Welcome...
What is I2S?

I2S is a competition aimed at current Georgia Tech students and recent alumni who have an early stage product/service idea that is focused on creating a better world.
What is I2S?

0 I2S is *primarily a competition of ideas*

0 Creativity, imagination, and technology are applied to:

  0 Solving community and social issues

  0 Sustaining our environment
Who is eligible to participate?

0 Any current Georgia Tech student or recent alum (graduated in either Spring 2011, Summer 2011 or Fall 2011)

0 Any previous competitor is welcome to submit new ideas or improvements on their previous idea*.
*For ideas that did not receive awards in previous seasons.

0 Participants in the 2012 InVenture Competition are welcome to compete if their product idea is consistent with the social/environmental sustainability component of I2S.

0 No full or part-time faculty member, instructor or staff will be eligible to compete.
2011 Competition Statistics

• 30 teams submitted intent to compete
• 26 teams participated in the poster competition
• 7 teams selected as finalists
• Over $7,000 in cash prizes awarded
Winning Ideas from Previous Years

0 **Time for Life:** a watch that uses symbols (corresponding to labeling symbols) to help third-world HIV patients (most of whom are illiterate) keep on track with their medication, thereby increasing the efficiency of the treatment.

0 **One Motion Syringe:** a medical device that improves upon the current syringe design. Provides a shorter training period for healthcare workers learning to use syringes, and a safer way to operate a syringe.
Winning Ideas from previous years

0 **Incinerate**: a small modular incinerator to burn the trash in developing countries in a safe and environmentally viable way.

0 **Urban RePeel**: Urban composting centers to minimize the large amounts of food waste leaving apartment complexes, supermarkets and airports. Keeping the compost process local will create an urban, closed-loop cycle where food waste is transformed into natural fuel for crops.
How Does the Competition Work?

0 **FIRST**, students register for the competition by filling out the Intent to Compete form online, including a brief description of their project. Then, they submit their idea in the form of an executive summary and a short YouTube video.

0 **NEXT**, all entries are invited to participate in the Poster Showcase Reception which is the preliminary round of the competition. Here, teams use visuals and an elevator pitch to convince judges of the feasibility of their solutions. The top 6 teams from the preliminary round advance to the finals.

0 **FINALLY**, During the Finals round, teams are given 3 minutes to present in front of an auditorium packed with students, faculty, and members from the larger community. They then answer question from a panel of judges. Awards are announced at the reception that follows.
What to Submit: The Executive Summary

0 Format:
   0 2-4 pages, single-spaced, Arial 11pt

0 Content:
0 State the social or environmental issue being addressed
   Clearly indicate the problem addressed, the effectiveness or inadequacies of current solutions (if any) and the significance of the issue.

0 Detail the proposed solution
   Describe your solution to the problem. For technology-related solutions, the status of the technology development and intellectual property protections should be addressed.

0 Originality of proposed solution
   In this section, examine what similar ideas/technologies are already in the market place and distinguish your idea from what exists, arguing the merits of your solution over the already existing ones in the market place.

0 Feasibility and metrics of success
   This section should address how you would go about implementing your solution, and what you would need to launch and grow an organization. Lay out a path to market including key milestones, risks, and risk mitigation techniques. What constitutes success should be clearly defined.
What to Submit: The Video Pitch

0 Give your best elevator pitch, explaining the problem and the solution.
0 Convince your audience that you have a compelling opportunity to solve a problem and explain why they should want to invest in your idea.
0 Up to 60 seconds in length
0 Clear audio and visuals
0 Upload to youtube, follow guidelines on I2S website
0 Submit link by email, along with the Executive Summary on March 27
Video Pitch Example:

Urban RePeel

http://www.youtube.com/watch?v=pJ8D4bVAVl0&list=PL96372DD81DFDD408
Preliminary Round – The Poster Competition

0 All entries will be invited to the Poster Competition on April 2, 6:00pm, CoM Atrium
0 To prepare, create a poster that illustrates your idea
0 Judges will circulate, reviewing the posters and talking with the teams
0 Team members should be prepared to explain their ideas and answer questions from judges and other guests
0 At the end of the night, judges will select and announce the top teams that will move on to the finals and the audience will select the winners of the People’s Choice Award
Final Round - Students Who Impact

- April 4, 4:30pm, CoM, LeCraw Auditorium
- Present your idea to a panel of judges in front of an audience of over 300 students, faculty, and community members
- 3 minutes to present
- 3 minutes for Q&A
- Present in any format you feel comfortable – you can use PowerPoint, posters, prototypes, or anything else necessary to illustrate your concept
- Winners will be announced shortly following the presentations at the Awards Reception in the Atrium
Finals Presentation Example: Sustainable Solar Sanitation System

http://www.youtube.com/watch?v=2qR1cJLMXGw&context=C4d64beeADvjVQA1PpcFNvY0MRchH3mx6RRj2CSRiKRH90KVyarbs=
In both competition rounds, judges will evaluate entries based on the following criteria:

0 The idea constitutes a **social innovation** due to: the novelty of the solution; novel application of an already existing idea; or a significant improvement of an existing process.

0 The idea would **improve the human condition** by creating social value while also considering any possible negative environmental and/or social impacts of the solution offered.

0 The idea **would be sustainable if implemented** in the framework of a non-profit, for-profit, or hybrid organization.

0 **Metrics of success** are well defined and will be tracked to inform future decisions.
$10,000 in prizes will be awarded in the competition

Poster Showcase:
- 2 Peoples’ Choice Awards: $250/$100
- Best Poster & Best Video: $250 each

Finals
- 1st Place: $2,000
- 2nd Place: $1,500
- 3rd Place: $1,000
- Other finalists (4th-6th places): $250 per team
- Peoples’ Choice Award: $250
- Liam Rattray Social Visionary Award: $500
- Hub Atlanta Services Awards:
  - Most Market Ready/Investable – services value $1,600
  - Best Idea – services value $1,575
Finding Help: Entrepreneurship Resources at GT

0 Enterprise Innovation Institute: http://innovate.gatech.edu/
0 VentureLab: http://venturelab.gatech.edu/
0 FlashPoint: http://flashpoint.gatech.edu/
0 Invention Studio: http://inventionstudio.gatech.edu/
0 Advanced Technology Development Center (ATDC): http://atdc.org/
0 Enterprise to Empower: http://www.en2em.org/
0 Georgia Tech MBA Entrepreneurship Club: http://mba.gatech.edu/clubs/entrep/index.html
Is your Idea Unique?

Here are some resources to find out about other groups/orgs that might have similar ideas:

- Georgia Center for Nonprofits: [http://www.gcn.org/](http://www.gcn.org/)
2012 Competition Overview, Schedule and Deadlines

- November 9 – Season Kick-off
- Feb. 1, Feb. 29, March 14 – Workshops
- March 16 – Intent to Compete due
- March 27 – Executive Summary and Video Pitch due
- April 2 – Preliminary Round: Poster Showcase
- April 4 – Finals and Awards Ceremony
QUESTIONS?

Contact Dori Pap: dori.pap@ile.gatech.edu

GOOD LUCK!