Contest Introduction

This spring, we want to give you the chance to represent your society and be part of the 3rd Annual Clorox Product Design Competition! The ideas last spring were so impressive that we decided to have yet another competition to answer the age-old debate of which society is truly the most inventive! Last year, AIChE had the honor of winning both the 1st place prize and the “Most Innovative Society.” Which society will take home the honor this year!? 

At Clorox, we believe that few innovations are more impactful than those that make life a little bit better each day. Teams of 1-4 members will be asked to take some of the most well-known household brands to the drawing board and think up ways to make them even better.

This year, teams will be given 60 minutes to come up with a new product innovation that solves a common consumer frustration, and then present recommendations to a panel of judges. No need to prepare anything in advance. Just bring yourself or a team representing your society and put your skills to the test. What do you have to lose? In addition to bragging rights, each of the Top 10 teams will receive a prize along with exposure to a top consumer products company.

Contest Timeline

- **Monday, Feb 13**: Contest Announcement & Details
- **Monday, Feb 28**: Sign-Up Starts - 12:01 AM
  (Google form will be sent to Engineering RSOs for distribution)
- **Friday, Mar 17**: Sign-Up Ends - 11:59PM
- **Tuesday, April 4**: Contest & Presentations - 4 - 9:30 PM - 1 hour per team
  (Contest Rooms 114 and 101 Transportation Building)
- **Wednesday, April 5**: Technical Talk & Winner Announcements - 7 PM
  (Presentation Room 161 Noyes Lab)
Prizes

On top of the invaluable experience and corporate exposure you will gain, we want to provide an added reward for great work and an innovation mindset.

1<sup>st</sup> Place Team: $600 Visa Gift Card*
2<sup>nd</sup> Place Team: $240 Visa Gift Card & Clorox Product Coupons
3<sup>rd</sup> Place Team: $160 Visa Gift Card & Clorox Product Coupons
4<sup>th</sup>-10<sup>th</sup> Place Teams: Clorox Product Coupons

Participation: Burt’s Bees Product, Clorox On The Go Disinfecting Wipes

* If a multiple person team is declared a 1<sup>st</sup>, 2<sup>nd</sup>, or 3<sup>rd</sup> place winner, each member of the winning team will receive a Visa Gift Card amounting to an equal share of the total gift card prize indicated. For example, if a four member team wins first place, each member will receive a $150 Visa Gift Card.

Contest Rules

1. Teams must consist of 1-4 members.
   a. Participants must be College of Engineering students.^

2. Students may not be on multiple teams.

3. Only one person per team needs to sign up, but must include all members’ required information.

4. Everything you need will be provided for you at the working session and presentation with the exception of a computer.

See official rules for complete rules and prize information.

^ Includes all the current 12 engineering departments along with undeclared freshmen.
Presentation Judging Criteria

Each team’s presentation will be judged in three general categories: **Problem Identification**, **Product Improvement**, and **Presentation Quality**. Each category will consist of one to three criteria that will be scored on a scale of 1 to 5, with 5 being excellent. If a tie score results, the presentation that scores the highest combined score on the two consumer-centric criteria will win the tie-breaker. If a tie still occurs, the order of tie-breakers outlined in the contest rules will be followed.

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<tr>
<th>CATEGORY</th>
<th>CRITERIA</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>Problem Identification</td>
<td><strong>Consumer-Centric:</strong> How much does the team’s identified product issues demonstrate a consumer focus and thought process?</td>
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<tr>
<td></td>
<td><strong>Consumer-Centric:</strong> How much does the team’s product innovation demonstrate a consumer focused thought process?</td>
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<td><strong>Technical Rigor:</strong> How much does the team’s product innovation show technical knowledge and good engineering/scientific principles?</td>
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<td>Product Improvement</td>
<td><strong>Innovative:</strong> How creative, new to the world, and/or elegantly simple is the team’s product innovation?</td>
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<td><strong>Material Master:</strong> How well does the team know their product innovation and can answer questions?</td>
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<td><strong>Delivery:</strong> How well does the team convey the current consumer outage and their product improvement?</td>
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