

# INNOVATE 2022 COMPETITION GUIDE

**Challenge prompt:** Solving Community Needs  
Sponsored by the President's Office and Provost

## WHAT IS IT:

The competition aims to engage students through discovery and innovation for the benefit of our communities. These solutions can be in the form of either a **product, service, or plan**.

We encourage students and faculty to develop interdisciplinary student groups from a range of disciplines for this competition. Together, we can foster creativity and remarkable innovation at Augusta University and offer incredible real-world solutions.

## RULES:

- Innovate: 2022 is open to all Augusta University students (i.e. undergraduate, graduate, and professional).
- Student teams are also encouraged to reach out to students in different schools within the university to form interdisciplinary teams (i.e.: medicine, business, medical illustration, art, physics, etc.).
- Student teams must have an Augusta University advising faculty or professional staff mentor.
- Advisors can be mentor for multiple student teams.

A judging committee to choose the winners from the final pitch competition will review the concept summaries and fill out an award criteria evaluation rubric. Evaluation of the submitted entries will be completed by close of presentation event.

## HOW TO JOIN:

### Step 1:

Gather fellow students. Register your team. Ask a faculty member to be your mentor. If you don't have a team, that's ok! We can place you on a team.

Register here: <https://www.augusta.edu/innovation/innovate-registration-form.php>

### Step 2:

Identify a need in the community that needs a solution.

### Step 3:

Present your idea in a 5-minute pitch with your team at the final event, Spring Semester 2022.

## SOLUTIONS ARE EVALUATED FOR:

### CREATIVITY

The overall quality of proposal is high and the idea itself is like no other.

- Do solutions show creative solving problem that utilizes resources in unique ways?
- Is the concept a better or more effective product, process, or service to a solution to the proposed problem?

### VIABILITY

A potentially effective solution to address the problem.

- Does the idea have potential for significant impact?

- Will projections show its economic viability? (i.e. How do costs project out beyond the first year?)
- Does the project consider the environment with implementation and execution?

### **SUSTAINABILITY**

The concept has the potential for growth and impact.

- Does the concept proposal demonstrate the potential for the idea to sustain itself?
- Does it utilize collaboration from resources or companies found elsewhere?

### **PRESENTATION**

Propose a compelling and persuasive concept that convinces audience this is an idea worth implementing.

- Did the team clearly explain what their idea and how they add value to solving a problem? Is it well organized and easy to follow?
- Did the team research to understand the problem and specific needs addressed?
- Did the students demonstrate a high degree of professionalism and competence?
- Did the team keep the presentation within the allowed time limit of 5 minutes?

### **GET INSPIRED:**

- Accidental Discovery: William Perkin brought purple to the people in Victorian London by accident, leading to more than just colorful crinolines while utilizing the tremendous waste of Coal Tar. Link: <https://www.schwab.com/resource-center/insights/content/choiceology-season-7-episode-5>
- TEDTalks Stir Your Creativity: <https://www.ted.com/talks>
- University Wide Speaker Sessions (check back on the website for dates and times)
- The Solvable Podcast by Malcolm Gladwell: <https://www.pushkin.fm/show/solvable/>

## **AUGUSTA UNIVERSITY GUEST SPEAKER SESSIONS**

**Check website for times and locations.**

Website: [www.augusta.edu/innovation/innovate](http://www.augusta.edu/innovation/innovate)

**January Speaker: Ben Chestnut, Fire side chat with Mailchimp co-founder and Billionaire**

- Encouraging stories of individuals utilizing new strategies to solve problems for a community need.

**February Speaker: Greg Thomas, Tax Slayer, Design Thinking Skills**

- Challenge students to combine empathy, ingenuity and rationality to meet needs and create successful solutions with an innovator's mindset.

**March Speaker: Rachel Baker, Wier Stewart, Wow your Audience**

- Demonstrate the 'why' behind the idea. Stories of individuals who persuaded their audience to help the team go to a next step for a community need.
- Encouraging stories of individuals who have experience in persuasive initiatives.

## LOCAL ASSESSMENT RESOURCES:

- Augusta Community Survey  
Results: <https://www.augustaga.gov/DocumentCenter/View/12522/2020-2024-Consolidated-Plan-Community-Needs-Assessment-Survey-Results>
- 2018 CSRA Community Assessment: <https://www.csraeo.org/wp-content/uploads/2018/10/Community-Needs-Assm-Report-7-31-18.pdf>
- Augusta Locally Grown: <https://www.augustalocallygrown.org/>
- The Hub Augusta: <http://communityhubaugusta.org>
- Rise Augusta: <https://riseaugusta.org/our-impact>
- Columbia County Assessment: <https://www.columbiacountyga.gov/Home/ShowDocument?id=11077>

## NOTABLE KEY AREA CHALLENGES:

- The area needs more living wage jobs.
- Lack of transportation and the high cost of childcare keep many people from accessing employment.
- The high cost of housing (and utilities), in comparison to income, creates a significant housing cost burden on many households.
- Single-Female Head of Households continue to be the highest household type in poverty across the service area.
- Drug Abuse/Alcohol Abuse is considered to be a major cause of poverty over the past 5-10 years by survey respondents.

## INNOVATE COMPETITION LEADERSHIP:

### **Scott Thorp, MFA**

AVP Interdisciplinary Research, Chair of Department of Art and Design  
SCOTT.THORP@augusta.edu

### **Vahé Heboyan, PhD**

Health Economics & Modeling, Medical College of Georgia  
VHEBOYAN@augusta.edu

### **Lynsey Steinberg, MSMI, CMI**

Center for Instructional Innovation  
LYSTEINBERG@augusta.edu

## COMPETITION HISTORY

### INNOVATE 2019-2020

Challenge Prompt: Redesign the Colostomy Bag

Website: <https://www.augusta.edu/innovation/innovate-2020.php>

Inspiration: <https://youtu.be/yrZce19eLXg>

Sponsored by the Office of the Vice Provost for

Instructional Innovation

Graduate Assistant literature review panel: Te'Asha Curtis, Jessika Douglas, Ruby Syed

**First place:** Team Osteopac

Student Members: Chidozie Ugwumadu, Lavannya Atri, Sahanna Sundar, and Oluwamayokun Oshinowo.

Faculty advisor: Amol Sharma,

AMOSHARMA@augusta.edu

**Second place:** Team Multifaceted

Student Members: Rithwik Koppaka, Christine Bruda, and Vani Senthil.

Faculty advisor: Soma Mukhopadhyay,

SMUKHOPADHYAY@augusta.edu

**Third place:** Team OsteoMEwear

Student Members: LaTreece Watson, Jennifer Nail, Morasa

Safi, Jenna Eden, and Ben Brown

Faculty advisor: Roger Duke, RDUKE2@augusta.edu

#### Panel of Judges:

Christopher McKinney, AVP Innovation Commercialization, Augusta University

Team Dr. Tom Clark and Kandee Clark, Executive Director of the Alliance for Fort Gordon,

Joseph Dworaczyk, PMP, Program Manager at Seneca Solutions

Emma Anderson, Colostomy Bag Patient

### INNOVATE 2020-2021:

Challenge Prompt: Solve a problem you have seen during the pandemic

Website: <https://www.augusta.edu/innovation/innovate-2021.php>

Sponsored by Pamplin

**First place:** silver linings app

Video

link: <https://augustauniversity.box.com/s/9g8xyz9d0sm9dsz2ccihuymsvitdzwk>

Student members: Judy Dinh, Rachel Kaufman, Ashruth Reddy, Luis Rodriguez

Daniel Hal Silcox , Madeline Snipes, Alexis Stephens, Roy Urum

**Second place:** lightsaver

Video

link: <https://augustauniversity.box.com/s/f2wmz1ivfxu9uyrfz9rateysf307cbah>

Student members: Chase McIntosh, Eun Jeong, Po-Han Chen, Donnyell Roberson, Harriera Siddiq, Pierce Brody,

Mehul Mehra

Faculty Advisor: Dr. Rodger MacArthur

**Third place:** extra doses app

Video

link: <https://augustauniversity.box.com/s/ypr1ieeqvg9s3le8qxaoues6llfu88yo>

Student members: Matt Ferguson, Peter Garcia, Lauren Gilstrap, Josie Guitton, Elizabeth Hale , Alice Ann Lever,

Charlie Richards, Samer Yassin

#### Panel of Judges:

Christopher McKinney, AVP Innovation Commercialization, Augusta University

Ashley Gess, Department of Teaching and Leading, Augusta University

Russell Keen, Executive Vice President for External Relations & Chief of Staff, Augusta University

Mark W. Hamrick, Senior Associate Dean for Research, MCG