

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"