

Conrad Challenge China Student Guide · Preliminary Round 康莱德创新者大会中国站·初选指引

CONRAD CHINA
CHALLENGE 2023-2024

报名截止

- ◆ 早鸟报名截止日期: 11/15
- ◆ 常规报名截止日期: 12/30

***组建一支2-5人的团队,完成报名与缴费,并在Conrad AwardsPlatform上完成注册

(AwardsPlatform是康莱德官方平台,你的团队信息、所有作品、材料等都会提交到该平台,评委也将通过该平台进行评审)

***早鸟报名即享参赛锦囊和Webinar资源

康莱德创新者大会中国站 - 初选, 线上评审

- ◆ 自行预约评委线上交流 Open Office Hour: 2024/1/6及1/13

***Open Office Hour的评价内容不计入初选评审,并且名额有限,先到先得

- ◆ 提交初选材料: 2024/1/15

- ✓ Lean Canvas 创新画布
- ✓ Innovation Brief 创新简述
- ✓ Innovation Video 创新演示视频
- ✓ Product Website 产品介绍网页

- ◆ 初选材料评审: 2024/1/16-1/28

- ◆ 初选入围结果公布: 2024/1/29

***详情请关注微信公众号“康莱德创新者大会”

康莱德创新者大会中国站 - 决选, 线下, 上海

- ◆ 提交决选材料: 2024/3/8

- ✓ Team Photo 小组合影
- ✓ Product Introduction (within 200 words) 产品简介
- ✓ Pitch PowerPoint 产品展示PPT
- ✓ (Optional) Innovation Product Model (可选)创新产品模型
- ✓ (Optional) Updated Innovation Brief (可选)更新后的创新简述

- ◆ 决选: 2024/3/15-3/17

- ◆ 决选颁奖典礼: 2024/3/17

中国站四个领域冠军队伍直通全球总决赛 (美国休斯顿太空中心)

- ◆ 2024年4/23-4/26

Timetable
大会时间表

2023-24



康莱德挑战赛是全球首个聚焦
STEM知识+商业素养+创新能力
的中学生科创类综合素质活动
全球赛已有19年历史
中国赛于2020年正式创立

The Conrad Foundation honors the legacy of Apollo 12 astronaut, Charles Pete Conrad, Jr., and his four-decade passion for innovation and entrepreneurship. Pete spent 20 years as a U.S. Navy test pilot and NASA astronaut. In November 1969, he became the third man to walk on the Moon. After many years as an aerospace explorer, Pete's entrepreneurial spirit took flight. He founded four companies devoted to the commercialization of space travel. Unfortunately, Pete's pursuits were cut short with his passing in 1999.

Pete's wife, Nancy Conrad, shared his passion for inspiring future explorers. After his passing, Nancy wanted to keep Pete's spirit for innovation and entrepreneurship alive while targeting the next generation of explorers. As a result, this former high school teacher launched the Conrad Foundation with its flagship program, the Conrad Challenge. Since then, she has become a recognized leader in transformative education, testifying before the U.S. Congress and speaking at global conferences. She is dedicated to energizing and engaging students in STEM fields through unique entrepreneurial opportunities.

WHEN IT COMES TO INNOVATION, WHO NEEDS A BOX? It is commonly believed there are two fundamental ways to think: inside the box and outside the box. At the Conrad Challenge, we encourage you to think freely, like there is no box at all.

The Conrad Challenge is an annual innovation and entrepreneurship competition for students ages 13-18 that equips young minds like yours to change the world. You'll form a team of 2-5 and compete with other student teams from around the globe to create innovations that address some of the most pressing scientific and societal challenges through creativity and critical thinking.

The Conrad Challenge isn't a science fair. Unlike any STEM competition out there, this innovation challenge is creating the next generation of entrepreneurs who are going to design a more sustainable future for us all.



康莱德创新挑战 三大核心精神

NO-BOX THINKING

COLLABORATION

CHANGE THE WORLD

Conrad Challenge China Chapter 报名与缴费

在确定好你的团队成员和选题方向后，就可以报名缴费了。请查看微信推文：

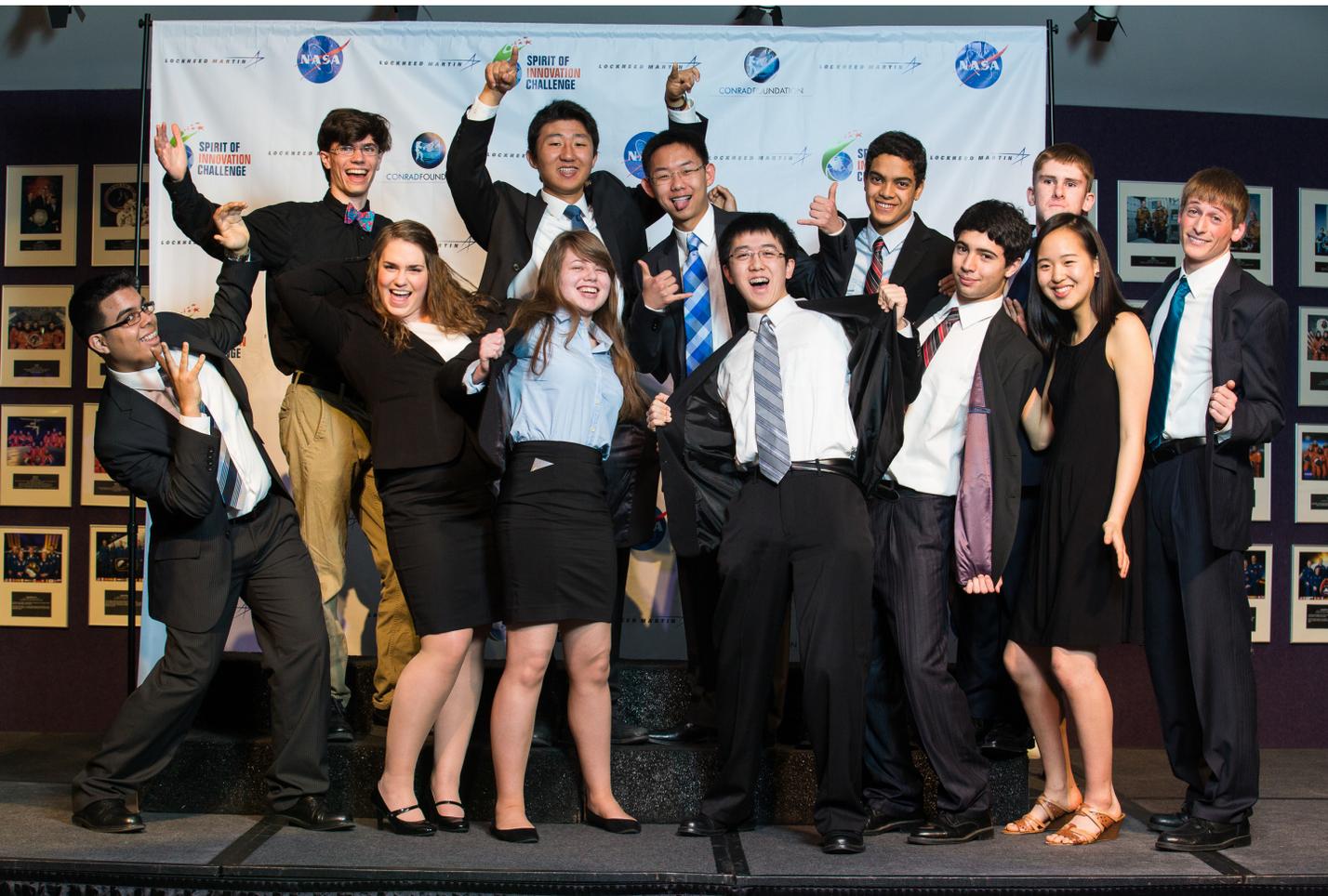


《寻梦追光 | 第四季康莱德创新者大会中国站如约而至，正式开幕》

报名与缴费的直达链接：<https://nd2ukafgsm7c5ah3.mikecrm.com/err/upgrading.php>



扫码即刻报名



Conrad AwardsPlatform 注册流程

Step 1: 开启康莱德之旅的第一步，是来到AwardsPlatform，注册账号，并填写基本信息，请使用以下链接：

<https://conradchallenge.awardsplatform.com>

你将看到下图：

首次参与康莱德挑战的同学请输入注册邮箱，该邮箱即是你们团队的注册账号

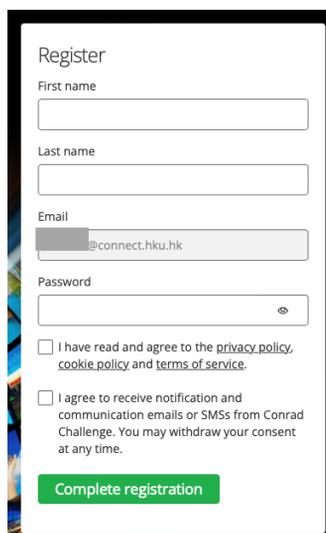
（非首次参加的同学请直接登录即可）

每个团队只有一个邮箱，建议由组长统一填写或使用公共邮箱以确保所有团队成员可以登入



输入邮箱后，你将收到验证码，请将其输入到Security verification中

页面跳转后即可输入注册人姓名，我们建议输入组长的姓名，如下图：



Step 2: 进入后你会看到全球和各地的活动日期

请以“2023-2024 China Chapter Conrad Challenge dates”为准

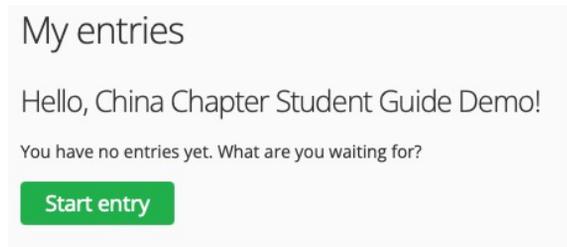
如果此处信息与中国站微信公众号信息不一致，请以微信公众号信息为准，即：

《寻梦追光 | 第四季康莱德创新者大会中国站如约而至，正式开幕》



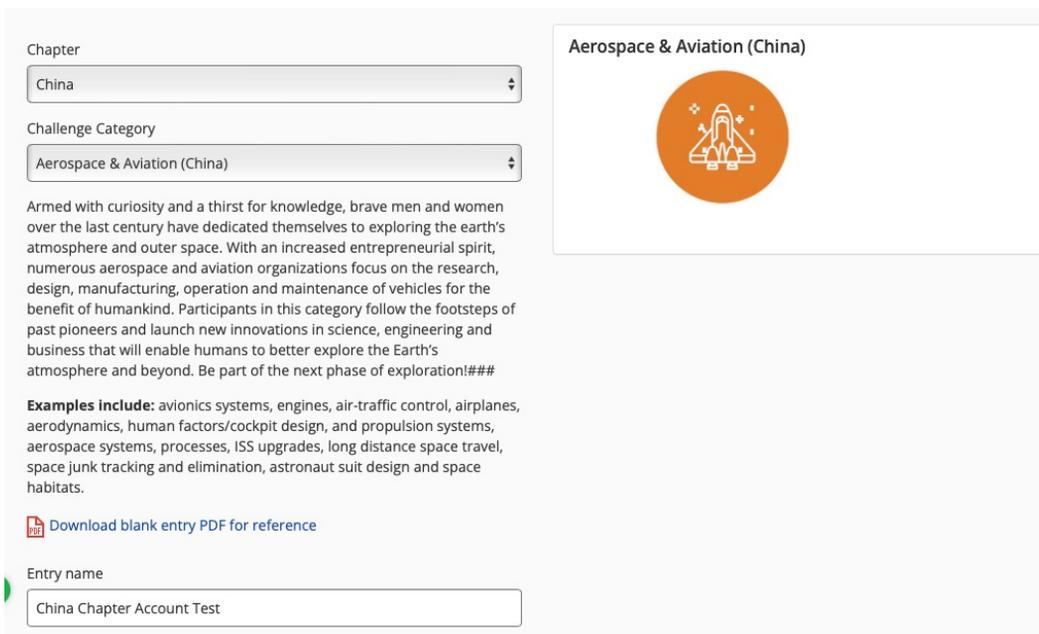
Conrad AwardsPlatform 注册流程

在页面最下方点击绿色按钮 “Start Entry” ，如下图：



跳转页面后，在最下方 “chapter” 处选择 “China”

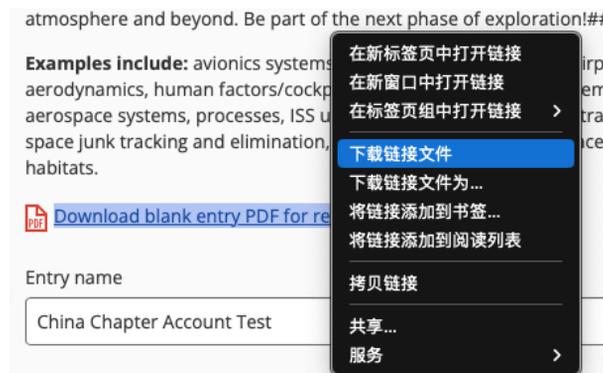
并选择你的参赛组别及填写团队名称，这里以 “Aerospace & Aviation” 为例，见下图：



你会兴奋地发现上图中出现 “Download blank entry PDF for reference”

动动你好奇的小手，点击打开

或者右键点击链接下载文件，如下图：



手握官方填写参考，相信你必定一往无前！

Conrad AwardsPlatform 注册流程

Step 3: 接下来就是填写你的团队信息了

这时你会看到“Activation Stage”，对应在中国站就是初选材料提交截止日期2024/1/15

此处你们会填写这些内容：

- Entry name 队名，也就是你的“Startup公司名称”
- How did your team learn about the Conrad Challenge?
- How many team members (including you) are on your team?

***此处还有一些问题，据实填写即可

- Individual Registration 注意组长请在第一位填写

***重要：别漏掉Acknowledgment / Legal Guardian Consent

Step 4: 每位组员都填写完成后，就该填写教练信息了

Team Coach 你的教练可以是学校教师、家长、监护人等

*** 注意：Please confirm that you have a coach that is over 18.

Step 5: 进入Lean Canvas阶段

Once you have filled out all information in the Activation Tab, just hit "Save + Next".

There is no official approval (or confirmation email that you will receive)

to move on to the Lean Canvas Tab, you are free to continue on to that section.

*** Lean Canvas Stage Submission Due仍旧是中国站的初选材料提交截止日期2024/1/15

***这里你会看到下图两个链接，是Global Chapter的内容，和China Chapter有所不同，请以China Chapter的信息为准（如有疑问请关注“康莱德创新者大会”微信公众号查看，或添加“康莱德小助手”微信ID“ConradChallengeChina”询问）

Global Chapter的内容仅供你的参考



微信扫码关注“康莱德创新者大会”



微信扫码添加“康莱德小助手”

Review the 2023-2024 Student Guide

Watch Instructional Video

Step 6: 依次提交你的材料，包括：

- Lean Canvas 创新画布

***填写完后，你可以汇总成一份PDF在本部分最后上传

- Innovation Brief 创新简述

***你需要同时提交一份PDF版本的reference list，注明资料来源

***此处你还可以提交两份附件，如视觉效果等（optional）

- Product Website 产品介绍网页

***提交Website Link即可

- Innovation Video 创新演示视频

***此处请使用MP4格式提交，确保视频在800MB以内，不要用链接，避免部分评委无法打开的情况

- 以及“Team Photo团队照片”和“Innovation Photo创新产品照片”

***“创新产品照片”可以是你的产品模型照片，也可以是产品设计图等，只要能展示你的产品雏形即可

ATTENTION

- ✓ 请妥善保管用户名和密码，团队信息和所有材料均在该账号中提交
- ✓ 每个团队只有一个账号（一个邮箱），请不要重复注册，否则会对评审造成困难；
如有技术障碍需删除账户，请联系组委会老师康莱德小助手
- ✓ 北京时间2024年1月15日23:59前，均可返回该账号对初赛提交材料进行修改，组委会和评委将以最后一次保存提交信息为准
- ✓ 初赛评审结束后，可登录账户查看反馈；如果进入决赛，还将继续使用该账户



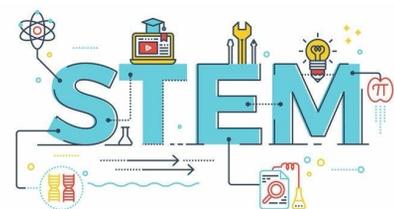
初选提交材料介绍 – Lean Canvas 创新画布

Lean Canvas是创业生态系统中一个成熟的框架，它在商学院和孵化器实战中广泛教授。Lean Canvas旨在帮助有抱负的企业家在尽可能短的时间内将他们的想法从脑海中浮现出来，它仅由 12个框组成(如图所示)，只需几个短语或句子即可填写。

A Lean Canvas is a widely adopted tool used by founders to quickly map out the fundamentals of a new venture while in the early stages of the idea. It's a well-established framework in the startup ecosystem that is widely taught at business schools and incubators alike. The Lean Canvas is designed to help aspiring entrepreneurs get their ideas out of their head onto paper in as short a time as possible. You'll share your early thoughts to 12 questions that outline your innovation, your market and your business model. Keep it brief: you're limited to a maximum of 40 words for most questions.

Problem What is the customer need your innovation will address? Is there a social or environmental challenge you aim to take on? (40 words)	Solution What are the key characteristics of your innovation? (40 words)	Unique Value Proposition What makes your innovation different from what's already in the market? (40 words)	Sustainable Advantage Why will it be difficult for others to copy you? (40 words)
Existing Alternatives How is this problem solved today? Consider other products in the market. (40 words)	Key Metrics What are the most important numbers that track your success? (40 words)	High-Level Concept What is the tagline of your innovation? (10 words or less)	Channels How will you sell your innovation to your customers? How will you deliver it? (40 words)
Customer Segments Who is the target audience that is served by your innovation? Describe them. (40 words)	Early Adopters Who will be your very first customers? Describe them. (40 words)	Cost Structure What are your most significant costs? (40 words)	Revenue Streams How will you make money to fund your operations on an ongoing basis? (40 words)

- ✓ 全局构思：是最简单、最吸引人的方式来解释您的创新产品
- ✓ 痛点和需求：你的创新将满足客户的什么需求
- ✓ 现有的解决方法：思考市场上已有的其他类似产品、方案，思考竞争对手
- ✓ 你的解决方法：介绍你的方案
- ✓ 独特的价值主张：你特别在哪儿
- ✓ 可持续优势：为什么别人很难模仿你、你的准入门槛高
- ✓ 初期用户：你第一批产品先给谁试用
- ✓ 渠道：如何交付
- ✓ 重要指标：你如何通过数据做出商业判断
- ✓ 成本：思考你将有哪些成本，资金从何而来
- ✓ 利润和现金流：如何持续为运营提供资金



初选提交材料介绍 – Lean Canvas 创新画布

12个问题的具体展示：

1. High-Level Concept: What is the tagline of your innovation, in 10 words or less? (0/10 word)

What's the simplest, catchiest way to explain your innovation and its impact to your target customers?

2. Problem: What is the customer need your innovation will address? Is there a social or environmental challenge you aim to take on? (0/40 word)

Describe the painful issue addressed by your innovation and those experiencing it. Focus on the 1 or 2 most important difficulties experienced by your target audience.

3. Existing Alternatives: How is this problem solved today? Consider other products in the market. (0/40 words)

Share what your target audience does today to address this problem. Where is the #1 place they turn? The existing alternatives may indirectly compete with your planned solution.

4. Solution: What are the key characteristics of your innovation? (0/40 word)

Provide details about how your innovation meets the needs of your customers. Focus on what's unique about your process, assembly, or technology.

5. Unique Value Proposition: What makes your innovation different from what's already in the market? (0/40 words)

Your unique value proposition should communicate why your innovation is better than all the others out there. Why would your target market choose your innovation instead of the existing alternatives?

6. Sustainable Advantage: Why will it be difficult for others to copy you? (0/40 words)

Sustained success requires you to not only start with differentiation, but also to maintain it. Include some details on what you can do to keep the distance between you and the other players in the market.

7. Customer Segments: Who is the target audience who is served by your innovation? Describe them. (0/40 word)

Who is the target audience for your innovation? What are the demographics, what are their interests, and what makes them a single market?

8. Early Adopters: Who will be your very first customers? Describe them. (0/40 words)

Within your target customer segment, who are the very first customers you will target? For example, you may target specific geography or a social group you have a preexisting connection to.

9. Channels: How will you sell your innovation to your customers? How will you deliver it? (0/40 words)

Think through how you are going to attract the market to your innovation. You'll also need to deliver it to your customers. How will you do that? Will you rely on partners? Will you use the internet? Look into how your competitors accomplish this today.

10. Key Metrics: What are the most important numbers that track your success? (0/40 words)

Think through the most important 2-3 metrics that you will use to measure your success. Often, these correlate linearly with your success. Key metrics could include financial measures and measures of impact or adoption.

11. Cost Structure: What are your most significant costs? (0/40 words)

Think in terms of your recurring variable costs. No need to list everything here: focus on the main drivers. What are the ongoing costs to produce and deliver your innovation?

12. Revenue Streams: How will you make money to fund your operations on an ongoing basis? (0/40 words)

How will you make money on an ongoing basis to invest back into your innovation? Consider sales, grants, donations, and other streams of cash to your team. Make sure you focus on ongoing revenue from operations and not the upfront funds you'll need to raise to start.



初选提交材料介绍 – Innovation Brief 创新简述

创新概述是简短回答10个问题。创新概述应简明扼要，整个概述应在 3000 字以内完成。

The Innovation Brief is the most important submission item reviewed by the Judges in the Innovation Stage.

You'll answer 10 essential questions that will tell your story, describe your innovation and its impact, detail your progress, explain your market and propose your business model.

1. Elevator Pitch (150 words)

- Pitch your innovation, your innovation's impact, customers and business potential.

2. Team (150 words)

- How did your team form?
- What role will each team member play?
- What motivated you to create your innovation?
- What special capabilities, resources or experiences do your team members bring?

3. Opportunity (300 words)

- What issue or pain point does your innovation address?

4. Innovation (750 words)

- Describe your innovation, its design and your technology. How does it work?
- What is new or proprietary about the innovation?
- How does it meet needs and resolve pain points?
- What impact does your innovation create for individual users and humankind? Describe this qualitatively and quantitatively.
- How can new or proprietary aspects be protected and made valuable by one or more methods such as a patent, trade secret, copyright or otherwise competitively defensible configuration?

5. Validation/Progress (450 words)

- How have you validated your innovation, technology, or processes?
- What progress have you made in developing your innovation?

6. Market (300 words)

- Describe your customer and your target segments.
- What is important to them?
- What is the size of the opportunity?
- Is the buyer or payer different from the customer in this market?
- Describe the industry ecosystem.

7. Competition (300 words)

- What competes with your innovation, and how does your innovation compare?
- What are the advantages and disadvantages of your innovation?
- What is your positioning?

8. Go-To-Market (150 words)

- How will you attract and sell to customers?
- Who are the best initial or pilot customers?
- Is the market best served through direct sales, distribution, licensing, strategic partnerships or other strategies?

9. Business Model (300 words)

- What are your key revenues and costs?
- What are the pricing and costs to deliver one product or service unit?

10. Fundraising (150 words)

- What funds do you need to get started and how will you use these funds?
- How much will it cost to develop the product and roll out?
- What different sources will you pursue for funding and why are these a fit?

Reference Attachment

Add a list of the references you cited throughout the Innovation Brief here. Your background research sources may include websites, videos, news sources, scientific papers, interviews and other citable sources.

Additional Attachments

Include up to two optional attachments that provide additional context to the Judges. These visual aids or resources should supplement your responses above.

初选提交材料介绍 – Innovation Video 创新演示视频



在创新演示视频中，团队应展示他们的创新将如何发挥作用以及它如何解决问题。
创新演示视频应完全围绕创新，而不是商业模式、上市、财务或其他主题。
创意演示视频时长应不超过 5 分钟。

创新演示视频中的演示模型可以从草图或故事板到功能正常的APP或注塑成型的塑料原型。
最好的示范模型在将创新概念变为现实时脱颖而出，但它们不必是高逼真原型。

The innovation concept demo video is a video in which the team demonstrates how their innovation will work and how it solves the problem. The innovation concept demo video centers entirely around the innovation and not the business model, go-to-market, financials, or other topics. The maximum video length is 5 minutes.

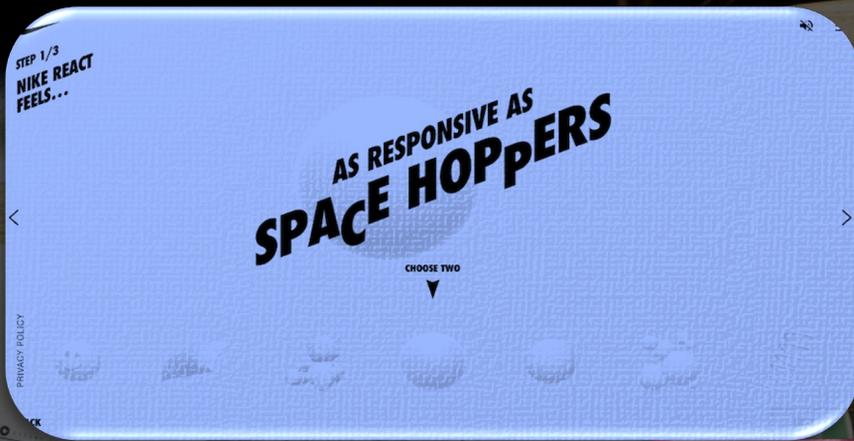
Innovation concept demonstrations orient around a demonstration model that can vary widely, from a sketch or storyboard to a functioning mobile app or an injection-molded plastic prototype. The best demonstration models stand out by how well they bring the innovation concept to life; they need not be high fidelity prototypes.

You may use sketches, 3D models, storyboards, wireframes, physical prototypes, or any other visual artifact to show how it works. Remember, your video should focus largely on your innovation, its capabilities and technology.

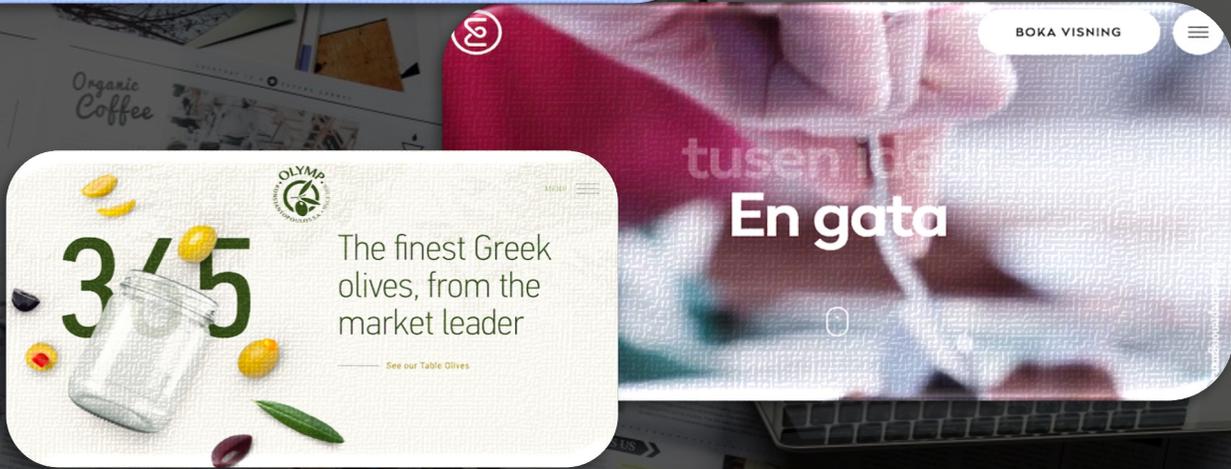
Make sure the video is accessible to the Judges.

It must be NO MORE than 5 minutes in length and smaller than 800 MB.

初选提交材料介绍 – Product Website 产品介绍网页



网页设计视觉效果示例



With your website, you'll broadcast to the public what you're working on, including its feasibility and potential impact. The Judges will review your website to understand not only your vision and your technology, but also how you plan to communicate your idea to the world.

Great entrepreneurs build great websites. A website is a fantastic communication tool for spreading the word about your innovation to the world! A good website builds awareness of your work among customers, investors, media, employees and other members of the public while bolstering your credibility through presenting your brand. Your website may include details about your team, your innovation, a link to your Innovation Video, company social media, and more! Don't forget-- websites are public spaces, so don't share sensitive or confidential information.

REQUIREMENTS

- Tell your story to the public, explaining your team and its value, and anything else you want to share
- Show your innovation and explain its benefits with an image of a model of your innovation
- Communicate your brand, which is comprised of your name, logo, color scheme, voice, design, and more
- Make your site accessible by direct link so our Judges can see it! You may choose to hide your website from search engines

预约评委线上交流 – Open Office Hour

团队在准备好所有材料后，即可自行预约评委在线答疑Office Hour。团队可以与评委交流在准备过程中遇到的问题，获得反馈以及如何改进的创新建议。

On a first-come-first-served basis, team members who have completed all the materials can sign up for the Judge Office Hour. Teams can receive feedbacks regarding their preparation.

Attention:

- Office Hour席位有限，先到先得，请有意与评委交流的团队尽快预约。
- Office Hour讨论内容不作为初选评审依据，仅供团队修正改进作品。

Office Hour时间:

- 2024年1月6日、1月13日

***请关注微信公众号“康莱德创新者大会”，Office Hour预约通道将在12月开放。

This is purely a learning opportunity and will not affect scores in the first round. Slots are limited and appointments will be available in December.



评审标准 Judging Criteria

Evaluation Aspects

Innovation **30%**

How new or unique? How impactful? Key: 技术创新性

- ✓ Is the technology innovative or does it combine existing technologies to create new results? Judges may perform an online search to verify originality of the approach or innovation.
- ✓ Is the innovation and originality incremental, strong or audacious when compared with existing solutions and technologies?
- ✓ Would the innovative technology or business either transform an industry or create meaningful impact for customers or humankind?
- ✓ Is the Intellectual Property protectable and made valuable through one or more patent, legally valid trade secret, copyright or otherwise competitively defensible?

Storytelling and Professionalism **20%**

Would a reasonable investor be motivated to learn more? Key: 团队创意，团队合作与专业性

- ✓ Has the team described the opportunity, its interests and motivations well? Is it inspiring?
- ✓ Does the Innovation Video & Website enhance credibility, present a logical story and show expertise?
- ✓ Would the appearance, writing and organization in all sections be credible to a reasonable investor?

Practicality **20%**

Will it work? Key: 技术实用性

- ✓ Is the technology employed realistic and attainable within a reasonable development time and budget? Consider the Innovation Video and other submissions.
- ✓ Does the team give proof of concept for new technologies or combinations? Proof of concept may include one or more of: existing applications of component technologies, expert testimony, research verifying feasibility, convincing graphic representation, partial or full prototype or demonstration, or describing further research/experiments likely to verify feasibility.

Marketing Strategy **20%**

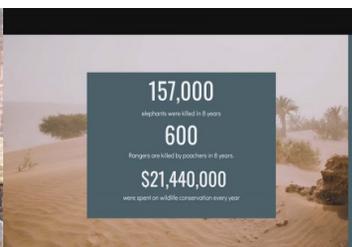
Does the team understand key markets? Key: 市场反响，产品/服务设计与市场要素

- ✓ Does the team understand potential customers and the industry ecosystem?
- ✓ Does the team have a realistic market entry and adoption strategy?
- ✓ Has the team considered licensing or partners, if appropriate?
- ✓ How well does the team explain differentiators between their innovation and current products /services?
- ✓ How effective is the website to demonstrate product value, tell a convincing story, explain technology credibly and engage potential customers and/or buyers?

Finances **10%**

Does the team understand costs and funding? Key: 财务构成

- ✓ Has the team presented reasonable revenues and costs for the company overall?
- ✓ For one unit of product? Has the team estimated the costs needed to take their innovation to market?
- ✓ Cost includes material and component estimates and R&D including grants, licenses, market studies and labor costs.
- ✓ Has the team addressed raising funds for product development and rollout? Is the budget reasonable?





开启你的康莱德之旅吧！

准备过程中如遇问题，请电邮至：

committee@conradchallengechina.cn

或扫码添加微信小助手，将有专业老师为您解答：



康莱德创新者大会中国站

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