Announcing ISU’s Online 1-DAY DASH Innovation Competition!

**What is an INNOVATION DASH?**

An Innovation DASH is a 1-day design and deliver competition that brings interdisciplinary teams together to create and propose solutions to specific problems.

**REGISTER:**
https://www.sictr.iastate.edu/dash

**CONTACT:**
Karen Kerns kpiconi@iastate.edu

**TEAMS MUST INCLUDE:**

- Currently enrolled ISU undergraduate students (up to 6)
- At least 1 currently enrolled ISU graduate student (BONUS POINTS optional)
- Interdisciplinary teams must represent at least 2 colleges
- One faculty, staff, OR corporate advisor (BONUS POINTS optional)

**CONTEST RULES:**

- All final work must be done by students
- Advisors may comment and collaborate but must not be involved in the final PRODUCT or presentation
- At least 1 student team member must participate in the Marketing Short Circuit Training

**DASH Challenge:**

How do we recruit students for our Innovation Fellows Program?

**Sponsored by:**
DAM CyFly Consulting | HARMAN

**FIRST PLACE**
$3,000

**SECOND PLACE**
$1,500

**THIRD PLACE**
$1,000

**FOURTH PLACE**
$500

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**Register to enter contest: September 1-30**
Team Registration: https://www.sictr.iastate.edu/dash

**Register to prepare: October 1, 5-7 p.m. Online short circuit**
Marketing Insight and Design: Moderated by ISU Alum, David Slump
- John Livanos, VP Consumer Insights @ HARMAN
- Mohan Krishnaraj, Design @ HUEMEN
https://www.sictr.iastate.edu/marketing-short-circuit/

**Access contest instructions: October 8, 5-7 p.m. Online**
Team problem Q&A preparation Session

**DASH-presentation:**
October 10th, Judging (winners announced 10/16)
09:00 -11:00am  Round 1 (each team presents for 10 minutes w/ 5 minutes Q&A)
11:30 -12:30pm  Round 2 Finals (4 finalists present for 15 minutes)