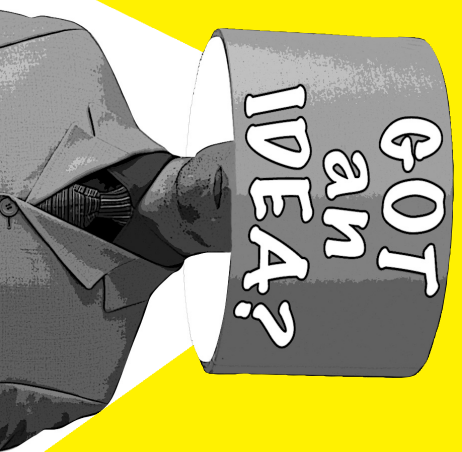


InnovationErie

Design Competition 2010

An exhibit of bright ideas.



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People are inventing the future everyday. If you're one of them, here's an opportunity to develop your great idea into a marketable product.

"InnovationErie: Design Competition" allows people to show off their product ideas, with the possibility of taking them to the next level—the marketplace. The competition seeks ideas for products that can be manufactured in the Erie region. See the competition prospectus for product criteria.

Applications will be juried by an InnovationErie panel of judges. Semi-finalists' entries will be exhibited for public display at the Erie Art Museum. One grand prize winner will be awarded a prize package including an award worth \$10,000 to be used for equipment and services to begin an art-based business at the StARTup Incubator, along with many other in-kind InnovationErie partner services, including services from Penn State Erie, The Behrend College's Plastics Technology Center and the attorneys at MacDonald Illig Jones & Britton. The \$10,000 prize is the result of a grant awarded to Edinboro University of Pennsylvania by the Pennsylvania State System of Higher Education. One Best in Show Award (selected by the public during the exhibition), and three first place prizes will be offered in-kind InnovationErie partner services. Plus, the exhibit offers an opportunity for the public to weigh in on your idea—a free focus group!

Innovation Erie is the creation of "SAM & ED" (Science, Art, Manufacturing, Engineering, Design), a regional, voluntary unincorporated collaborative that serves as a catalyst for interdisciplinary initiatives. The contest was created to share with you who we are, celebrate these unknown ideas unique to our community, and bring together the creative and business communities in the pursuit of shared, economic goals for the region.

For an application and contest prospectus,
visit online at www.innovationerie.net
or call the Erie Art Museum at (814) 459-5477.

BookBag



www.innovationerie.net

Purpose

Encourage Northwest Pennsylvania economic development by showcasing, creative talent in product design that leads to local manufactured products.

Product Idea

The InnovationErie: Design Competition seeks ideas for products that can be manufactured in the Erie region. The proposed product design must meet these criteria

- 1) **Have utility** (has to do something useful);
- 2) **Have aesthetic consideration** (should look or feel good);
- 3) **Be original** (conceived by the applicant or applicant's team);
- 4) **Can be manufactured in the Erie region** (submit questionable entries if necessary as our panel can determine Erie manufacturability)

Schedule

- Application DEADLINE is midnight, **Monday, May 10, 2010**.
- Applicants notified of judges' decisions on **May 25, 2010**.

Other deadlines and dates will be announced later. Applicants will be contacted directly about these dates when they are finalized.

Eligibility

Individuals, teams and small businesses may apply. Teams and businesses must assign one point of contact for communication and administration. If you have previously participated in the InnovationErie contest, you may participate again, but entries that were submitted in the earlier contest will not be considered. Only one entry will be accepted per contestant.

Application

Applications will be submitted electronically. Applicants must submit an MS Word or pdf-based narrative description of 800 words or less in an application of 7 pages or less, including visuals. Applications will be uniformly printed on 8 1/2 x 11 inch paper for judges' review. The narrative description must contain:

- 1) Description of the product idea and what it does;
- 2) Technical description of how it benefits the consumer;
- 3) Explanation of how it can be manufactured in the region;
- 4) A summary describing why this idea should win.

Applications should include supporting visuals that illustrate the narrative. No particular visual format is required, but possible formats include scanned pencil drawings, CAD drawings, and photographs. Visuals are to be submitted electronically as part of the 7 pg. application.

*** APPLICATIONS MUST CONTAIN ALL RELEVANT DOCUMENTS IN ONE EMAIL SUBMISSION OR RISK BEING DISQUALIFIED.**

Semi-Finalists

Applications will be judged by an InnovationErie: Design Competition panel of judges utilizing criteria shown below. Semi-finalists will be notified by the Erie Art Museum and asked to submit presentation quality designs for exhibition at the Erie Art Museum. Exhibited designs may include drawings, print-outs, photographs, CAD renderings, models, prototypes, or anything else which may help explain the proposed product. Entrants submitting audio-visual materials for the exhibition must provide their own equipment.

Finalists

The top four finalists will be given 10 minutes for presentation to judges and 10 minutes for questions and answers, prior to a public announcement of the prize winners.

How to Enter

To submit your application:

- 1) Navigate to www.innovationerie.net
- 2) Complete and submit the application form;
- 3) Print Application Cover Sheet, affix appropriate signature(s), and submit with the \$10 entry fee to InnovationErie: Design Competition, c/o Erie Art Museum, 411 State Street, Erie, PA 16501.

Judging Criteria

All eligible submissions will be judged and ranked using an Innovation Erie: Design Competition Judges Panel comprised of qualified business and design experts. Judging criteria includes:

- 1) Utility/Functionality
- 2) Content quality/aesthetic appeal
- 3) Local supply chain and manufacturing viability
- 4) Market viability

All applicants will be notified of the Panel's decisions. The InnovationErie: Design Competition Judges Panel decisions will be final and binding. InnovationErie: Design Competition winners will be publicly announced at a reception that will include a public news release.

Prizes

- One (1) Grand Prize award of \$10,000 to be used for equipment, materials, rent, or professional services to begin a business at the StARTup Incubator. The recipient may not use the funds to pay for his or her own time. It is meant to complement "sweat equity," not pay for it. Additional in-kind InnovationErie: Design Competition partner services will also be available (including professional consultation for patenting, engineering design, prototype development, manufacturing analysis, marketing and business plan development). The Grand Prize winner will be chosen by the Innovation Erie: Design Competition Judges Panel.
- One (1) Best in Show Award (Popular Choice), which will be chosen by ballots submitted by the public during the InnovationErie: Design Competition Art Exhibition.



• Three (3) First Place Prizes will be selected by the InnovationErie: Design Competition judges panel and offered in-kind InnovationErie: Design Competition partner services.

No prize substitution is permitted. If a winner cannot or does not accept a prize, it may be forfeited and awarded to another finalist. Applicable taxes and/or expenses arising from this award will be the sole responsibility of the winner.



General Conditions

Rights for Judging - In submitting a Product Idea to the contest, the applicant will give InnovationErie: Design Competition and its judges all rights necessary or convenient for judging. InnovationErie: Design Competition and contest judges will be immune from all claims of infringement and misappropriation arising from submissions. InnovationErie: Design Competition will administer and oversee the judging process and art exhibit.

Hosting for Others To See - In addition to your submission and the process described, your Product Idea will be publicly accessible on the InnovationErie: Design Competition website. If your idea is judged and named a finalist, your submission will be on exhibit at the Erie Art Museum until the Contest winner is named. Applicants are encouraged to pursue intellectual property protection (i.e. patents, copyrights, trademarks, and trade secrets) prior to submitting an application. While InnovationErie: Design Competition and its partners can provide general economic development guidance on intellectual protection processes, qualified attorneys should be retained for formal patent researching, writing, and application submission at the United States Patent and Trademark Office. For intellectual property assistance, go to <http://uspto.gov/>.

Appropriate Content - Application ideas may not contain content that InnovationErie: Design Competition in their sole discretion deem offensive or inappropriate for public display, such as vulgarity, pornography, or anything overtly political.

Other Conditions - Participants are limited to a single entry related to a single idea for the duration of this competition. The submission must be the creation of and be solely owned by the applicant. The use and modification of a third party's pre-existing work without express written consent constitutes an ineligible concept. Submissions cannot defame or invade publicity rights or privacy of any person living or deceased, or otherwise infringe upon any third party's personal or proprietary rights.

Submissions not complying with all rules are subject to disqualification. By entering, participants release and hold harmless InnovationErie: Design Competition and their respective partners as well as prize suppliers and agents from any and all liability or any injuries, loss or damage of any kind arising from or in connection with the Contest, the use of any submission, or the acceptance or use of any prize won unless prohibited by law.

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Erie Art Museum



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