



## Cisco Innovation Challenge

### Frequently Asked Questions—Students:

1. ***If I advance to the Cisco Innovation Challenge, what additional information do I need to submit before I compete?***

We ask that you send an e-mail by **Friday, April 6<sup>th</sup> at 5 p.m. with** the following information:

1. Do you plan to attend the pitch prep workshop? Do you need transportation to the pitch prep workshop?
  2. Name as you would like it to be listed on the April 11<sup>th</sup> Cisco Innovation Challenge materials.
  3. A professional-looking headshot of yourself for the April 11<sup>th</sup> Cisco Innovation Challenge materials.
  4. About 2-3 sentences that describe who you are.
2. ***How many friends/family can I invite to the Cisco Innovation Challenge?***

We ask all competitors to register their families on the Eventbrite link. We limit the registration to 10 people per registrant. However, the room does have capacity for 120 individuals, so please encourage your friends and family to register themselves if there are more than 10 people in your group.

3. ***Do I need to have a PowerPoint presentation when I pitch?***

We recommend that competitors bring a visual presentation to the pitch event to help them while they pitch. Not only are visuals a compelling way to tell us about your business idea, the pitch deck can help you stay organized as you present your ideas.

We ask competitors to please bring their presentation on a USB drive or to have it in their Google drive for easy accessibility. In addition, we highly recommend that students send their final presentation to [Robin.Baskinmcnulty@asu.edu](mailto:Robin.Baskinmcnulty@asu.edu) by 5 p.m. the day before the Cisco Innovation Challenge.

Similarly, students should bring their visual presentation to the pitch prep session from 11 a.m.-1 p.m. on the day of the event to practice with their visuals and get a feel for the technology in the venue.

If a student is not able to make the pitch prep session, then it is imperative that students send their final presentation to [Robin.Baskinmcnulty@asu.edu](mailto:Robin.Baskinmcnulty@asu.edu) by 5 p.m. the day before the Cisco Innovation Challenge.

#### **4. *Who are the Cisco Innovation Challenge judges?***

The judges consist of volunteer entrepreneurs, business owners, business consultants, and/or individuals with a technology background who participate in the event and provide feedback that can help budding entrepreneurs like yourself.

#### **5. *What if I do not know the answer to a question posed by the judges?***

If you are asked a question that you do not know how to answer, we encourage you to respond with something like “That is a great question and something that I am still working towards figuring out as I continue to develop my business idea. Would you be willing to discuss this with me further after this presentation?”

Just remain confident in your presentation and use this as an opportunity to improve your business. The judges will still appreciate a response that shows your willingness to learn.

### **Frequently Asked Questions—Judges:**

#### **1. *If I would like to serve as a Cisco Innovation Challenge judge, what do I need to do?***

Please contact the ASU program manager at [Kbitler@exchange.asu.edu](mailto:Kbitler@exchange.asu.edu) with the following information:

1. A brief (250 words or less) summary of your background/expertise or LinkedIn profile link.
2. If you are interested in reviewing materials and videos starting March 9<sup>th</sup> and attending a meeting on March 26<sup>th</sup> to help determine who advances to the live pitch event.
3. If you are interested in judging at the live pitch event on April 11<sup>th</sup>, please contact [Robin.Baskinmcnulty@asu.edu](mailto:Robin.Baskinmcnulty@asu.edu).
4. A professional-looking headshot of yourself for the April 11<sup>th</sup> Cisco Innovation Challenge materials.

#### **2. *What is the format of the Cisco Innovation Challenge live pitch event?***

Each student will have up to five minutes to pitch. Judges will have up to 3 minutes to ask questions and provide feedback in between pitches. An event program outline will be shared with you as the event date gets closer to give you a better sense of the flow of the event. We also provide the judging rubric so that you can review prior to the event.

Since this is the first time that most students are pitching in a live event that is open to the community, we would like for this to be a positive and constructive learning experience. We ask judges to please include at least one positive comment and one comment of constructive feedback focused on how students did and what they can improve.

Lastly, we ask that judges please limit discussion and/or deliberation with the other judges to help us stay on time. There will be a five-minute intermission and deliberation time for judges to discuss and finalize score sheets.

### **3. What is the time commitment to be a judge for the Cisco Innovation Challenge?**

Judges of the video submissions will review submitted materials starting March 9<sup>th</sup>, score materials and provide feedback, and attend a meeting on March 26<sup>th</sup> to determine who advances to the live pitch event. We estimate this process will require about 5 hours.

Judges for the live pitch event will score a maximum of eight individuals/teams, score pitches and provide feedback, and help determine prize winners on April 11<sup>th</sup> from 5:30-9 p.m. in Downtown Phoenix. We estimate this process will require about 4 hours.

### **4. What type of expertise and/or background are you looking for in the judges?**

Judges specializing in entrepreneurship, business, marketing, and technology would be ideal for the Cisco Innovation Challenge. We combine individuals into small judging panels to make sure the rubric criteria is considered. Judging panels are selected to balance areas of expertise and gender.

### **5. Can I type up my feedback for students and send it to them?**

It is not necessary. However, if you would prefer to do this, the ASU program manager will send you scanned copies of the score sheets the day after the Cisco Innovation Challenge event for you to type and/or elaborate on your responses. We would like to give students all Cisco Innovation Challenge feedback by April 17<sup>th</sup> at 5 p.m., so please provide your typed responses by April 17<sup>th</sup> at 3 p.m.

## **Frequently Asked Questions—Event Volunteers and/or Event Attendees:**

### **1. What is the cost to attend the Cisco Innovation Challenge?**

The Cisco Innovation Challenge is free and open to the public. We ask that all guests and event volunteers register on the Eventbrite link: <https://www.eventbrite.com/e/cisco-innovation-challenge-spring-2018-tickets-42278885284?aff=eac2>

### **2. I would like to volunteer for the Cisco Innovation Challenge. What can I help you with?**

We appreciate your willingness to help! About a month before the event start date, we send an e-mail with a link where volunteers can sign up.

We have volunteer tasks and shifts from 11 a.m.-9 p.m. Please contact Robin.Baskinmcnulty@asu.edu if you are interested in volunteering for the Cisco Innovation Challenge.

### **3. Where should I park for the Cisco Innovation Challenge?**

We make parking reservations in the parking lot north of the Walter Cronkite School in Downtown Phoenix. This is the closest parking lot to the A.E. England Building where the pitch prep session and the live pitch competition take place. We will send a map in case this helps. If you arrive to that parking lot and the lot says "FULL," please inform the parking attendant of your parking reservation. We will validate your parking.

### **4. Where is the venue located?**

The A.E. England building (<https://tours.asu.edu/downtown/a-e-england-building>) is located at 424 N. Central Ave, Phoenix, AZ 85004.

### **5. Can I take the light rail to the venue?**

Yes! The A.E. England building is also conveniently located close to light rail stops.

Westbound light rail directions to the A.E. England Building

- Stop at Central Avenue and Van Buren Street.
- Exit the train and turn right. You are now on Central Avenue facing north.
- Walk north on Central Avenue and cross Polk Street.
- Continue north and you will see the A. E. England Building on the left.

Eastbound light rail directions to the A.E. England building

- Stop at 1st Avenue and Van Buren Street.
- Exit the train and turn left. You are now on 1st Avenue facing north.
- Walk north to Polk Street.
- Turn right (east) toward Central Avenue.
- Turn left (north) to walk along Central Avenue and you will see the A.E. England building on the left.