assist your team in their journey by helping them plan, reminding them about competition requirements, asking them non-directive questions, and giving them occasional suggestions. While your students remain in the driver's seat, you play an important role in their success. Thank you for all that you do!

This guide will provide you stage-by-stage instructions about how you should support your team throughout the Conrad Challenge season.
**1: ACTIVATION STAGE**

During the Activation Stage, students embark on their Conrad journeys. Your students will form their team of 2-5 and register in the Conrad Portal. It is during this stage that your students will ask you to become their coach! The Activation Stage is due October 14, 2022.

You should expect to spend 1 hour/week guiding your team through team formation and the registration process.

**Responsibilities**

- Share with your students that Conrad registration is open and that they can form teams
- Facilitate team formation by introducing students and asking about interests
- Encourage your students to get to know each other and explore areas of interest
- Assist students with registering in the Conrad Portal
- Help your team think about good project management practices, if the team does not do so on its own. Encourage them to think about setting up meetings and establishing a timeline for deliverables. Talk to them about deciding upon a method of regular communication and progress reporting

**Checklist**

- Remind your team to review the Activation Stage requirements in the Student Guide
- Read the Rules and Regulations and confirm your team is eligible to compete
- Review our Terms and Conditions
- Ensure that every team member has filled out their assigned registration section in the Activation Stage tab in the Conrad Portal
- Provide your email address and phone number for your team to use in Activation Stage registration
- Remind your team to complete the 'Getting Started' and 'Activation Stage' tabs in the Conrad Portal by October 14, 2022
During the Lean Canvas Stage, students imagine the future. Your team will brainstorm compelling solutions to formidable challenges, complete a few Lean Canvases, select their innovation, and choose a name and category to compete in. The Lean Canvas Stage is due November 11, 2022.

You should expect to spend 1-2 hours/week supporting your team’s efforts with research and development and facilitating their submission of the Lean Canvas.

**Responsibilities**

- Support brainstorming. If the team is stuck, ask useful questions, or give an existing product/service example that helps the team understand the Lean Canvas requirements.
- Suggest research sources, while allowing the team to conduct research themselves.
- Review all information prior to submission and ask useful questions, point out strengths and suggest possible improvements.
- Ensure students retain ownership of their innovation.
- Encourage teams to do a thorough literature search and possible patent search to see how other companies currently deal with the customer problem.
- If students find someone has already had their idea, don’t let them be defeated. Encourage them to come up with a new method to improve upon the existing product/service. If the students truly cannot find a path forward, you might need to suggest your students pivot to another idea.
- Remind students that it is permissible to use existing ideas with modification or existing code as long as they credit the source.

**Checklist**

- Remind your team to review the Lean Canvas Stage requirements in the Student Guide.
- Proofread your team’s Lean Canvas.
- Remind your team to finalize their category and team name and update the ‘Getting Started’ tab in the Conrad Portal accordingly.
- Take a picture of your team to use in their ‘Lean Canvas Stage’ submission.
- Ensure your team submits their Lean Canvas materials in the Conrad Portal by November 11, 2022.
During the Innovation Stage, students bring their innovations to life. Your team will write an Innovation Brief, record an Innovation Video, publish a website (Cyber-Technology only), and submit their innovation for judging. The Innovation Stage is due January 13, 2023.

You should expect to spend 1-2 hours/week reviewing sections of your team’s Innovation Brief. This stage requires the most from the coach in terms of reading and commenting on submission drafts.

Responsibilities

• Lead students to community resources as appropriate and suggest research sources
• Encourage students to try out their ideas and applaud failure as a stepping-stone to improving their ideas
• Help teams learn and make their own discoveries rather than give them your solution. If your students face a technology challenge, you can suggest a next step or alternative technology to explore
• Proofread your team’s entries as a copyeditor, but not as a critic of their ideas. Point out areas of good or weak impact in the writing
• Be a cheerleader. When teams run into roadblocks, encourage students to try something new
• Help the team learn how to resolve disagreements or other tensions that naturally occur in teamwork settings
• Enjoy the journey watching the team grow and develop new skills. From time-to-time, ask the team what they have learned and what challenges they are experiencing

Checklist

☐ Remind your team to review the Innovation Stage requirements and the Scoring Guide in the Student Guide
☐ Assist your team with submitting the Innovation Stage entry fee of $499 USD through the Conrad Portal
☐ Proofread your team’s Innovation Brief and list of references
☐ Ensure your team has uploaded their 3-minute Innovation Video to the Conrad Portal in the proper format
☐ Ensure your team has submitted their website in the Conrad Portal (Cyber-Technology & Security only)
☐ Ensure your team submits their Innovation Stage materials in the Conrad Portal by January 13, 2023
The top Conrad teams from each category are invited to the Power Pitch Stage. During the Power Pitch Stage, students present their innovations on a global stage. Your team will come to Houston, prepare a Power Pitch, and pitch their innovation to our live panel of Judges at the Conrad Innovation Summit, which occurs in April 2023.

You should expect to spend 1 hour/week supporting your team’s planning for their Power Pitch at the Conrad Innovation Summit, which includes helping them finalize their presentation and prepare for technical Q&A. You’ll also assist them with travel arrangements and completing Summit forms.

You should plan to commit to 4 days of travel in April to serve as your team’s chaperone at the Conrad Innovation Summit.

Responsibilities

- Serve as a rehearsal coach for presentation practice
- Review content for accuracy and reasonableness
- Have the team review Challenge requirements and help the team vet their entry using the submission requirements and Scoring Guide

Checklist

- [ ] Make yourself available to attend the multi-day Innovation Summit in April
- [ ] Assist your team with securing funding to cover lodging, travel, and the Power Pitch Stage entry fee
- [ ] Assist your team with arranging lodging and travel
- [ ] Listen to your team’s Power Pitch and offer feedback