

Have Fun, Learn Something New, and Give Back to Others



The Innovation Cup

Launch Party

Monday, September 20th at 7:00 pm

Presentation Day

Thursday, September 23rd at 7:00 pm

The Innovation Cup

-- Competition Guidelines for 2021 --

Competition Overview

Hosted by the Center for Student Enterprises and Entrepreneurship Development (SEED), the Innovation Cup provides students, faculty, and staff with a chance to come together to solve a problem that confronts Northwest Georgia. The event is a light-hearted competition among the four schools at Berry where participants can have fun, learn something new, and give back to others.

More specifically, the four schools will be presented a case -- the problem -- that a company/organization is trying to address. Solving this problem would improve the quality of life within our community. After hearing the case, schools will be given 72 hours to develop a recommendation -- the solution -- that could help this cause. The recommendation should be related and focus on a sociocultural, political/legal, economic, technological, and/or environmental aspect of the problem. Therefore, each school has an opportunity to use their unique body of knowledge and paradigms to approach the case and frame their recommendations. Please know that this is not a business competition and no school has an advantage over the others. At the end of the 72 hours, we will all reconvene, students will pitch their school's recommendation, answer judges' questions, and we will celebrate everyone's efforts. On the presentation day, representatives from the company/organization and external community will select an overall winner. The winning school will take home the Innovation Cup and keep it for one full year until we come together the following year for the next round of the competition.

Development of the Recommendations

After the delivery of the case on September 20th, all students, faculty, and staff from their respective schools may participate in developing the school's recommendation and final presentation. We ask that each school choose its own 'headquarters' or 'war room' during this 72-hour period. Members of SEED will provide drinks and refreshments throughout this time so that individuals can concentrate on the case and refine their ideas.

Structure of the Student Teams

For the final presentation on September 23rd, each school will be asked to identify four students to give the school's recommendation. This is your presentation team. These students may be from any major or class (e.g., senior, junior, sophomore, or freshman) and need to be enrolled in the current fall term. The school is also asked to identify four DIFFERENT students to serve on their question & answer team. Again, the same guidelines (e.g., major, class, enrollment) will be used to determine eligibility. Please know that having two different teams is done to maximize the number of student participants during the event.

The rosters for both the presentation and question & answer team must be submitted to SEED by 1:00 pm on the presentation day (September 23rd).

Purpose of the Launch Party

A launch party will be held to hear the case presented by our quest company/organization. Again, this is a problem that they are currently addressing in an attempt to improve the quality of life within our community. In addition, representatives from each school will be given a chance to ask questions of the company/organization and receive further clarification of the competition guidelines. This event will be held on **September 20th in ABC at 7:00 pm**. Not everyone on presentation or question & answer teams are expected to attend, but at least one school representative must be present in order to receive the competition materials. If a representative from any school is not present for the launch party, then a deduction of the school's overall score will take place.

Structure of the Presentation Day -- Final Presentations and Question & Answer Period

On Thursday, **September 23rd at 7:00 pm in XYZ**, a team of four students will make a six-minute presentation to our panel of judges. The order of presentations will be determined by a random draw. Again, this presentation is to pitch the school's recommendation on how the company/organization could address this problem that confronts Northwest Georgia. There are no parameters on the form or structure of the presentation except that it be in good taste and teams cannot go over their allotted time. Schools may provide judges up to three 8.5x11 inch pages (front and back) of additional information that supports their recommendations.

After the school has presented their recommendation, a team of four DIFFERENT students will participate in question & answer period. This round will also be six minutes in duration. At the conclusion of presentations and question & answer periods, the panel of judges will meet in an isolated room to determine the overall winner. During that time, the master of ceremonies will be engaged with audience in a trivia contest so that they too may win prizes for their attendance.

Selection of the Overall Winner

The official announcement of the winner will take place at the end of the evening's program. The overall winner will be selected by our panel of judges and evaluated on the following criteria:

- The ability of the recommendation to solve the problem that was presented
- The level of feasibility to implement the recommendation
- The value or impact that could be created if the recommendation was implemented
- Quality and persuasiveness of the presentation
- Thoroughness and accuracy of any submitted materials
- Quality of answers during the questions and answer period
- Overall level of professionalism

If you have any questions about the competition or need assistance, please contact Dr. Kevin Renshler at erenshler@berry.edu or (760) 290-2685.