**ECTE250 Deliverable 8 Innovation Fair Guidelines**

Event date: After Spring Week 11

All ECTE250 teams are required to participate to the Innovation Fair 2023 on after Week 11 of Spring. Participation is a group assessment task worth 3% of your final mark in the subject. All team members are required to attend and marks will be distributed using Peer evaluations. The Peer evaluation session must be completed one day after the Innovation Fair day. The Innovation Fair is an opportunity to present your project prototype to the public including academics, industry professionals, fellow students and visitors.

**Registration**

Online registration for the Innovation Fair:

<https://www.uowdubai.ac.ae/innovation-fair-2025-registration-form>

(For teams, one student to register all team members in one registration form).

The website for Innovation Fair is:

<https://www.uowdubai.ac.ae/innovation-fair>

For more information, check the related Moodle Announcement. Registration fee is waived for UOWD teams, and registration must be completed before Thursday Spring W8 (you are encouraged to complete the registration much earlier than that).

In the first page of the registration system you are required to enter your team name, name contact details of the corresponding team member, name and email of other team members, name and email of coaches.

For ECTE250 coaches are Mohd Fareq Abd Malek [mohamedfareqmalek@uowdubai.ac.ae](mailto:mohamedfareqmalek@uowdubai.ac.ae%20%20a) , Habiba Ahmed [habibaahmed@uowdubai.ac.ae](mailto:habibaahmed@uowdubai.ac.ae) , Eva Barbulescu [evabarbulescu@uowdubai.ac.ae](mailto:evabarbulescu@uowdubai.ac.ae) , Sana Sahir [sanasahir@uowdubai.ac.ae](mailto:sanasahir@uowdubai.ac.ae) , Ashna Sreejith [ashnasreejith@uowdubai.ac.ae](mailto:ashnasreejith@uowdubai.ac.ae) .

In the second page of the registration system you should enter the title of your project, a short abstract of your project (well written and between 100 and 200 words), and a list of requirements to showcase your project. Requirements should be reasonable and detailed (i.e. specify item type and number). These may include: tables, power plugs, wired and/or wireless access to the ECTE250 ad hoc local network, dual channel DC power supply, environment setting to demonstrate your prototype (e.g. temperature, light, indoor, outdoor, etc.). Feel free to discuss your requirements with the Mentor before submitting your online registration.

**Innovation Fair Demonstration**

Each team is required to produce a professional looking trade stand for the Innovation Fair (also called the IF2025). All ECTE250 students are exhibitors at the trade show. Exhibitors are required to arrive at least two hours before the beginning of the event to setup their stand. At least 3 team members must be present at the stand at all time. All team members are required to be engaged and actively participate in demonstrating the product prototype to visitors and judges. Your stand must feature the working product prototype (including additional hardware for demonstration purposes, if any) and an A2 poster.

Also, students/teams must upload their posters to MOODLE

by Friday, Week 8, Spring.

Display board for the posters will be provided on the event date. The poster should include technical (high level design and implementation of prototype) and marketing (commercialization, how to make money from your product) information. The poster should be used to support your argument when presenting your product to visitors and judges. Dress for exhibitors should be neat and tidy, as you would expect at a business trade fair. Teams are strongly encouraged to use name badges provided by the event organizers.

The independent judging panel include individuals from leading companies and universities. Mind that judges may not be familiar with the framework of ECTE250, and they had no prior exposure to your product (i.e. don’t expect them to read anything you’ve submitted during the semester or for the trade show registration). Therefore, it is essential that teams prepare a convincing communication strategy to explain the product and demonstrate the prototype to someone new to it in not more than 5 minutes. Judges will mark your presentation according to the following criteria:

 **Innovation, Originality**; as compared to existing products – the degree to which the

hardware and/or software solution is unique. (this has a lower weight than other criteria).

 **Demonstration of Prototype**: a workable hardware and/or software system is demonstrated, with all functions/features integrated and operable, with high usability including user- interface

 **Articulation of Benefit to end-user**: including real-world applicability, addressing market niche and market needs, perceived penetration of use and business value.

 **Sophistication** of level of software and/or hardware used/developed: integration of various technologies and tools, level of sophistication of design, implementation and testing of these technologies, including algorithm development.

 **Effectiveness and Efficiency of Product**: degree to which results (functions, features and quality of these) meet project objectives.

**After the Innovation Fair**

Teams are requested to return all equipment borrowed from the lab (e.g. power supply) and material

purchased with the ECTE250 budget to Majid Munawar ([majidmunawar@uowdubai.ac.ae)](mailto:majidmunawar@uowdubai.ac.ae) within 5 working days after the Innovation Fair (we encourage you to do this right after the end of the Innovation Fair). ECTE250 prototypes **should be dismantled** (unless otherwise communicated to individual teams) before returning (except passive components and sockets soldered on the perfoboard). Components from to the Arduino Starter Kit should be collected and placed in the original box before returning (the list of components included in the kit is available at [https://www.arduino.cc/en/Main/ArduinoStarterKit).](https://www.arduino.cc/en/Main/ArduinoStarterKit)

Parts should be returned in good working and cosmetic conditions, but please inform us if any part has been damaged during your prototyping work, so that we can dispose these instead of storing for future use. If you return your parts after the deadline there will be a 20% penalty for each day on your Deliverable 8 mark. If there are missing parts, marks will be deducted from your final report mark (a percentage equal to the value of the part against your project budget). Your ECTE250 mark will not be disclosed until parts are returned and verified.

**INNOVATION FAIR MARKING CRITERIA**

**ECTE250 Engineering Design and Management 2**

To determine the Innovation Fair mark, judges will be looking at **Presentation (how things look,** including how the display is organised; what publicity has been produced to ‘sell’ the system, including brochures, name badges, company logos, Web pages, etc.; the quality of the corporate image, i.e., does the Team behave as if it belongs to a company; and how the individual members of the Team present their knowledge of the product) and **System (what you have produced** including the functionality of the product; the design of the system; whether the system shows initiative and innovation; and the completeness and success of the system).

The detailed marking criteria and their weight are summarized in the following table

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| **Criteria** | **Weight** |
| **1- Innovation, Originality**; as compared to existing products – the  degree to which the hardware and/or software solution is unique. | 10% |
| **2- Demonstration of Prototype**: a workable hardware and/or software  system is demonstrated, with all functions/features integrated and operable, with high usability including user-interface | 25% |
| **3- Articulation of Benefit to end-user**: including real-world  applicability, addressing market niche and market needs, perceived penetration of use and business value. | 20% |
| **4- Sophistication of level of software and/or hardware used/developed**: integration of various technologies and tools, level of sophistication of design, implementation and testing of these  technologies, including algorithm development. | 20% |
| **5- Effectiveness and Efficiency of Product**: degree to which results  (functions, features and quality of these) meet project objectives. | 25% |