

## **Application Guidelines for the Strage Innovation Awards**

### **Submit the Intent to Compete (ITC) Form**

The **Intent to Compete** form provides inventor and team contact information and a brief idea description. The form is available on the WPI web site.

### **Begin Working on the Statement of Originality and Source of Idea (SOSI) Form.**

One **Statement of Originality and Source of Idea** form must be downloaded, filled in to the best of your knowledge, and signed by all team members. It identifies when, where, and how or why the idea originated, to the best of the inventor's knowledge. It also fosters honesty and ethical respect for the original inventor of the idea.

- Download and sign one Statement of Originality and Source of Idea PDF.
- If you are selected to present, bring the form with you.
- ITC and SOSI forms are reviewed by Gina Betti. Relevant information is shared with competition judges only, who, over the years, have developed a strong relationship with the Foisie Business School.

### **Remember Proposal Requirements**

The following standards include formatting and other guidelines for submission. You may send a written proposal or a presentation slide deck with notes included or an accompanying written presentation.

### **Application Formatting Requirements**

**Paper Size:** American standard 8.5 by 11 inches. Charts, graphs, and photos may be on larger stock.

**Page Limit:** Not to exceed 21 total pages including charts, graphs, photographs, artwork, and appendices. Typing may be single- or double-spaced.

**Binding:** Securely bind your proposal. Loose elements risk being lost.

**Font:** Body text must be regular Times New Roman or Arial and not smaller than 11. Bold or italic font may be used for emphasis and smaller font may be used for captions.

**Format:** Legibility and page limit are important considerations. However, use of creative logos, artwork, and uniqueness are highly encouraged.

**Structure:** While some may choose the well-documented business plan style, others may feel a less structured presentation would be more appropriate. Whatever the style, judges must be able to understand your idea. Be concise. Be clear. Keep it simple. Brief discussion of the financial implications will be helpful, but detailed funding plans, financial pro forms, cash flow forecasts, and other purely financial considerations are not expected.

Email your submission to Gina Betti at [gbetti@wpi.edu](mailto:gbetti@wpi.edu) with "**Strage Proposal**" as the email subject.

### **Prepare for the Presentation**

Each team will have 15 minutes to present to judges. Demonstrating product prototypes, beta or working versions of mobile apps, or websites is highly encouraged and is not counted against the time limit. (Do not present more proposal information during the demonstration unless asked to answer questions.)