

U-INNOVATE[®]

2021 Guidelines (updated)

All UCAR employees are invited to participate and attend.

What is U-INNOVATE:

A fun, fast-paced, virtual competition (in front of an audience of your peers) where you can pitch your idea to a panel of judges for a chance to win cash prizes and other resources designed to help you advance your idea. This is your opportunity to take the next step to move your idea from research to commercial application.

What it is not:

This is not a research proposal or a place to request funding for research. This is all about moving your idea one step closer toward commercialization.

How it works:

- To be considered, please submit 8 PowerPoint slides to uinnovate@ucar.edu no later than **5:00 p.m. on April 9th (no exceptions to this deadline)**. Your slides should:
 - o Describe your technology (e.g., software, instrument, app) and its potential applications
 - o Explain what gap the technology fills or the need for the application (product or service)
 - o Address the possible impacts and benefits of the new technology
 - o Provide the current state of development or technical readiness level
 - o Tell the judges what business resources you need in order to take your technology to the next level
- Up to 10 contestants will be selected to present at a **virtual pitchfest**. If you are selected as a contestant, you will then be required to submit an 8-minute video presenting your idea (you may, but do not have to, use your original PowerPoint slides). Please be as creative as you like! Your video will be due at **5:00 pm on April 26th**. More specific guidelines about creating your video and how to submit it will be forthcoming.
- You will need to be present at the competition when your video will be shown immediately followed by a live question and answer period with the judges, providing you an opportunity to persuade them that, given the right support, your idea could be the “next big thing.”
- After viewing all of the pitches and asking questions, the judges will select a 1st, 2nd and 3rd place winner.
- Cash prizes are: \$2,500 for 1st place; \$1,500 for 2nd place; and \$800 for 3rd place – these prize amounts will be split among any team winners.
- The 1st and 2nd place winners will also receive up to 25 hours of paid time to work on commercialization of their idea. Winners must use the 25 hours by April 1, 2022.
- All three winners will receive mentoring from members of the UCAR Exchange Board of Directors.
- All contestants will also be eligible to receive advanced training at the University of Colorado Commercialization Academy.
- The judges include members of the UCAR Exchange Board of Directors and experienced local entrepreneurs. Each is under an obligation to keep your ideas confidential.
- The judges (at their discretion) may help the 1st and 2nd place winners with:
 - o Introductions to local business leaders, entrepreneurs and potential funders
 - o Provide mentorship on how to move your idea to the next level
 - o Assist with connections to subject matter experts
 - o Offer recommendations and support in your efforts to obtain innovation and technology transfer funds from within UCAR, in the community and with federal agencies
- **No changes will be accepted to your PowerPoint slides or videos after they have been submitted.**

When: Friday April 30, 2021
2:30 – 5:00 p.m.