

America250PA & Pennsylvania Turnpike Commission: "Powering the Future" 2024 Direct Effect™ Innovation Challenge (DEIC) Guidelines and Requirements



Round 3 Overview: During this period of time leading up to Finals, we encourage your team to review, revise, and further develop your presentation and materials. Please review this sheet and the provided, online materials closely. The 2024 DEIC Finals will take place at the Pennsylvania State Capitol Media Center on Friday, November 15th. Additional information about Round 3 will be provided as we near Finals. The schedule and additional travel information will also be emailed to teams.

What Needs To Be Submitted For Round 3?

Your team should submit the following materials for Finals:

- Your **final presentation PPT** or slide deck - **due by 12:00pm (noon) on Thursday, November 14, 2024.**
- Your team's suggested **\$100,000 Budget Proposal** submitted via email and printed for judges (See below)
- Your team's suggested **\$10,000-15,000 Scaled Budget Proposal** submitted via email and printed for judges (See below)

****All materials should be emailed to DEIC@America250PA.org with the subject "2024 DEIC Final Presentation" + your institution's name.**

How Long Should Our Finals Presentation Last?

Each team will have **7 minutes** to present. Following your presentation, the judging panel will ask your team one question.

What Should Be Included In Our Budget Proposals?

Developing a budget is an important step in planning any IMC. America250PA & the PA Turnpike Commission are looking for *two* Budget Proposals—a \$100,000 budget, and a scaled budget of \$10,000-\$15,000. Please provide an outline and/or line item Budget.

Here are some additional items to keep in mind:

- The main budget for the development and implementation of your IMC should not exceed \$100,000.
- Remember that though it will cost money to implement and manage your IMC, it should be offered free of cost to your target audience.
- We encourage you to research PA businesses and costs while building your proposed budget.
- You are welcome to set up your budget sheet however you would like. Ideally, we are looking for a very basic 1-page document that lists and explains your anticipated costs, based on the research you have conducted. This sheet will be shared with the judges.
- Please attach your budget proposals to your submission email as a Word/Google Doc., Excel/Google Sheet, or PDF document. **Please also print 10 copies of both budget proposals for the judging panel.** Please contact America250PA at least a week prior if you are unable to print the required materials.

More About Your \$10,000-\$15,000 Scaled Budget Proposal:

Please also provide a \$10,000 - \$15,000 scaled version of your overall budget. Your scaled budget should display which budget items (from your \$100,000 budget) are crucial to the success of your IMC, and explain briefly how your IMC would be implemented on a smaller scale. Your Finals presentation should still largely be based on your primary (\$100,000) budget.

Please feel free to reach out to our team at DEIC@America250pa.org if you have additional budget questions.

The budget is meant for planning purposes only. America250PA does not expect teams to incur expenses and is not responsible for any costs associated with the planning of your DEIC proposal and presentation.

How Were Teams Selected For Finals?

The 2024 DEIC Round 2 Judging Panel convened on October 23rd to review and score all Round 2 presentations. The final scores were totaled, and the top five were selected to advance to Harrisburg.

How Will Our Round 3 Concept Be Judged?

Final presentations will be judged by a panel of field and industry experts, using the official 2024 DEIC Finals Judging Rubric, which can be found in our [2024 DEIC Action Center](#).

What Materials Will Be Provided?

Teams are provided this guidelines sheet and the finals judging rubric. They may also utilize the templates provided in Round 2 to further refine their presentations. *Online materials can be found in our [2024 DEIC Action Center](#).*

Can We Provide The Judges With Additional Materials?

Yes! In addition to the required budget printouts, teams are welcome to provide additional materials to judges, if desired.

Will The Judges Ask Us A Question?

Yes. Following your presentation, the judging panel will ask your team **one** question. Your team will have **one minute to respond** to the question.

Who Will Run Our PPT?

A member of the America250PA staff will be handling tech. We ask that each team's faculty/staff mentor sit with our tech staff to advance your team's slides.

Where Can We Find Schedule & Travel Information?

The non-competition information, including travel, accommodations, and the schedule will not be posted online. This information will be emailed out to participating teams.



Presented in partnership with
**THE PENNSYLVANIA
TURNPIKE COMMISSION**



Supported by
UGI UTILITIES, INC.