



## Catalyze Klamath Falls Challenge IV: 2018

Official Rules and Information (2017-2018)

Purpose: Create and reward a culture of innovation, entrepreneurship, and business formation in Klamath Falls to ignite rural economic development and provide relevant student project experiences.

### **Theme of the Challenge:**

- ‘Innovation Close to Home’: challenging students to consider how a new idea, product, or service can add value and meaning in everyday lives and could become a thriving business in the Klamath Basin.
- This broad theme allows for a wide variety of interpretation and flexibility in the development of new ideas.
- Participants should consider how a concept, prototype, or service might address a ‘user- centered’ problem that the project team identifies through their early research, and could be designed, manufactured, or remotely delivered from Klamath Falls.
- The challenge involves both innovation to solve a problem and innovation in the business model, resulting in potential job growth in rural Oregon.

### **Scope of the Challenge:**

- Develop a start-up concept or prototype for a new product or service.
- The start-up concept or prototype needs to meet a user/customer need and have a substantial potential market. Teams must start with the customer in mind.
- The concept or prototype can be designed so that it can be developed or manufactured in Klamath County, or if it is a service, it can be delivered electronically or remotely from a Klamath location.
- The concept should be ‘new’ or ‘uniquely different’ from products that are currently on the market.

- All types of business ideas are welcome, and the judges will be looking for business ideas that have impact, solve real problems, are attractive to investors, and have the potential to create jobs in the region.

**Tentative Timeline – basic outline:**

- **October 24, 2017: 5 – 7 PM Catalyze Klamath Challenge IV Kick-Off Meeting** at the Gaucho Collective, 1038 Main Street, Klamath Falls, Oregon 97601. This is a hosted event at the Gaucho Collective for students, faculty, and community members to learn about the contest and begin to form teams.
- November 7, 2017: 5 – 7 PM Preliminary Concept Pitch and Resource Help
- November 27 - January 12, 2018: Catalyze Team Registration Window– Final Deadline is January 12, 2018.
- January 17, 2018: Catalyze Team Meet and Greet. This is a hosted event for all teams to meet with mentor network and learn about external resources that are available to teams; Location TBD
- January 29 – February 9, 2018: Preliminary Concept Submission deadline Final Deadline is February 9, 2018 at 5pm.
- February 28, 2018: Student Team and Faculty Mentor Meeting + Shark Tech Prep
- March 7, 2018: Annual SharkTech Venture Pitch Contest –Tentative date. This is the first competitive event for all student teams. **(mandatory)** Contact [Mark.Ahalt@oit.edu](mailto:Mark.Ahalt@oit.edu).
- April 12, 2018: Student Team and Faculty Mentor Meeting
- **April 30, 2018: Final Report Due** – See details, final report submission requirements at [www.oit.edu/catalyze](http://www.oit.edu/catalyze).
- **May 3, 2017 : Selection of finalists to compete (if needed)**
- **May 17, 2018: Catalyze Klamath Falls Challenge Contest**– Teams will compete in front of a panel of judges for the PRIZES! We will post a list of judges, prizes and final details when we get closer to the date. Refreshments will be served for all team members.

### **Student/Recent Graduate Teams:**

- 1 or more students/recent alumni per team
- All students must be registered students at Oregon Tech or recent graduates of Oregon Tech
- Open to undergraduate and graduate students, as well as recent Oregon Tech or KCC alumni who graduated in the past four years (2014-2017 graduates).
- Any major or field of study or location is welcome to participate.
- Interdisciplinary teams are highly recommended. If you are an engineering major, find a management major to join your team and help with your market analysis; and/or a communication major to help with your marketing pitch and unique value proposition; and/or a healthcare major to help you identify a real need for a better solution for patient care.
- All work must be performed by students or recent alumni team members. Teams are encouraged to solicit business or product development expertise in an advisory fashion, but are prohibited from utilizing any outside paid professional or financial consultants.
- Since this is a student competition, faculty advisors are welcome and encouraged to mentor teams, but are not allowed to write the team reports or participate in the team presentation.
- Winners of previous Catalyze Challenge contests are not eligible to compete with the same winning concept or product.

### **Team Registration:**

- All teams/team members must be registered by 5:00 PM Pacific Time on January 12, 2018.
- See Catalyze KF Challenge website for registration details: [www.oit.edu/catalyze](http://www.oit.edu/catalyze)

### **Team and Mentor Meetings:**

- There will be Team & Mentor Meetings throughout the competition to assist student/alumni teams in preparing to meet the challenge, based on student needs and interests.
- Attendance is not required, but it is highly encouraged as these will be the main forum for questions and announcements throughout the competition.
- Teams are highly encouraged to consult with their faculty mentors regularly, and to seek complementary expertise and advice from community members.

**Competition:**

- Team projects will be judged by a panel of experts on May 17, 2018 from 4 – 7 pm in the Oregon Tech College Union.
- Winning teams will be awarded prizes, for the team to share or use for start-up costs and further project development. Winning teams will also have access to additional In-kind services. Cash prizes will be \$7,500 first prize; \$5,000 second prize; \$2,500 third prize.
- **Preliminary Concept Submissions:**
  - All teams will be asked to submit preliminary concept materials – February 9, 2018.
  - Failure to submit these materials may forfeit the team’s chances of presenting in the final judged event.
  - Depending on the number of teams entered in the challenge, the preliminary concept submission may be utilized to narrow down the final participants.

**Final Judged Presentations:**

- Final Reports are due on April 30, 2018 by 5pm to Dean Hallie Neupert. Selection of final teams to present will be based on evaluation of the final reports that are submitted in April 2018 by the Catalyze judges and planning team. Finalists will be selected by May 3, 2018.
- The Catalyze Klamath Falls Challenge contest and presentations will take place on May 17, 2018.

**Prizes:**

Based on the final judging panel’s selections, prize money totaling \$22,500 in cash plus in-kind services worth over \$2,000 will be awarded to the winner and runner-up teams.

**More Information:**

For more information, contact Hallie Neupert at [hallie.neupert@oit.edu](mailto:hallie.neupert@oit.edu) or visit the Catalyze website at [www.oit.edu/catalyze](http://www.oit.edu/catalyze).

**Sponsors:**

The Catalyze Klamath Falls Challenge is made possible through the generous donations of Avista, Black Canyon Woodworks, Business Oregon, the Gaucho Collective, Klamath County and the Klamath County Economic Development Association ( KCEDA).