

RoboRAVE Egypt Alexandria ONLINE 2021



Iq Innovative Challenge Rules

Goal:

Build and present a functioning robotic product and/or process that operates on an “input-process-output” procedure.

Who Can Play?

Who can submit an entry into the RoboRAVE Egypt Alexandria Virtual 2021 Event?

Any one, any age, anywhere!

Two Divisions -

- 1) **Junior Category** (Select Elementary or Middle School Divisions)
- 2) **Senior Category** (Select High School or University/Professional Divisions).

REQUIRED to Play

- **RoboRAVE International Membership ID (FREE)**
[Get your Membership ID](#)
- Registration through **RoboRAVE International at**
If you have a RR ID# then [Register for RR Egypt Alexandria 2021](#)
- Team format; virtual events, 1 to 4 registered players
- A Video, MAXIMUM length, 120 seconds
- Marketing Poster that would be used for sales
- Video and Marketing Document submitted by 15 March 2021

If you want to enter more than one product/process OR compete in other challenges, then it will require additional team registrations. [REGISTER a TEAM](#)

Challenge & Divisions

This challenge is open to all divisions.

Elementary School (8 to 10 years) plays with Middle School (11 to 13 years),
High School Division (14 to 18 years) plays with University/Professional (UP)

This challenge is 2 combined divisions: ons:

Robot Platforms Allowed:

RoboRAVE International is an open platform robotics program. The cost of the robot must be less than \$1500 USD.

Judging & Scoring

What following parts will be graded by the judges in this challenge:

SCORING IQ INNOVATIVE CHALLENGE						
Maximum Points / Category Shown						
DIVISION	Product Works	Components	Input-Process-Output I-P-O procedure	Social Value	Marketing	TOTAL
Junior	100	40	80	80	100	400
Senior	40	60	100	100	100	400

- 1) Working product: Functioning, as planned, product and/or process based on the I-P-O integration
- 2) Required components: Video with logos as required (RRInt'l, RR Egypt Alex), Team name, product/process name; What it is; What it does; Who's it for; Projected unit cost.

Judges can assign points from 0 to 100 points per category. **For example:** If a team scores the following points per element, they will earn a total of 220 out of 400 points.

Working product..... 10 points
Components..... 40 points
Input-Process-Output..... 80 points
Social Value10 points
Marketing 80 points

- 3) Product is Input-Process-Output based (it controls the main function of the product/process; Clearly demonstrates an output that responds to the processing of new input
- 4) Social Value (current & future);How does it help solve a 'problem or pain point' for customers? How is it an improvement over other products/processes on the market?
- 5) Marketing approach: Sales through an entertainment video, easy to follow pitch; A customer could easily explain it to another who has not seen the product before; Engaging video that a customer will remember the product and/or process... a jingle, a quote, an image...(This is not a science/engineering project presentation - this all about a quality product/process video pitch that you are 'selling' to potential customers)

Awards (including certificates)

• **A Judges Awards:** A panel of Judges will view all the entries in the Iq Innovative Challenge and rank the top two projects in each of the two categories.

• **Audience Award:** Additionally, videos will be uploaded, BY EVENT ADMIN. after each video is reviewed to our [RoboRAVE International YouTube](#), and linked to the event webpage. An Audience Favorite award will be chosen for each of the two categories. This is a SEPARATE award from the Judges Awards. It is a popularity vote by the public. It may DIFFER from the Judges selection.

REQUIRED TITLE for Videos:

Video Naming: Div Team # (ES, MS, HS, UP select ONE), RREA2021, Product Name
ex: MS 100.01, RREA2021, Healthy Habits, Healthy Kids App

Member Names: USE First Name ONLY for each member

Music; Only royalty-free music with artist credited (YouTube monitors for this and will penalize our channel; possibly close our channel, if not followed)

Submitting Video and Marketing Document

Use the “**Upload Team Files**” on RR International (diagram of steps 1-5)

Submitting your Video Entry:



Marketing Document Requirements

The following must be completed:

1) All the teams must submit their Marketing Document on or before 15 March, 2021, 12:00AM Egypt time (Eastern European Standard Time zone in Egypt (GMT+2))

2) One-page (PDF) Marketing Document;

- Font size (minimum 10),
- Font Style (Times New Roman; Arial, Calibri, Roboto, Chelsea Market
- Include - Product/Process Name; Key Features of value; Projected Cost to purchase; RR Egypt Alexandria logo; Your company name and logo (yes, design one for this challenge); a contact address or email or phone number for interested parties to contact you...IF YOU DO NOT WANT TO PROVIDE A REAL CONTACT; THEN INCLUDE **product@NOTaREALemail** for your point of contact

3) Autonomous and/or remote-controlled robotic product

4) The product's primary function is controlled by an input-process-output logic (I-P-O)

5) Any robotic platform, valued equal to or less than \$1500 USD

Video Content Requirements

Video Content must include: (written and/or verbal format)

- 1) Team name, member(s) **FIRST names, ONLY**
- 2) Your Location
- 3) Product/process **Brand Name**
- 4) Product/process **Purpose**
- 5) Your "new" **Company's Logo** that will be "marketing" the new Iq product
- 6) **Logos** of RR International and RR Egypt Alexandria
 - a) (www.roboraiveinternational.org, copy image and paste)
- 7) **Royalty-free music, if used** (with the artist and song title included in the credits)