



Innovation Challenge (OSOA* Team) Submission Form

Survival/ Frugal Innovation Challenge

General Description

Goal: Covid-19 has impacted our communities both economically as well our everyday living. The goal of this innovation challenge is to come up with new product ideas which will help our local community and make an impact on the residents.

Who: Team (OSOA- one student/one adult) –comprised of one Student and one Adult (parent, grandparent, adult friend, adult mentor)

What: Create a product that is fun, creative, interesting, useful, educational, environmentally sound and inexpensive which solves a problem or need. Note that an App is not an accepted product unless it is linked to physical product.

When: Completed submission is due by April 15, 2022. Submit at: rotaryinnovate@gmail.com

Any questions reach us at: rotaryinnovate@gmail.com

Student Name: _____ Date of submission: _____

Student email: _____ Student Phone: _____

Adult teammate's Name: _____

Teammate's email: _____

Relationship (family member or other adult) _____

School: _____ : Town _____

Briefly describe the problem you intend to solve and your product idea:

Product and Submission Information Due

Idea to Market (I2M)

Add additional pages, as needed, for each step.

Title of product

Brief Description of the Product:

Step 1: Identify a group of people (potential customers) that have an unmet need and understand the impact of their need):

- Who are they and Where are they: local /global?
- Research what the need means to them – how it affects them, what they do now to work around the need.
- How does their need or the lack of a solution affect their economic status and the environment.

Step 2: Story Telling: What is the story behind it: (Give background details of why you are addressing this problem). There is always a story behind every need.

Step 3: Define and Create: Based on their needs and behavior Define the problem you are trying to solve.

- What kind of product could you create that would help them solve their need in an environmentally sustaining fashion?
- Keep environmental, human needs + nature and its requirements in mind and describe your Innovative solution to the problem. (Challenge all assumptions, test boundaries and go beyond limitations):

Step 4: Product Idea Drawing features and dimensions:

- Sketch your product idea including main design features, dimensions, materials, power requirements and other things that will make it work.
- Consider the conditions and environment of the people/customers who will ultimately use the product and what resources they have available to them to make it work.

Step 5: Describe how it will be used:

- Provide a description of how you envision the product being used in the daily life of the customer and how it will solve the need you identified above
- How will it make the customers' life better?

Step 6: Sustainable / Green/ Frugal features of the product: Address Environmental, human + nature factors. (Products for those humans -about 4 Billion-in the world who live on less \$2 per day)

- Will the product be low cost enough to be affordable by very-low-income people.
- How will the product reach them?
- Will it be easy to use by semi-literate/semi-skilled end users?
- Describe special features of the product that makes it suitable for this category.
- Are there any shelf life and storage condition requirements? (For instance, some end users might be living in hot, humid, dusty conditions.)

Step 7: (a) Search the competition: Look for the competitive products.

- Use sites like: www.uspto.com and www.patents.google.com to search for this information.

Step 7: (b) Unique features: Compare your product with the competition and show how your product is different with its unique features.

Step 8: Make a prototype: Use off the shelf inexpensive materials:

Step 9: Pilot Testing: Using your Prototype to test market it - get end user/ customer feedback:

- How did it work?
- Did it solve the problem?
- What improvements could be made to make it work better?

Step 10: Develop (Business Model): Describe how you would take your product to market as a business. How much would it cost to build? How many sales and how much revenue would the product generate? How much profit would it generate?

***Developing an App:** If you are developing an app linked to a physical product, please ask for additional criteria information that you need to submit.

***OSOA:** One Student One Adult