

Innovation to Entrepreneurship Across the University



Solving the Kettering Communication Problem

The Kettering-Impact Contest is sponsored by the Kettering Innovation-to-Entrepreneurship Across the University (i2e-AU). It's about generating ideas, connecting with like-minded people, and presenting your concept effectively. This term, we have identified a unique and important Kettering problem to be dealt with....please read on....

What is the Problem?

Kettering faces a **communication** crisis! It seems that most announcements from anyone (faculty, staff or student organizations) are not being heard, seen or are just being ignored....

This creates low turnout at important events like guest speakers, club orientation meetings, etc. Also, new opportunities in the curriculum are not being communicated to the students and other members of the campus effectively. Finally, even class announcements can be missed! All of this information is currently available somewhere but it's not aggregated anywhere and we know we're not reaching students. Many students do not use what's available: website calendar and announcements and email, in particular. What would they use? We want to reach the Kettering community with important information and motivate them to participate in campus events.

Problem Statement

An effective means to communicate with the Kettering community (students, faculty and staff) about a variety of things: campus events, official notices (e.g., due dates, requirements), etc.

You can propose a solution to this Problem in one of two ways:

- 1) Enter the KU-Impact Pitch Contest, and/or**
- 2) Enter the KU-Impact Contract Bid Contest.**

1) KU-Impact Pitch Contest

You should enter this contest if you just want to propose a possible solution without any significant follow-up. Pitch your solution in a YouTube video for the chance to be heard and win **\$750!**

YouTube Pitch Format

Each team will prepare an engaging and compelling YouTube video that is no longer than 4 minutes. Videos will be judged on their effectiveness to engage the listener, convey a sense of passion, completeness, and relevance.

2) KU-Impact Contract Bid Contest

You should enter this contest if you think you have a good solution for the Kettering Communication problem **and** you actually would want to receive significant support (funding and otherwise) to develop and implement your solution. If so, propose it in a written proposal for a chance to receive Kettering's commitment to you and up to **\$10,000** to support your expenses for developing and implementing your solution.

All the entries to the Contract Bid will receive **\$200** for their legitimate effort irrespective of the outcome. The winners of the Contract will have a funded opportunity to execute (for example, a term-long co-op assignment).

Contract Bid Format

Each team will prepare a Bid for the contract in the form of a 4-5 page compelling document. This document will contain all the details of your plan for 1) defining, 2) solving, and 3) executing the solution for the Kettering Communication problem. Also this document will be accompanied with a 10-minute presentation describing your complete plan. This document and your presentation will be judged on their effectiveness to actually deliver a workable solution for the Kettering Communication problem

Things to Consider

Regardless of which contest you choose to enter, (and yes, you can enter both!), please address the following items in your pitch or proposal. If you are submitting a Contract Bid, you should provide more details about each item.

1. *What is the opportunity?*

Clearly explain the problem of communication at Kettering as you see it. Support your assertion that it is indeed a problem (facts and data would be very helpful).

2. *What is your solution (product or service)?*

Describe what your approach is for solving the problem. Provide sufficient depth but avoid excruciating details!

3. *Who are your customers?*

Briefly discuss who the customer would be for your product or service (i.e., students, faculty, staff, etc.).

4. *What are your barriers to entry?*

What challenges do you have to overcome to introduce this concept into Kettering?

5. *Who is your competition?*

Don't have any? Think again. Briefly discuss who (or what other existing methods) are your competitors and what they have accomplished. Existing competition is proof that your idea is valid.

6. *Who is behind the company?*

Tell a little about you and your team's background. If you have an advisory board, tell us who they are and how they will help you. What about your team is an asset?

7. *What is your competitive advantage?*

Simply being in an industry with successful competitors is not enough. You need to effectively communicate how your concept is different and why you have an advantage over the competition. A better distribution channel? Key partners? Proprietary technology?

Budget Plan for Contract Bid Proposal

For those of you submitting a Contract Bid proposal, in addition to a detailed plan that includes the above 7 items, you should submit a budget for how you would use the potential \$10,000 grant. This total can be used for time, supplies and services. But only up to \$7200 can be spent to compensate you for your personal time.

Registration and Eligibility

- There is no entry fee.
- Entry registration must be received by **5th Monday (Aug 11), 10:00 PM**. To register, email massoud.tavakoli@kettering.edu.
- Entries may be submitted by individuals or teams.
- Each individual or team may enter only one idea. Students may participate on multiple teams. Teams are encouraged to seek the involvement of Kettering faculty, alumni, staff, students from other schools, and people from outside the Kettering community.
- Each competing individual or team must have at least one currently registered Kettering student. Students submitting an entry as an individual must be a currently registered Kettering student, which includes all full-time and part-time undergraduate and graduate students.
- The presenting member(s) of the team must be currently registered Kettering student(s). Faculty, alumni, staff, students from other schools, and people from outside the Kettering community cannot be the presenting members.
- Competitors must upload their videos/Contract Bids to YouTube by **9th Wednesday (Sept 10), 10:00 PM**. The video title must start with “Kettering-Impact: [name of concept].” The link must be emailed to massoud.tavakoli@kettering.edu. Alternatively the Bid Documents should be mailed to the Prof. Massoud Tavakoli.

Confidentiality and Intellectual Property

The identities of the contestants and the disclosed business ideas, as well as any pitch delivered during the Kettering-Impact event, are considered to be part of public domain and can be used by the i2e-AU for marketing and PR purposes.

Important Dates

- Entry registrations due: 5th Monday (Aug 11), 10:00 PM
- YouTube videos/Contract Bid due: 9th Wednesday (Sept 10), 10:00 PM
- Award ceremony: 10th Tuesday (Sept 16), 12:20 PM, KES Idea Room, 5th floor CC.

Judging Criteria

Your video and bid contract will be evaluated by the judges according to the following criteria. You should keep these in mind when developing your pitch:

1. *Presentation:*

Was the video/bid proposal engaging and did it hold your attention?

Did the presenter(s) present with confidence and authority?

Was the pitch exciting and compelling?

2. *Assessing the Need:*

Has the video/Contract Bid clearly defined the communication problem at

Kettering?

3. *Supporting the Need:*

Has the presenter justified the problem sufficiently?

How? For example, has there been any data provided? What else?

4. *Feasibility:*

Has the presenter proposed a solution that is adequate, clear and realistic, and does it seem achievable?

5. *Creativity:*

Is the proposed approach creative/innovative?

6. *Market:*

Have customers, barriers and competition been discussed?

7. *Management:*

Does the team/person possess passion, commitment, and relevant skills?

8. *Bonus:*

Has the team articulated any of the following:

- A potential for significant impact on the broader community beyond Kettering?
- Strategies for commercializing the product or service?
- Long-term prospects for sustainability and success of the venture?
- Scalability of the solution/product beyond its use at Kettering?