Schurz Innovation Challenge

Fall 2017
Schurz History of Innovation

- 1872: South Bend Tribune
- 1922: WGAZ radio – 18 months after first US radio station
- 1952: WSBT Television – the oldest continuous running UHF station in the US
- 2014: First privately funded 1Gb network in Maryland
- 2015: Gray Television acquires Schurz radio & TV stations for $442.5 million
Schurz is now Print and Cable
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• Today: ???
Schurz Competition @Purdue

- Prototype with parts of a business model
  - Emphasis on technology prototype

- Work with us for advice through the semester

- Practice session

- Final presentation (& demo?)
Schurz Competition @Purdue: Rules

- You cannot present an entry substantially the same as one you have presented in any past Schurz challenge
- You must include at least one Purdue student on the team
- You must have the rights to present what you present
- You must attend one of 2 practice sessions
- You may use a class project as the basis for your entry
- You do retain all intellectual property rights to your developments
- You do decide how the team divides prize money
Schurz Competition @Purdue

• Typical final presentation: 8 minutes + 3 minutes questions
  • 45 seconds: Make the audience sympathize with your innovation
  • ~4-5 minutes: Describe the innovation
    • Functionally
    • Storytelling
    • Not deep technical details
  • ~2-3 minutes: How could this make revenue as a business?
  • ~1 minute: Close with what you want the judges to remember

Tell a story! Videos work great!
Schurz Competition @Purdue: Judging

- 5-6 judges
  - Politicians
  - Startup CEOs / Executives
  - Senior Executives from Schurz and others
- Prizes awarded same night
  - $5,000 first place
  - $3,500 second place
  - $1,500 third place
  - $500 audience favorite
Schurz Competition @Purdue: Judging

• Ability to sell your idea

• Completeness

• Judges subjective opinion
Schurz Innovation Challenge Fall 2017 Timeline

- **Schurz Innovation Challenge @ Purdue Callout**
  - Today

- **Meet with Competition Mentor at Least Once**
  - Today - 11/22/17

- **Schurz Innovation Challenge @ Purdue Pitch Competition**
  - 12/7/17

- **Formally Register for the Competition at bit.ly/schurz17**
  - Deadline 11/22/17

- **Practice Pitch @ LWSN 1130**
  - 11/28/17
  - 12/1/17

Questions to Foundry@prf.org
Schurz Competition At a Glance

- You own your intellectual property
- $5,000 first prize
- Almost any tech innovation is applicable
- Register by Nov 22 at bit.ly/schurz17
- Practice pitch Nov 28 or Dec 1
- December 7 final presentation