

## Writing Your References List

One of the most compelling tools that aspiring innovators must have to sway the minds of potential investors (or Conrad judges!) is a strong list of sources.

Your references list provides evidence that your idea is based on prior knowledge and research (after all, no innovation can be created in a vacuum...) and therefore supports the viability of your innovation.



There are multiple ways to go about putting together an effective references list, however, below are some useful resources and tips on getting started! ✨

### What to Cite

- As per the [Conrad Student Guide](#), useful sources that are likely a part of your background research may include websites, videos, news sources, scientific papers, interviews, or other citable sources.
- It's also important to assess the credibility of your sources. Obtaining information from peer-reviewed journal articles or websites published by trusted companies/authors is a reliable way to ensure that your information is correct. *100*
- Additionally, you should ensure that your information is up-to-date. Sources from the 1970s on global warming may have been accurate at the time that they were published, however they likely do not have all the most recent statistics on the issue.

### When to Cite

- In business writing, rather than citing all information that is not original, we only cite our most important claims with sources that readers may want to follow up on.

- Judges don't want to see a laundry list of background articles explaining what climate change is. Rather, they're more interested in sources that support information in your Innovation Brief which is not common knowledge.
- Use your best judgement to focus on including references that would add value for the readers. 🤔

### How to Cite

- Your references list should correlate with your Innovation Brief. The references list should be ordered in the appearance of the information within the Innovation Brief.
- Within the Innovation Brief, you can include numbers in brackets referring to sources listed in your references section.
- Most often, in business writing, only a hyperlink to the sources utilized is included in the references. If you feel that an additional 1-2 sentences of context is needed, you can add it. Usually the direct link to the source is sufficient.

Example sentence from  
Innovation Brief:

*The OOPS health band is worn on the wrist. It is composed of a series of microneedle patches with the ability to inject naloxone, the antidote for an opioid overdose, into the bloodstream in the case of an overdose [3].*

Example source listed in the References Attachment:

1. (source)
2. (source)
3. [Microneedles: A smart approach and increasing potential for transdermal drug delivery system](#)

N.B. While there is no one way to organize your references list, here we've outlined the structure that business writing typically follows. If you are more comfortable with MLA, APA, or another form of citations, you may do that as well.