



# Escalade Ideation Contest

Part of the USI College of Business Executive-in-Residence Program

GO OUT AND INNOVATE!

## Contest Guidelines

### Goal of Contest:

- This contest challenges USI students to create a "One of a kind, active, rewarding, social, **competitive OUTDOOR sport game**, with skill challenges and strategic rules."

### Contest Prizes:

- \$1,000 cash prize to winning team.
- 1 internship at Escalade Sports to one of the students of the winning team (Members of the winning team will be interviewed, individually, to determine the internship recipient).
- All members of the winning team will get their name on the patent for their game if it is developed by Escalade Sports<sup>1 2</sup>.

<sup>1</sup> All participants will be required to sign a nondisclosure agreement with Escalade Sports, guaranteeing that proprietary information shared throughout the competition will be kept confidential.

<sup>2</sup> Members of the winning team agree to award the rights of the game to Escalade Sports and to forgo any potential future revenues in return for the prizes listed.





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### Rules of Play:

- To start:
  - Any currently registered USI Student can register to compete
  - Form a team (you decide the number of teammates)
  - Create a team name
  - Register your team and teammates at <http://www.usi.edu/business/exec-residence/contest.aspx> (click on the "Contest Registration" link on the left side)
  - Read the rest of the Rules of Play, and start creating, testing, and PLAYING!!!
  - Attend the Executive-in-Residence event in Carter Hall on Sept. 15 (at either 10:00 a.m. or Noon) to meet the executive you are trying to impress!!!
  
- To have a chance at winning:
  - Create a **competitive OUTDOOR Sports game** that is:
    - One of a Kind
    - Active
    - Rewarding
    - Social
  - Make sure your game has:
    - Skill challenges
    - Strategic rules





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### Rules of Play (cont...):

- To have a chance at winning (cont...):
  - Design a game with:
    - graphics, rules, and strategies appropriate for players ages 9 and up
  - Think of all your customers:
    - Users: players ages 9 and up
    - Purchase influencers: school-age kids
    - Purchase decision makers: parents
  - Keep the eventual price and packaging of your game in mind:
    - Research your existing competition for outdoor games.
    - For example, what outdoor games are already in your market? Try to visit several outlets, such as...
      - Big Box Sporting Goods Retailers
        - E.g., Dick's Sporting Goods & Sports Authority
      - Toys R Us
      - Mass Merchandisers
        - E.g., Wal-Mart & Target
      - On-line retailers
        - E.g., Amazon.com





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### Rules of Play (cont...):

- To make it to the final group who compete for the top prizes
  - Be creative!
  - Try out your idea(s)...several times!
    - Use what you have to test your ideas - don't wait for the "perfect prototype."
  - Practice your final "pitch" to the Executives
    - All teams who stay in the competition must first "qualify" on campus to make it to the final "pitch" to the Executives at Escalade Sports on Friday, Nov. 19.
  - Try out your idea(s)...several times!
    - Use what you have to test your ideas - don't wait for the "perfect prototype."

### How long is the contest?

- Registration begins: Friday, Sept. 3
- Final presentations at Escalade: Friday, Nov. 19
- See the calendar of events at the end of this document for additional dates and deadlines





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### Deliverables to Compete in Final Group for Top Prizes:

- All of the following should be in a power point presentation:
  - Visual Rendering of the game
    - Graphics for packaging will help sell your idea
    - Rendering of what the game looks like in action is a plus
  - Rules of your game
  - Name of your game
  - Game tag-line
  - Other creative elements are welcome...
    - Can you add video of your game being tested?
    - Do you have ideas for product extensions?
- Rough Physical Model of game parts (use items you have available)
  - Use what you have - the parts don't have to be "perfect"
  - Have an idea for what your final game pieces might be made from (plastic, wood, cotton, elastic, nylon, etc.)

### Judging Criteria to Advance to Final Group of Presenters at Escalade Sports on Nov. 19:

- Provide evidence that you have tested your game idea more than one time by Nov. 12. (see calendar of events, Gate 4)
- Provide a "pre-pitch" at USI which verifies that you have all of the deliverables listed above ready by Nov. 12.
- Convince the USI judges that you can be ready to WOW!! our Executive-in-Residence and his Executive Team within 1 week.





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Judging Criteria to Advance to Final Group of Presenters at Escalade Sports on Nov. 19:

| Criteria  | Possible Points | Points Awarded |
|---|-----------------|----------------|
| <b>1. Branding</b><br><b>A. Idea fits the positioning statement:</b><br><br>"One of a kind, active, rewarding, social, <b>competitive OUTDOOR sport game</b> , with skill challenges and strategic rules."<br><b>B. Wow Factor!!</b>  | 10              |                |
| <b>2. Innovation</b><br><b>A. Presentation includes required deliverables</b> <ul style="list-style-type: none"> <li>• Visual Rendering of the game</li> <li>• Physical Model of game parts</li> <li>• Name of your game</li> <li>• Game tag-line</li> </ul> <b>B. Overall Creativity of Idea</b> | 10              |                |
| <b>Final Score:</b>   | 20              |                |
| <b>Judges Comments:</b>   |                 |                |





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### Contest Follows a Stage-Gate Process:

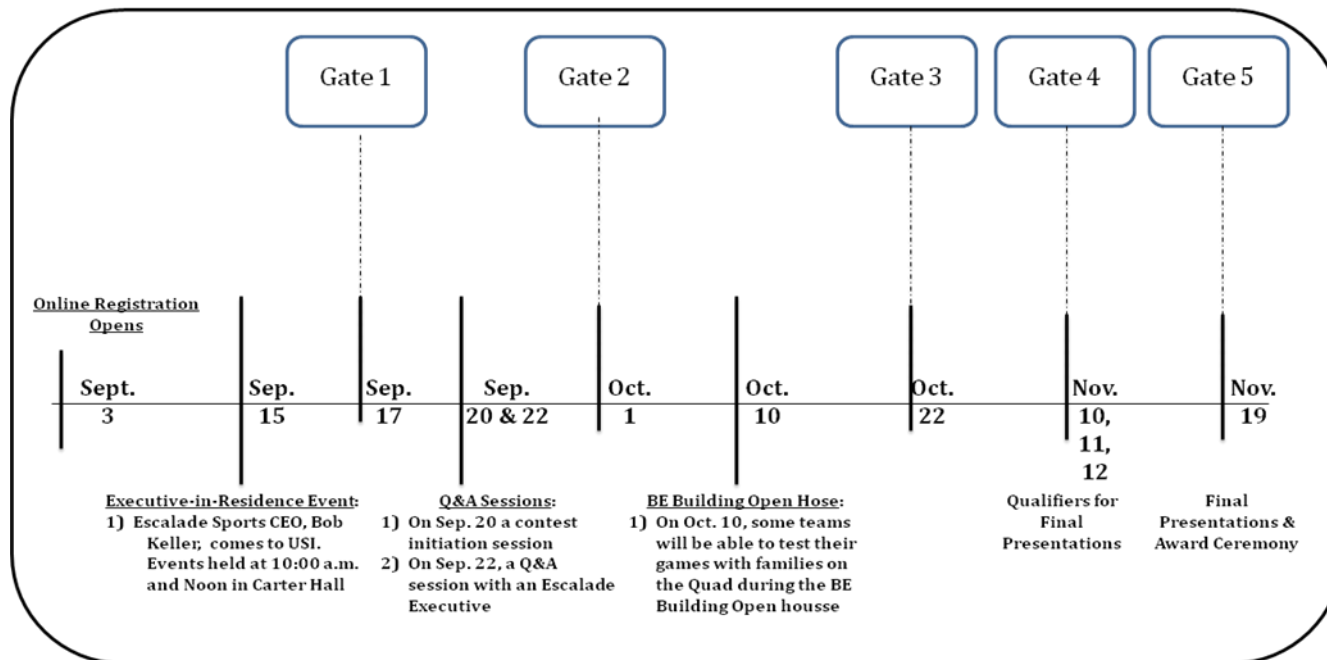
- The contest has 5 "stages" and 5 "gates"
- A stage is a period of activities completed by teams
- A gate is a specific time upon which specific activities must be completed.
- Failure to complete necessary activities at a specific gate will prevent a team to pass through the gate, thus resulting in their disqualification from the contest.
- The timeline for each of the 5 "gates" is provided in the "Overview of Events for the 2010 USI COB Executive-in-Residence Ideation Contest"
- A more detailed outline of events for the 5 stages and the expectations for passing through the 5 gates are provided in the "Detailed Calendar of Events for the 2010 USI COB Executive-in-Residence Ideation Contest"
- Additional information will be provided to active, registered teams as the contest progresses.





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Overview of Events for the 2010 USI COB Executive-in-Residence Ideation Contest:



**Note:** Teams which fail to effectively pass through each “gate” will be excluded from continuing in the competition. Effectively passing through each gate requires meeting the expectations of the USI contest coordinator, as outlined in the “Detailed Calendar of Events.”.







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**Detailed Calendar of Events for the 2010 USI COB Executive-in-Residence Ideation Contest:**

| <b>Stage 1:<br/>Registration</b>  | <b>Gate 1:</b>   | <b>Stage 2:<br/>Discovery</b>  | <b>Gate 2:</b>  | <b>Stage 3:<br/>Develop</b>   | <b>Gate 3</b>   |
|---|--|--|---|---|---|
| <p>Visit the contest website at <a href="http://www.usi.edu">www.usi.edu</a> and register your team via the "Contest Registration" link</p> <p>Attend the Executive-in-Residence event on <b>Sept. 15 (10 a.m. or Noon)</b></p> | <p>Receive registration confirmation by <b>Sept. 17, 5:00 p.m.</b></p> | <p>Attend contest rules and strategy meeting with USI contest coordinator: <b>Monday, Sept. 20, 5:00 p.m.</b></p> <p>Attend Q&amp;A session with Escalade Executive. <b>Wednesday, Sept. 22, 5:00 p.m.</b></p> <p>Work developing your team's idea</p> | <p>Meet with USI Contest coordinator to confirm your team knows the contest guidelines and is ready to begin developing and testing your idea <b>Friday, Oct. 1, at 5:00 p.m.</b></p> | <p>Continue (or begin) producing and testing your idea.</p> <p>Register for a chance to test your game during parent's weekend at the BE Building Open House on <b>Sun., Oct 10</b></p> | <p>Meet with USI contest coordinator to confirm your team has developed and tested an initial version of your game <b>Friday, Oct. 22, at 5:00 p.m.</b></p> |



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### Detailed Calendar of Events for the 2010 USI COB Executive-in-Residence Ideation Contest:

| <b>Stage 4:<br/>Qualify</b>                            | <b>Gate 4:</b>   | <b>Stage 5:<br/>WOW!!</b>  | <b>Gate 5:</b>  |
|--|--|--|---|
| Complete the development of all required deliverables. | <p>Successfully pass a “pre-pitch” of your idea to the USI contest coordinator during one of the following meeting dates:</p> <p><b>Wednesday, Nov. 10, starting at 4:00 p.m.</b></p> <p><b>Thur., Nov. 11, starting at 4:00 p.m.</b></p> <p><b>Fri., Nov. 12, starting at 4:00 p.m.</b></p> | <p>Prepare for the pitch of your life.</p> <p>Practice your presentation.</p> <p>Finalize your deliverables.</p> | <p>Teams which have qualified for the final “pitch” presentation will provide 10 minute presentations to a panel of judges from Escalade Sports.</p> <p>Final presentations and award ceremony will be held at Escalade Sports in Evansville on <b>Friday, Nov. 19.</b></p> |

