



This award celebrates the entrepreneurial passion that goes behind building your robot and team. Every team has a unique background and story, and Brunswick Eruption would like to present this award to the team that best “pitches” their star robot and team to a panel of prestigious business representatives. Our judges will work with students to identify key business principles and implement these principals into a long-term, sustainable business strategy for the winning team.

Award Submission Criteria

The judging for this award will be based on a 5-minute presentation given to a panel of prestigious judges. The 5-minute presentation must be based on your team as the “product,” and the goal is to best “sell” your team to a group of investors. Please consider the following questions and criteria when preparing your presentations:

1. *Team Name*
2. *Team Tagline*
 - a. What is the “catchy” phrase that will go along with your team?
 - b. Why did you choose this tagline?
 - c. How do you think this tagline will help promote your team?
3. *Team Logo*
 - a. What type of logo best represents your team’s brand?
 - b. Why did you choose the design of your logo?
 - c. How can you use your logo to promote your team?
4. *Robot Overview*
 - a. What are the main functions of your robot?
 - b. What is your robot’s name and why was it chosen?
 - c. What are the unique aspects of your robot?
5. *Target Market*
 - a. Who are you trying to raise money from? What companies are you targeting for sponsorship?
 - b. Why do you think a company would be willing to sponsor you?
 - c. How big is your target market?
 - d. Why will your target companies endorse you? What benefits do you provide for them?
6. *Marketing Strategy*
 - a. Describe your marketing strategy – how are you going to promote your team and robot?
 - b. What marketing materials do you have already?
7. *Budget Allocation*
 - a. How would you most productively spend the \$1,000 award?
 - b. What are some innovative ways you could use this money to help promote your team further?
8. *Overview of Business Strategy*
 - a. What ways are you going to approach fundraising money?
 - b. How are these strategies sustainable?

Award Judging Process

The judging process will take place in the morning while qualification matches are played. Groups of Project Empower representatives will visit each team’s pit for a minimum of ten minutes, spending the time as follows:

- 1) 5 Minutes – “Five-Minute Investors Pitch”
- 2) 3 Minutes – Questions from Judges
- 3) 2 Minutes – Constructive Feedback

After all teams have been interviewed, the judges will revisit their favorites for further questioning and ultimately select a winner.

The winner of the Hōkū Award will receive a team sponsorship award of \$1,000.