



# InnovationErie

Design Competition 2011  
*An exhibit of bright ideas.*

People are inventing the future everyday. If you're one of them, this is an opportunity to take **your bright idea** and turn it into a **REALITY!**

**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.

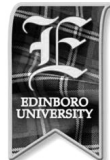
Innovation Erie is the creation of "SAM & ED" (Science, Art, Manufacturing, Engineering, Design), a regional, voluntary unincorporated collaborative that serves as a catalyst for interdisciplinary initiatives. The competition was created to share with you who we are, celebrate these unknown ideas unique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

Applications will be juried by an independent panel of judges that will select the semi-finalists who will move on to the next round of competition. All semi-finalists' entries will be exhibited for public display at the Erie Art Museum, and the top four finalists will present their ideas to the judges. 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. In-kind services will be awarded to the Grand Prize winner and runners-up from InnovationErie 2011 partners: Civitas, Edinboro University, Erie Art Museum, Gannon University, Keystone Innovation Zones, Penn State Erie - The Behrend College, MacDonald Illig Jones & Britton, Paradigm Design, StARTup Incubator.

The \$10,000 Grand Prize is the result of a grant awarded to Edinboro University of Pennsylvania by the Pennsylvania State System of Higher Education. Three additional prizes will be awarded to the first, second, and third place runners-up as well as one Best in Show Award (selected by public ballots during the InnovationErie: Design Competition Art Exhibition). All three runners-up will be awarded in-kind InnovationErie partner services.

For more information, visit online at [www.innovationerie.net](http://www.innovationerie.net)  
or call the Erie Art Museum, 814.459.5477.

## Thanks to our Sponsors



CIVITAS





## **Purpose**

To foster economic development in Northwestern PA by showcasing creative product design for regional manufacture.

## **Product Idea**

The product must be original and conceived by the applicant or applicant's team. The product will be evaluated on these four criteria:

- 1) **UTILITY** - the product must have some function, usefulness.
- 2) **AESTHETICS** - the product should be well-designed to both look and feel "good".
- 3) **POTENTIAL for REGIONAL MANUFACTURE** - the product must be able to be manufactured in North West Pennsylvania. Applicants encouraged to submit all ideas; the panel can determine if the proposed product can be made locally.
- 4) **MARKETABILITY** - the product must be judged by the panel to have reasonable market viability.

## **Schedule**

- Application **DEADLINE is midnight, Monday, May 11, 2011.**
- Semi-finalists will be notified of judges' decisions by May 25, 2011.
- The Grand Prize and runners-up will be notified of judges' decisions by Fall 2011.
- InnovationErie exhibit, July 16 – October 16, 2011.

*Other deadlines and dates will be announced at a later date. 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 Innovation Erie contest, you may participate again, but entries that were previously submitted will not be considered. Only one entry will be accepted per contestant. (Applicants need not reside within Northwestern Pennsylvania).

## **Application & How to Enter**

An official cover sheet and application can be found at [InnovationErie.net](http://InnovationErie.net). Completed cover sheets and applications must be submitted electronically to [InnovationErie@gmail.com](mailto:InnovationErie@gmail.com). Documents must be MS Word or pdf-based and include a product narrative description of 800 words or less, in an application of 7 pages or less, including visuals. 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 page application.

**Applications will be accepted BETWEEN APRIL 1 and MAY 11, 2011. Applications submitted after MAY 11, 2011 WILL NOT BE ACCEPTED.**

## **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 question and answer, prior to a public announcement of the prize winners. A date will be set for Fall 2011.

## **Judging Criteria**

All eligible submissions will be judged and ranked using an InnovationErie: 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. The winner will also receive assistance with filing a Design Patent application from the law firm of MacDonald Illig Jones & Britton, LLP (does not include filing fees, costs for drawings, responses to Office Actions, or other expenses). 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.

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

- **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.

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 Innovation Erie: 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.*

[www.innovationerie.net](http://www.innovationerie.net)