Participant Guidelines for the Rekhi Innovation Challenge

What Is The Rekhi Innovation Challenge?
The Rekhi Innovation Challenge is a crowdfunding competition to promote and support student innovation and entrepreneurship through the use of Superior Ideas. The team that raises the most money will receive a monetary match up to $1,000. Additional awards will also be offered (see below).

What Types of Projects Are Accepted?
The type of projects that are accepted are those that represent an innovative approach to addressing an important design challenge, a societal problem, and/or a market need. The proposed funding requested should be to develop the concept but not for ongoing support.

What Types of Teams/Projects Are Not Accepted?
Examples of those NOT accepted are industry-sponsored projects (both Enterprise and Senior Design) and projects conducted by the Advanced Motorsports (AMS) Enterprise.

How Do I Get Started?
Apply and submit your application
• Rekhi Innovation Challenge Application forms can be found at https://www.mtu.edu/honors/ice/husky-innovate/
• Complete the Rekhi Innovation Challenge Application form
  • The Innovation Center for Entrepreneurship (ICE) Program Manager, Lisa Casper, lcasper@mtu.edu must review and sign off on your project
  • Submit your completed application to Natasha Chopp, nichopp@mtu.edu

Create an account
• If you are new to Superior Ideas, you will have to create an account on www.superiorideas.org in order to submit a project. At the top right on Superior Ideas, click “register”.

Submit your project
• Submit your project on Superior Ideas, www.superiorideas.org by January 25th at 3:00 p.m. At the top of Superior Ideas, click “submit your project” and follow the provided steps.

When Will The Competition Take Place?
The competition will run from February 1st to the end of the day on February 28th

Who Do I Contact If I Need Help?
If you have any questions, please contact Natasha Chopp at nichopp@mtu.edu

What Are The Additional Awards?
• The first team to raise $500 gets $50
• Unique Visitors - Highest gets $50
• Total Number of Unique Funders - Highest gets $50
• Social Media Engagement - Highest gets $50
• Most Creative Marketing Communications Strategy - Best gets $50
Expectations of Teams
The teams who enter into this competition are expected to fully engage in the crowdfunding competition:

1. When a donation is made, it is expected that the team send their donor a thank you to let them know that you appreciate their support, within one week of the donation being made. As a team, determine ahead of time who will be responsible for taking care of this.
2. If incentives are offered to donors, those incentives must be mailed out within two weeks after the project expires on Superior Ideas.

Project Submission
Projects need to be submitted on Superior Ideas by January 25th at 3:00 p.m. in order to be posted live by February 1st. Late submissions will not be accepted.

Use of Funds
Funds raised can be used for direct expenses related to the project such as: materials, equipment, supplies, prototype development, and travel.

Prize Conditions
- Google analytics will be used to determine the project that has the most unique visitors.
- The total number of unique funders will be determined by the Superior Ideas manager (by using the unique number of funders we will avoid getting many $1 donations from the same person).
- For social media engagement, the number of Facebook shares, tweets, Google + and Reddit posts will be added all together to see who has the most. These numbers will be taken off of the project page on Superior Ideas.
- To determine the most creative marketing communications strategy, the Superior Ideas team will look strategies used to attract visitors and promote project sponsorship.

The Rekhi Innovation Challenge is organized by the Vice President for Research Office and the Pavlis Honors College Innovation Center for Entrepreneurship as part of the Husky Innovate series. Financial Support is provided by the Vice President for Research Office, distinguished alumnus Mr. Kanwal Rekhi, and the Innovation Center for Entrepreneurship.