



TechCon 2014 Innovation Marketplace Background and Submission Guidelines



Background

The Innovation Marketplace showcases the concepts, innovations, and research of young innovators focused on international development, including those associated with USAID's Higher Education Solutions Network. These concepts, research projects, and innovations must apply novel approaches of science, technology, and innovation to tackle challenges in international development.

The Innovation Marketplace will take place on Monday, November 10th at [California Memorial Stadium](#) on the campus of the [University of California, Berkeley](#), as an integral part of the HESN TechCon 2014 agenda.

How It Works

Project Category

- Innovation - your device, approach, or system is ready to go in the field!
- Research - wow, what you just figured out is incredibly interesting, important, and changes everything!
- Concept - you have the next great idea and have begun working on it!

Awards

Cash and in-kind awards will be made to top innovators and researchers. This is an excellent opportunity to get exposure for you and your idea, build support for your project, receive technical feedback, and to practice your pitching skills.

- **Best Concept.** One prize will be awarded for Best Concept, based on Phase 1 judging (described below).
- **Best Innovation or Research.** 1st, 2nd, and 3rd prizes will be awarded for Best Innovation or Research, based on Phase 2 judging (described below).

Phase I: The Innovation Marketplace is like a science fair, with each booth featuring you and your greatest innovation. If selected to participate, you will actively pitch your Innovation, Research, or Concept to TechCon attendees during a two-hour session to an assembled audience. Based on these

individualized presentations, or “pitches,” attendees will decide how best to invest their \$1000 “Development Dollars” (fun play money) in the innovations showcased by you and your peers.

Phase 2: The candidates in the “Innovation” and “Research” categories receiving the top five development dollar investments will be interviewed by a panel of technical judges for an opportunity to advance to the Pitch Competition. During the Pitch Competition, the selected top three innovators will give three-minute project pitches to all of TechCon. A final round of popular voting by the audience will determine the first, second, and third prize winners based on these pitches. The “Concept” category winner will be determined by investment of development dollars during Phase 1.

Entering the Competition

All applications, including all supporting documents and links to required multimedia files, must be submitted to SEAD by **Monday, September 22nd**. The SEAD team will evaluate all applications for completion and merit. The top ranked applications will then be submitted to USAID for final review and selection of Innovation Marketplace participants. SEAD will have a limited number of travel grants available to applicants.

Please submit your application (see page 3) and supporting materials to Kyle Munn at kyle.munn@duke.edu by **September 22nd**.

Applicants will be informed if their application is to be submitted to USAID by **Friday, September 26th**.

Supporting Documents

Required: Video/Multimedia Link. Please enter the link to your 30-second to three-minute video or multimedia presentation that shares what you do, why you do it, and how its going to change the world. Additional guidance on video and multimedia submissions, and an example or two of great videos can be found [here](#).

For simplicity, we suggest you upload this video or multimedia presentation to [Vimeo](#) or [YouTube](#). However, we will accept any link which we can access. If your link is password-protected, please share it with us at the time of submission.

Required (if video featuring people is submitted): Please download, sign, and upload the [Video Submission Waiver](#) form for each identifiable person who appears in your video submission.

Required: Please upload a jpg photo of you (and other members of your team, if applicable).

Optional, but encouraged: One-Page Project Description. Please upload a one-page description of your Innovation, Research, or Concept as a PDF. This description should include your name and affiliations, your project name, an introduction to the development challenge your work addresses, what your project is or does, and your plans for this work going forward.

Contact us

You can contact us with questions about the Innovation Marketplace at kyle.munn@duke.edu. Please include “Innovation Marketplace” in your subject line.

Application Information

Please submit the following information to apply to this year's TechCon Innovation Marketplace. Only one team member should register per project. If you are affiliated with an HESN Lab, please check with your Lab on any pre-approval process.

Your Name:

Your Email Address:

LinkedIn Profile:

Twitter Handle:

Name(s) of Other Team Member(s) (if applicable):

Email Address(es) of Other Team Member(s) (if applicable):

HESN Lab Affiliation (if applicable): [SEAD](#)

University Affiliation (if applicable): [Duke](#)

Innovator Type: [Please circle one](#)

- Undergraduate Student
- Graduate Student/Postdoctoral Fellow
- Young Professional
- Other

Project Category (these will be separate judging categories - with separate prizes!): [Please circle one](#)

- Innovation - your device, approach, or system is going to change the world!
- Research - wow, what you just figured out is incredibly interesting, important, and changes everything!
- Concept/Very Early Stage Idea - you have the next, greatest idea ever and have begun working on it!

Project Title (10 words or less; short, snappy, and engaging titles are best):

Short Project Description (5-sentence description):

1-Page Project Description (optional, but encouraged; please attach as a separate PDF)

Tell Your Story! Video/Multimedia Link (Thirty-second to three-minute video or other multimedia method of sharing what you do, why you do it, and how its going to change the world. Please see “Supporting Documents” for additional guidance):

Video Submission Waiver: If you are submitting a video in which people feature, please download, sign, and upload the Video Submission Waiver form for each identifiable person who appears in your video submission.

Photo (Please attach a photo of you and your team as a jpg):

Anything else we should know?: