

DifferenceMaker™

EXPLORE PROBLEMS • CREATE SOLUTIONS • MAKE A DIFFERENCE

Submission Materials and Judging Process

Submission Materials

- An Idea Plan - a 2 page (single spaced) Executive Summary (Refer to the other attachment called Template)
- A Rocket Pitch deck – a 3 – 5 slide deck PowerPoint presentation
- A Poster – a depiction of your idea highlighted

Judging

Each team must submit the Idea Plan and Rocket Pitch no later than 5:00 pm Monday, March 28, 2014. Submissions should be e-mailed to differencemaker@uml.edu. Please name your files by including your idea name and type of material. This will help the judges in the screening process for the competitiveness of your Idea.

Teams will be notified by 5:00 pm on Tuesday, April 1, 2014 of their inclusion in the preliminary round of the Challenge along with a specific presentation schedule.

Preliminary Pitch-off – April 4, 2014

All teams that pass the screening stage will be invited to pitch their Idea Plan in a preliminary challenge round to be held on Friday, April 4, 2014, from 2:30 p.m. to 6:00 p.m. in the Emerging Technologies and Innovation Saab Center building on North Campus.

Teams will be divided into tracks (based on the total number of teams competing). Each track will be judged by a panel of three or more judges that include UMass Lowell alumni.

Each team will present a 3 minute Rocket Pitch and the judges will then ask questions of the team members. On March 24 - 25, 2014 there will be Rocket Pitch Coaching to prepare you for this 3 minute pitch.

Following all team presentations, each set of track judges will rank the idea presentation in their track. The judges will provide written feedback to help each team improve their concepts and pitch materials.

The top 2 teams in each track (total of up to 9 teams) will be invited to the final Idea Challenge presentation on Tuesday, April 15, 2014 at the Emerging Technologies and Innovation Saab Center building on North Campus.

Final Idea Challenge – April 15, 2014

Teams selected as finalist will have until 12:00 noon on Wednesday, April 9, 2014 to submit a revised Idea Plan and Rocket Pitch presentation. Materials should be emailed to differencemaker@uml.edu.

The final event will be held on Tuesday, April 15, 2014. This event will include a Poster Showcase session, Final Pitch session, and Award Ceremony session.

The Poster Showcase session will be from 5:00 p.m. to 6:00 p.m. All teams are invited to present a Poster at the session. One team from the non-finalist group may still win a chance to participate in the Final Pitch round. As teams set up their posters in the Emerging Technologies and Innovation Saab Center building on North Campus, event guests will circulate throughout the reception, review each concept and ask questions to the team members present. The guests will vote for one team to join in the final presentation that night (People's Choice!).

The Final Idea Challenge Pitch session from 6:00 p.m. to 7:30 p.m.: Each finalist team will have a 3 minute rocket pitch followed by 10 minutes Q&A conducted by the judges. Final round judges will include UMass Lowell alumni who are accomplished entrepreneurs, social leaders and technology pioneers. It will be a different set of judges than the preliminary round which will be held on April 4th.

The Award Ceremony will be held after the pitches from 8:30 p.m. – 9:00 p.m.