
INNOVATION CHALLENGE

SNOW COLLEGE INNOVATION CHALLENGE 2021 COMPETITION PACKET

□ **OPEN TO ALL SNOW STUDENTS FROM ALL MAJORS!** □

OVERVIEW

The Snow College Innovation Challenge (IC) is a **student idea competition** managed by the GRIT Center for Rural Entrepreneurship at Snow College and Snow College Student Life with **\$5,000 total prize money available!** The purpose of IC is to identify, reward and implement student-driven ideas that:

1. Improve the Snow College student experience;
2. Generate lasting impact at Snow College; and
3. Encourage broad and diverse student participation.

The competition is split into five rounds:

- **Round 1: Online application** — All eligible Snow College students are welcome to apply
- **Round 2: Video Voting** — Only teams that submit a complete and feasible Round 1 application
- **Rounds 3-5: Live Tournament** — Only the top 9 teams based on results of Round 2
- **Round 3: The first live presentation (Quarterfinals)** — Teams ranked # 2-9 only
- **Round 4: The second live presentation (Semifinals)** — Top 4 teams only

- **Round 5: Final live presentation (Finals)** — Top 2 teams from the Semifinal Round + the top team from video voting round

All applications from Round 1 will be reviewed by judges for completeness and feasibility. Applications deemed complete and feasible will be eligible for Round 2. Teams admitted to Round 2 may submit a 1-2 minute video about their idea which will then be posted online for voting. The team that receives the most votes at the end of the video voting period will automatically qualify for Round 5 Finals. Teams 2-9 based on votes will enter the live tournament portion of the competition (Rounds 3-5), which consists of live presentations in front of a panel of judges and audience. The Round 5 Final judges will determine the winners of various prizes, including the **\$1,000 grand prize!**

The **faculty or staff sponsor** of the top 3 ideas will also receive a **matching grant of \$1,000, \$500 or \$250** to aid in implementation of the idea at Snow College (see “Prizes” section for details).

The Innovation Challenge is made possible by generous support from private donors, students, sponsors, judges, faculty and staff members.

Sponsored by:



2021 COMPETITION TIMELINE

- **Applications Open for Submission** — Monday, March 1, 2021
- **Round 1 Application Deadline** — Thursday, March 18, 2021 at 11:59pm MDT
- **Video Submission Deadline** — Tuesday, March 23, 2021 at 11:59pm MDT
- **Video Voting Period** — Begins Thursday, March 25, 2021 - Ends Wednesday, March 31, 2021 at 11:59 MDT
- **Top 9 Announced** — Thursday, April 1, 2021
- **Rounds 3 & 4 (Quarterfinals & Semifinals)** — Tuesday, April 6, 2021, 6:00pm in the Huntsman Library Auditorium
- **Round 5 (Finals)** – Thursday, April 8, 7:00 pm in the Jorgensen Concert Hall, Eccles Center for the Performing Arts

ELIGIBILITY

The Snow College Innovation Challenge is a student competition; the student must take the lead in the submission. The competition does not award proposals that are not primarily managed by students.

However, teams must also have a Snow College faculty or staff sponsor. The sponsor must be a current employee of the college who agrees to support the student submission. The sponsor should be an employee of the department that will be primarily responsible for implementation of the idea.

Competing teams must be composed of at least one Snow College student and meet all of the following criteria:

- The team must be organized and directed by a student from Snow College.

- The team lead must be a registered student during the current semester of the competition year.
- The student team members must be involved in all aspects of the competition.
- The team (for the same idea) must not have been an award winner in past Innovation Challenge competitions from previous years.

An individual or team may submit more than one application; however, an individual or team may not receive more than one prize per round. Only one video submission per individual or team allowed.

TAX IMPLICATION NOTICE

Payment for winning a competition or being a top performer is not a scholarship or fellowship; instead, it is a prize or award, and is given without stipulation as to how it must be used. Prizes of this nature may be taxable to the recipient, but are not considered wages even if the student is employed by Snow College. If certain dollar thresholds are satisfied, the College will report the prize or award to the IRS and the student on IRS Form 1099-Misc, Miscellaneous Income or on IRS Form 1042-S, Foreign Person's US Source Income Subject to Withholding.

FINANCIAL AID IMPLICATION NOTICE

Payments made by Snow College to students must be considered for financial aid implications, as they comprise financial assistance given by the College to the student (NASFAA Monograph 24, Appendix D). Please visit Badger Web to see your financial aid balance. You may also contact the Financial Aid Office by email (financialaid@snow.edu) or by calling (435) 283-7129 to speak with a Financial Aid Counselor to understand the implications that accepting an award may have on your financial aid.

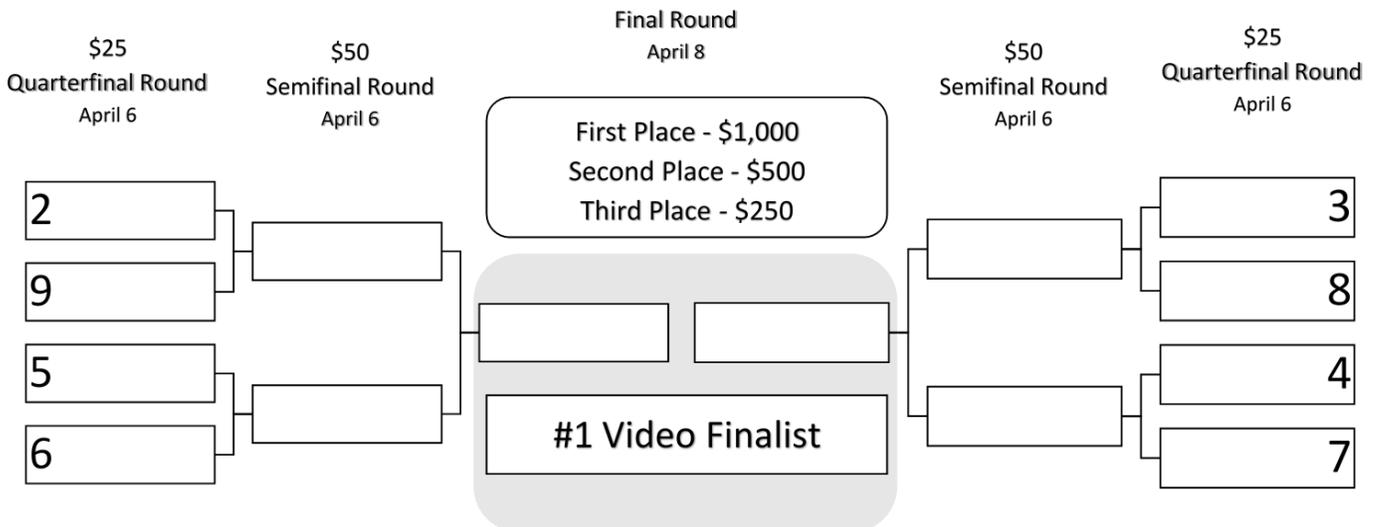
TAX IMPLICATIONS FOR INTERNATIONAL STUDENTS

International Students are advised to meet with a tax specialist to determine their tax status for income and or scholarship awards. The base requirements to be eligible for any tax treaties are: F-1 visa holders (international students attending an academic program or English Language Program at a US college) and have a social security number, or taxpayer identification number. If a tax treaty is in place, the student will complete U.S. Form 8233, Exemption from Withholding on Compensation for Independent Personal Services of a Nonresident Alien Individual. The tax implications are different for J-1 visa holders (exchange visitor program); otherwise, you may need to complete the IRS Form 1042-S: <http://www.irs.gov/uac/About-Form-1042S>. Once again, please meet with a tax specialist and they will help you determine which form applies to your visa status.

THE COMPETITION PROCESS



2021 Snow College Innovation Challenge Tournament Bracket



Application Guidelines & Requirements

Round 1 is open to all Snow College students that meet eligibility requirements, and there is no registration fee. The application must be submitted on our website by **Thursday, March 18 at 11:59pm MDT** (www.snow.edu/business, select Innovation Challenge from the dropdown menu, then click on the “Submit Application” button). Deadlines are strictly enforced (see the timeline for details). Please do not wait until the last minute to submit your application.

The application is an online form that asks you to explain your idea and how it will improve Snow College for students. The purpose of the application is to convince the judges that your idea is viable and will make a lasting impact at Snow College. It should include the most interesting and important aspects of your idea.

Need further information? Contact Russ Tanner, russ.tanner@snow.edu (435) 283-7564

You must also include the name and email address of your faculty or staff sponsor. Ideally, this is a Snow College employee who works in the department that will be primarily responsible for the implementation of your idea.

Judges will review each application as it is received on a rolling basis. Teams that qualify for Round 2 will receive a notification email no later than Saturday, March 20.

Video Submission Guidelines & Requirements

All qualified teams from Round 1 may submit a 1-2 minute video. The deadline is **Tuesday, March 23 at 11:59 pm MDT**. Videos will give an opportunity to set your team and your idea apart. The videos should be persuasive and help viewers understand your idea and how it will benefit students. Besides the time constraint, there are no set criteria for your video. Teams should decide what ideas are most important to show.

Teams will receive instructions on where to upload their video in the notification email. The actual video file must be uploaded and will be shared on the GRIT Center YouTube channel and Innovation Challenge voting page. Starting on **Thursday, March 25**, the Snow College community will be able to view and vote for their favorite video. The video with the most votes at **11:59 pm on March 31st** will automatically advance to the **Final Round on April 8**. The videos ranked #2-9 by number of votes will advance to the **Quarterfinal Round** of the tournament which will be held on **Tuesday, April 6**.

You could use your video to:

- Clearly demonstrate and explain the idea
- Give a personal “elevator pitch” for your idea
- Show your extreme passion for your idea
- Let your creativity, your personality, and/or the “personality” of your idea shine through

Follow these simple guidelines when creating your video:

- Videos **MUST NOT be longer than 2 minutes** in length. Videos longer than 2 minutes will be disqualified.
- Keep it professional. No inappropriate sounds, language, or images. Videos containing content deemed inappropriate by the Snow College Innovation Challenge staff will result in disqualification.
- Videos must be your own work. Any footage used from other videos or sources must be cited. Videos that violate copyright, trademark, or other intellectual property or are not primarily the creation of the student team will be disqualified.

Round 3: Quarterfinal Presentation (Teams 2-9 Only)

Quarterfinalist teams 2-9 based on video votes must present their idea in a “Shark Tank” style presentation round in front of a judging panel and live audience. All presentation items must be submitted by **5:00pm MDT on April 5** to russ.tanner@snow.edu (maximum of 5 slides). If not received by the deadline, you will present without them.

Teams will make a **3-minute** presentation (with one minute of Q&A) to a panel of judges. The panel may consist of students, faculty, staff, alumni and community leaders. **The Quarterfinal Round will be held on Tuesday, April 6, 2021**. Teams will need to arrive 30 minutes early. All presentations will be pre-loaded onto a laptop before the event starts. Slides are not required and teams may choose to present without slides. The dress is formal business attire or the style that best represents your idea.

Round 4: Semifinal Presentation (Top 4 Only)

The top two teams from each side of the tournament bracket will advance to the **Semifinal Round** which will be held **immediately following the quarterfinal round on Tuesday, April 6**. Teams will make a 5-minute presentation (with two minutes

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of Q&A) to the full panel of judges from the Quarterfinal Round and a live audience. They will use the same presentation materials as the Quarterfinal Round. The top team from each side of the bracket will advance to the Final Round.

Round 5: Final Presentation (Top 2 from the Tournament + Top Team from Video Voting)

Teams will give a presentation and answer questions from a panel of judges regarding their application, video and presentation. **Seven minutes** will be given for the presentation, with an additional **three minutes** allotted for a question-and-answer period. Each team's faculty or staff sponsor should also attend the Final Round.

Presentations should make an impact and be persuasive. The presentation should reinforce and augment the application and video previously submitted by the team. Presentations will be given in person, supplemented by a computer-based presentation such as a PowerPoint slide show. All presentation items must be submitted by **April 8 at 12:00pm** to russ.tanner@snow.edu.

Business formal attire is suggested. Final judges will be different from the judges in the Quarterfinal and Semifinal Rounds. The winner of the \$1,000 grand prize, \$500 second place prize, and \$250 third place prize will be announced at the conclusion of the final event.

Judging

The judging panels may consist of students, faculty, staff, alumni, community leaders and other successful and knowledgeable business leaders. Judges must not be affiliated with or involved in the preparation or funding of any participating team. Any conflict of interest must be disclosed to russ.tanner@snow.edu prior to the Quarterfinal Round. The decision of the judges' panel will be final and will not be subject to appeal.

- Round 1 results will be announced via email.
- Round 2 results will be announced via email and through social media channels.
- Rounds 3-4 results will be announced during the Quarterfinal and Semifinal event.
- Round 5 results will be announced at the end of the Final Round.

Judging Criteria

The first round of judging will be based on the completeness, viability and feasibility of the idea as explained in the application. Judges for the first round may be Snow College students, faculty, and staff. These same judges may also evaluate the Quarterfinal and Semifinal Rounds.

The final judges will be given a copy of the top three teams' applications and video submissions. Teams must be ready to answer questions on all aspects of their idea during the final round Q&A session. The judges will look at how well the following topics are covered:

- How will your idea improve Snow College for students?
- How many students will it benefit?
- How will your idea generate lasting impact?
- How do you plan to implement your idea?
- How long will it take to implement your idea?
- What is the estimated cost to implement?
- Who will be primarily responsible for implementation?

The Appendix contains additional helpful questions.

PRIZES

Student prizes for 1st, 2nd, Quarterfinal, Semifinal and Final Rounds will be awarded after verification of eligibility and upon completion of all necessary award paperwork. Student prizes for submitting a complete application and video will be awarded through a gift certificate to a local business or to the Snow College Bookstore. Gift certificates of \$5 and \$25 values will be awarded at the conclusion of Round 2. All other monetary awards will be distributed at the conclusion of the Innovation Challenge.

Sponsor matching grants will be awarded once evidence of actual implementation has been received by the GRIT Center (through photos, copies of receipts, websites or similar means). The GRIT Center will reimburse the account of the Snow College department primarily responsible for the implementation of the idea through a budget transfer.

Student Awards

- 1st place - \$1,000
- 2nd place - \$500
- 3rd place - \$250
- Semi-final Round - \$50
- Quarterfinal Round - \$25
- Video Submission - \$20 value
- Complete Application - \$5 value

Faculty/Staff Sponsor Awards

- 1st Place - \$1,000
- 2nd Place - \$500
- 3rd Place - \$250

NO CONFIDENTIALITY AGREEMENT

As a competitor, you are responsible to protect any information concerning your idea that you share with advisors, team members, and fellow participants of the competition. Snow College takes no responsibility for unwanted disclosure in these instances.

Appendix

Helpful Evaluation Questions

Idea

- Is the idea presented clearly?
- Is the idea realistic?
- Is the application complete?

Cost

- Is the estimated cost reasonable?
- How did you arrive at the estimate?
- Have you talked to any employees in the department to gather information?

Benefit

- Have you clearly explained how the idea will improve the student experience?
- Have you quantified, to the best of your ability, how many students will benefit?
- If the idea is implemented, how would you know if it's successful?
- How would you measure its effectiveness?

Feasibility

- How soon can the idea be implemented?
- Who will be primarily responsible for its implementation?
- What experience and resources does the primary department or person have to carry it out?
- Where will the idea be implemented?
- How will the department or team show that the idea has been put into effect?