



*Difference***Maker**

EXPLORE PROBLEMS • CREATE SOLUTIONS • MAKE A DIFFERENCE



**Top Prize of \$500 per team member!!**

**Finalist - \$100 per team member!!**

**Have a “BIG” idea that could make a difference?**

**Tell us about it!!**

We want to hear your cutting-edge banking and financial innovations which could drive our future success in the industry. Possible focus areas include:

- Mobile Technology Solutions
- Future Payment Solutions
- Cloud Computing
- Financial Literacy Education
- Small Business Solutions
- Payday Lending Alternatives

**Are you up to the challenge? We think you are!!**

## **2013 Innovation Contest Key Dates**

Registration Opens: Immediately

Registration Closes: October 25, 2013

- Team Identified
- Project Summary (Max 1 Paragraph)

Entry Submission Deadline: November 13, 2013

- Executive Summary (Max 2 pgs.)
- Supplemental Info (Max 3 pgs.)

Finalists Announced: November 22, 2013

Finalist Presentations: December 4, 2013

## 2013 Innovation Contest Rules

1. Each team must consist of majority UMASS Lowell students, but can have an outside participant. For this contest, UMASS Lowell students include any undergraduates and graduates enrolled in classes during the current semester (including part-time and evening classes).
2. A team may consist of two (2) to five (5) members, with the majority being represented by UMASS Lowell students.
3. Students are eligible to participate on only one (1) team, but can have multiple entries.
4. Team composition is final at the close of registration (October 25, 2013).
5. Students who are also teaching assistant are eligible to participate in the contest, although can't be part of a team where students they have a direct instructional role are members.
6. All team activities related to this contest are to occur during non-classroom hours, although this opportunity may be communicated in class at the discretion of the faculty member. All students participating in this contest are expected to fulfill their normal coursework requirements.
7. Faculty are not expected to rearrange class work schedules to accommodate team activities.
8. Registration: Each team must be officially registered into the contest online [here](#), or by sending an email to [UMLinnovations@dcu.org](mailto:UMLinnovations@dcu.org) on or before the deadline (October 25, 2013). This includes identifying the team name, team members, and a brief summary of the planned entry (maximum of one paragraph). This should provide a very high level description of the area being focused on by your team. It is understood that specifics will not have been worked out at this point.
9. The subject of the business idea must be original work of your team.
10. Entry Submission: Teams must submit entry by November 13, 2013. Teams can create their entry using any software they have access to, although all entries must be converted to a .PDF file format (under 10 MB) for submission. Please send this via email to [UMLinnovations@dcu.org](mailto:UMLinnovations@dcu.org).
11. There are no specific requirements about what your submission must include, other than the executive summary (explained below in item 14). Our recommendation is to include the level of information necessary for us to understand your idea and the benefit it would generate to banking users.

12. A panel of judges from DCU and UMASS Lowell faculty and alumni will evaluate all entry submissions and identify the top teams eligible to move forward to make a final presentation.
13. The document to be submitted must include an executive summary of two (2) pages maximum. This executive summary will be the basis for initial review. Although there are no standards for content of this executive summary, please use reasonable font size and margins. Unreadable entries will be disqualified from the competition.
14. In addition to the executive summary, you may (at your option) provide an appendix of up to 3 additional pages of supporting information. Any such materials must be included in the complete submission by the deadline, November 13, 2013.
15. For teams selected as finalists, all members of the team must attend and participate in a presentation of the team's entry to the judges.
16. For teams selected as finalists, at least one member of the team must be willing to present the team's entry to the judges. All team members are expected to participate in the question and answer portion of the presentation.
17. This is anticipated to be a presentation of up to 10 minutes, with an additional 10 minutes available for judges' questions. Timeframes may be adjusted based on the number of finalists selected.
18. The executive summary submission and presentation are each considered as part of the judging process. Each judge has the discretion to determine the weight each is given. Generally, the presentation portion will represent a significant portion of each judge's overall assessment.
19. Prize money will be awarded at the end of the contest (December 4, 2013). A team prize will be awarded to all registered team members.
20. Mentors and judges may not charge for any services provided during the competition. Additionally, they may not enter into contracts with any involved teams, individuals, or companies during the competition.
21. Mentors are not permitted to write any part of the executive summaries, plans, or presentations. They are asked to act in an advisory role to the team and not write or edit the plans themselves. This ensures fairness to all the teams and maximizes the educational value found in writing a business plan by the students.

## 2013 Innovation Contest - Frequently Asked Questions



Do you have a question? [Email](#) your question to the judges.

**The Innovation Contest indicates that each registered team member on a winning team will receive a prize. Why is that?**

Collaboration among several areas of expertise is an important part of so many of the innovations we've implemented over the years. By making the prize per team member, we hope to encourage bigger, more diverse teams. If your team wins, you personally get the same amount of money whether your team is large or small.

**Can a team submit more than one idea?**

Yes a team can submit more than one idea or innovation. However, each one must be submitted as a separate entry.

**Are you looking for us to do the necessary research to get an approximate cost for DCU to implement the idea? For example, should we show the cost vs. possible savings?**

We tried to be intentionally vague. We did not want to make cost/saving analysis a requirement of the project, or the only focus. But the more information you can provide to make a compelling case for your entry the better. Cost and/or savings projections would probably be one of those things. If you are going to include this type of information, focus on reasonable projections and not trying to get it down to an exact number.