



IICDC-2019 Instructions for Semi-final Submissions

Dear Team, we are welcoming you to the next Phase of the IICDC_2019.

Please find the below Instructions for Semi-final submissions for your Reference.

- Each Team needs to submit Total 6 videos (**Video1-6**) **Business and Technical** Separately
- Submission Stages are mentioned in left column in the table below and followed by Deadline of the submission and videos you need to submit.

Stage	Deadline	Videos		
Semi-Final Interim 1 st Submission	25-Feb-2020	Business(Video1)	Technical (Video2)	Google form link will be shared by the TI Coordinator to submit the Interim Videos
Semi-Final Interim Video 2 nd Submission	3 -April -2020	Business(Video3)	Technical (Video 4)	
Semi-Final Final Submission	2-May-2020	Business ((Video 5)	Technical (Video 6)	

- Teams are free to publish their YouTube Videos as “Unlisted” or “Public”
- Teams must strictly follow the lime line, No excuse.
- **English Subtitles should be there in the entire video.**
- Teams needs to introduce their members with their role.

A. Video Content

Video 1: Discussing the business aspect (Video Length: 7 minutes maximum)

Teams must strictly follow the below structure

Time Stamp	Section	Content to be covered
1st minute	Introduction	<ul style="list-style-type: none">• Give a creative introduction to the problem your team is trying to address
2 nd minute	Product Pricing	<ul style="list-style-type: none">• What is the price point that you intend to sell your product at?• What drive your decision to price it at this specific price point?• How did you arrive at your pricing?
3rd minute	Product Differentiation	<ul style="list-style-type: none">• How easy is it to convert the idea/technology into a venture?• Who is your closest competition?• How is your product different from existing solution(s)?• Why do you think the differentiation would be valuable to the customer?
4 th & 5 th minute	Product Awareness	<ul style="list-style-type: none">• Is there a sizeable market for the product/idea? (Does the need that is satisfied by the product/idea substantial and will customers pay for it?)• Will there be a key external dependency (like government licensing, availability of technology, access to intermediaries etc.) that will determine the success or failure of the venture?• How easy is it to convert the idea/technology into a venture?• (Cost and effort, including the # of hoops to cross before getting it in front of the customer)• Can the innovation/technology be protected and monetized?• Is the proposed product/idea unique or innovative?• Is the team aware who their potential customer is?• Can they adapt to changing circumstances/new information easily?• (How does the team make decisions? When do they decide to change course? Are there examples that show their inclination to adapt?)
6 th minute	Distribution Strategy	<ul style="list-style-type: none">• How do you intend to get your product to its potential Customers?• What value does your distribution intermediary offer?• What portion of your product price would be the distributor's commission?

7 th minute	Customer validation	Customer validation <ul style="list-style-type: none"> • Minimum Viable Product: Defined as a product with proposed functionality, for the user to be able to use the product. Team should have a minimum viable product to demonstrate the utility and the value offered by the product used for customer validation • User experience analysis: Team to ensure that the product/service must be used by a sufficient set of prospective users (outside the friends circle). Teams to present the quantitative and qualitative analysis of their product w.r.t. to competition • Product Validation from customer & user: Team to justify how their product meets the needs of user and customer and to present their plan to position the product for both to ensure ease of adoption
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Video 2: Product Demonstration & Customer Feedback (Video Length: 5 minutes maximum)

Teams must strictly follow the below structure

Time Stamp	Section	Content to be covered
1st minute	Introduction	<ul style="list-style-type: none"> • Give a creative introduction to the problem your team is trying to address
2st & 3nd minute	Product Demonstration	<ul style="list-style-type: none"> • Start with a list of TI & non-TI parts. Do not talk about any of the components – just list them. Do not spend more than 10 seconds on this. Ensure to demonstrate all the components working without any chassis / cover. • Showcase the product in action in actual real world scenario.
4 th min	Technical impact	<ul style="list-style-type: none"> • Teams need to do the ground-work done has to make sure that No resembling solutions exist and can be a breakthrough project. • Is project involving multiple disciplines and is a cutting-edge technology. • Team need to be in clear in excellent verification and validation plans in place.
5 th min	Customer validation	<ul style="list-style-type: none"> • Get real time feedback from customers who have used your product. <p>Please do not include friends/family/close Associates as customers for getting feedback. Feedback has to be authentic</p>

B. Video Quality

1. Do **NOT** use a MOBILE CAMERA to record the video, unless you are sure of getting high quality results.
2. Record the video in a neat environment – no clutter!
3. Do **NOT** record the video in noisy environment! Ensure **NO** background noise.
4. Make sure that there is **ample light** before you shoot the video.
5. Hold the camera still while recording the video.
6. Edit the video properly before uploading and ensure **good audio** and **video quality**
7. Keep the duration of the videos as highlighted above.
8. The video must be uploaded onto YouTube with following naming convention
 - **Video 1: IICDC_2019 – <team ID> - Semi-final Submission – Business (Interim 1)**
 - **Video 2: IICDC_2019 – <team ID> - Semi-final Submission – Technical(Interim 1)**
 - **Video 3: IICDC_2019 – <team ID> - Semi-final Submission – Business (Interim 2)**
 - **Video 4: IICDC_2019 – <team ID> - Semi-final Submission – Technical(Interim 2)**
 - **Video 5: IICDC_2019 – <team ID> - Semi-final Submission – Business (Final)**
 - **Video 6: IICDC_2019 – <team ID> - Semi-final Submission – Technical(Final)**

C. Video – Do's and Don'ts

Do's

1. **Strictly follow the format for the videos as defined in section A. Any deviations might result in incorrect evaluation and low scores.**
2. Prepare a script for both the videos before recording.
3. Rehearse your video script before you start shooting the video! Do not shoot without preparation
4. Ensure clear audio and video quality for both the videos
5. Begin both your videos with an image which clearly shows
 - a. Name of the contest:
AICTE,DST & Texas Instruments India Innovation Challenge Design Contest 2019 Anchored by IIM Bangalore
 - b. Title of your project
 - c. Your college name and logo
 - d. Please download the PowerPoint Presentation Templet [HERE](#)**
 - e. Team Member names and the name of your mentor(s)
6. Use block diagrams, illustrations for explanation, when necessary.
7. Ensure that your product prototype uses a PCB implementation.
8. Show us all the parts which you have used in the project
9. Consider the use of **sub-titles** especially if the customer speaks in a local language/ as per your discretion.
10. Teams will be **DISQUALIFIED** if they fail to meet the below criteria
 - a. Teams are not allowed to use a **Non-TI embedded processor** in their prototype.

Don'ts

1. Avoid giving a lot of theoretical background.
2. **Do not** showcase your prototype using breadboard. **Breadboard implementations** will not be considered for further rounds
3. There is **no** need to show the software code/flowchart.
4. Be careful not to violate copyright when using background music. You are welcome to compose your own music, if it is necessary

- Note: Time lines for Interim Videos is to see the progress of your work in every step till to the final submission