

Creating a good Submittal

Create a submittal that includes and describes (as much as possible):

- Your understanding of a problem or potential improvement
- Your proposed solution
- Benefits provided by the solution
- Likely demand for the solution
- Effort, funding and policies required to bring to market
- Alternate competing ideas, if any, and why this solution is advantageous
- Longevity and any required maintenance of the proposed solution
- Total value to the user or society in general
- Outline roadmap for implementation of the solution
- Any barriers to implementation (e.g., cost to implement, other required enabling activities, restrictive regulations)

Industry-specific knowledge should be demonstrated, but there is no penalty for making assumptions when necessary (e.g., unknown facts, future trends, demand). It is also appropriate to question underlying assumptions presented by others who may have examined the problem, if you are convinced a different perspective is appropriate. All things being equal, innovations with broad application will generally be scored higher. We are searching for innovative ideas, but also those contestants that display the characteristics shown in the graphic. In summary, we are interested in seeing how you think through the problem and a potential solution.

Characteristics Sought

- Critical thinking
- Quantitative analysis, when appropriate
- A broad view, including the ability to integrate different perspectives and “connects the dots” between disparate data points
- Understanding of how technology and business models impact innovation adoption
- Willingness to tackle complex and difficult problems
- Curious, comfortable with ambiguity, and can envision the future with unbounded thinking
- Ability to communicate and articulate your idea
- Objective and honest