

# Launch Challenge

## Launch Challenge Timeline:

- May 24: Launch begins
- July 19: Launch ends
- July 19-August 2: Launch evaluation
- August 2: Announce Challenge Winners!

## Launch Challenge Overview:

**Innovators COLLABORATE to build** an ecosystem around their software solutions. Innovators will be evaluated based on the impact of their solution for successful commercial adoption.

## Launch Challenge Submission Requirements:

1. **Project Name**
2. **Innovation Tagline** (e.g., mission statement for your project - be creative!)
3. **Project Members**
  - a. Name
  - b. Email
  - c. Social Media Links (linkedin, github, twitter, etc.)
4. **Project Keywords** (#hashtags)
5. **Launch Demo:** Prepare a 10 minute demonstration of your project (either video or presentation)
6. **10 minute project pitch:** The presentation slides should at a minimum cover the following topics
  - Introduction
  - Problem
  - Solution
  - Traction
  - Market Opportunity
  - Competitive Edge
  - Team
  - Community "Ask"