



robotex¹⁸
INDIA

**Entrepreneur Challenge
Rules**

2018 Entrepreneurial Challenge

Goal

Build an innovative, working robotic product (autonomous and/or remote controlled), solving a real problem that customers would want to buy, and then market it to all attendees at the event to get the most upvotes!

Who can attend?

Teams in this challenge compete in separate divisions, typically:

- Middle School + High School
- University Students + Post Graduates

Requirements

Autonomous or remote controlled robot, costing €3,000 or less, built on any platform and meets the following design constraints, which will be verified during Check-In:

- Demonstrate your product is functioning.
- Show your business cards with a logo.
- Show your one-pager marketing flyer.
- Bring your own materials to set up your floor space to market the product. You will only be provided electricity.
- For University Students + Post Graduates Division: A high quality, 60 second promotional video.

General Rules

Design & Market your a working robotic system to “customers” at the event.

- A robotic system incorporates an INPUT-PROCESS-OUTPUT structure.
- All attendees at will have a single vote to cast for an Entrepreneurial product.
- Subject Matter Experts will have 50 votes to cast for one or multiple products
 - They will be inviting US/PG teams in for in-depth discussions re: hardware and/or software IP.
 - They will have signed Non-Disclosure Agreements (NDA) to protect each team’s IP.

Challenge Specifications

- A booth space will be provided.
- Electricity will be provided.
- Internet will be provided.
- No tables or chairs are provided.
- You have a “brick and mortar” location but you are also free to roam the event.
- Teams are strongly encouraged to have a “sales team” roaming the event to drive traffic to their store pitching your product for votes.