



INWORKS EXPO TIPS, TRICKS, & CHEAT SHEET

This packet will help you prepare for Expo. It includes top tips and things to keep in mind when preparing and presenting, as well as the information you will need to be competitive for each award.

We hold an Expo to showcase the results of your work at the end of every fall and spring semester. This semester, Expo will be on **Saturday, December 7th. Project setup starts at 1:00 pm, the Judges' Preview at 1:30 pm, and open to the public from 2:00 to 5:00 pm.** You'll be exhibiting your final projects for fellow students, friends and family, university faculty and administrators, and invited guests. A team of judges will review your projects and select winners for four of the five awards given by Inworks. The crowd will vote for the winner of the fifth award: People's Choice.

TOP TIPS

» Failures Happen

- ♦ Prototypes don't always turn out as planned. If your project didn't come together perfectly (or at all), share it anyway, and explain what you learned.

» Be on Time

- ♦ It's critical that you get to the event on time so that you're ready to go when the doors open. There will be hundreds of visitors coming to experience your project, so give yourself plenty of time for setup.

» Be Professional

- ♦ Expo is a great networking opportunity; you never know who you might meet. From university leadership to local investors, people want to find out what the students of Inworks are up to.
- ♦ You don't have to dress in a 3-piece suit – neat and simple clothing is great! And make sure you are comfortable and can stand for a couple hours. Chairs might not be available.

» Welcome Everyone

- ♦ Make our guests feel welcome. This is our home away from home, so greet people with a “hi” or “howdy” or “insert your preferred salutation here.”

» Give a hand to your colleagues

- ♦ Again, things happen. If someone needs a hand setting up or a minute to run to the restroom, please be kind and helpful.

» Invite other humans

- ♦ Invite your friends and family, invite your work colleagues, invite your Starbucks Barista. The more the merrier!

PREPARING YOUR PROJECTS

» Project Submission

- ♦ Your team will need to submit information about your project - You will need to provide team member name(s) and major(s), project title, description, and space needs at tinyurl.com/expoFall2019 by no later than Friday, November 25th to be included in judging and for first priority in floorplan design development.
 - ♦ This information will be given to the judges in advance of the event.
- ♦ You will also be asked about what you need to best present your project at Expo (electrical outlet, whiteboard, wall space, outdoor options, laptops, etc.). This information will be used to help the Inworks Expo team arrange everyone inside the space with everything you need.

» **What to Show**

The following items are not required, but consider having some or all of them to demonstrate your ideas in different ways.

- ♦ **Early Prototypes**
 - ♦ Show off the progress you've made! Display your early prototypes to give the audience a sense of how your solution has evolved.
- ♦ **Posters and Large Images**
 - ♦ A few large images of your prototype designs or end users interacting with your solution can draw the audience to your booth.
 - ♦ Inworks might be able to print a poster, depending on your design. See your professor and the Inworks Design Team for more information.
- ♦ **Video of Working Prototype**
 - ♦ Videos of your functional prototype can really help when the physical prototype is out of reach or if your physical prototype malfunctions.

WHAT TO EXPECT DAY OF

- » **Not your "typical" school presentation**
 - ♦ Expo is a fair-style event. Teams will have a place in the lab to display and present their work next to all the other Inworks' classes and projects.
- » **You'll get your booth assignment when you arrive for setup**
 - ♦ When you and your team check-in, you will be assigned your location inside the Inworks' space.
- » **Your team must check-in**
 - ♦ To keep the event safe and organized, one team member must check-in at the Inworks' Check-In Desk to grab name tags and your booth location.
- » **Arrive at 1:00 pm and be ready by 1:30 pm**
 - ♦ To set up and be prepared before we open the doors to the judges and the public, you and your team should arrive at 1:00 pm to get through the check-in process and have time to set up before the judge's preview at 1:30 pm. If you've opted out of judging you can come a little later.
- » **Judges, Inworks' Awards & People Choice Award**
 - ♦ The Inworks team has selected outside judges to award 4 projects with the following awards: The Jaws, the 0 to 60, the Fully Baked, and the Fusion.
 - ♦ The entire Expo audience will have a chance to vote for their favorite project before the end of the event. The winner will be given the People's Choice Award.
- » **There will be food**
 - ♦ Light snacks and drinks will be provided.

PRESENTING AT EXPO

- » **Smile**
 - ♦ Expo is not to be stressed over. It may seem like it's a huge, important and formal event, but it's not. It's a chance to show off your team's hard work and to give you a chance to brag about your solutions. It's a social party – not a final exam.
- » **Get your elevator pitch down to a sentence**
 - ♦ What is it? What does it do? Why is it interesting? Spark curiosity.
 - ♦ Typically, you have 90-seconds with someone. The more compelling (and brief) the pitch, the better.
- » **Assess your Audience**
 - ♦ If someone is hovering at the edge of your booth, invite them in: Say something like, "Would you

like the 30-second rundown?”

- ♦ Try to gauge whether a visitor is really interested or just being polite. Tailor your pitch accordingly.
 - ♦ Find the right level of conversation based on what you can assess about their knowledge of your application area. Most people don't know about synthetic bacterial transformations or C++ polymorphic algorithms; keep jargon to a minimum.
 - ♦ Direct visitors to your prototype for more details. Use this to show them what you are explaining.
- » **Thank everyone for their interest and ask for the consideration for the People's Choice Award!**

THE INWORKS AWARDS

A panel of judges will award the following awards:

» **Jaws Award**

- ♦ Given for the most ambitious project, the Jaws Award goes to the team who took a big bite out of a particularly challenging problem space.

» **0 to 60 Award**

- ♦ This award is for the project that best demonstrates a deep dive into essential design or technical skills.

» **Fully Baked Award**

- ♦ This team has thought through all aspects of this project, and what they've developed is feasible. They have researched the needs of humans, understand the competition, and gotten past some technical challenges.

» **Fusion Award**

- ♦ The Fusion Award is given to the most interdisciplinary project. This team made exceptional use of diverse ideas, skills sets, and knowledge bases.

Decided by popular vote:

» **People's Choice Award**

- ♦ This award goes to the crowd's favorite project. Whether it's the most fascinating, playful, clever, or memorable, it's the project that stole the show.

THE LEWIS FAMILY AWARDS

During select editions of the Inworks Expo, you can apply to be considered for one of two cash prize awards, the "Make It Matter" and "I Can't Fix It" awards, both generously offered and judged by members of the Lewis Family in honour of their father Drew Lewis and aunt Nancy Lewis. Inspired by their lives and the Inworks tagline, "Make It Matter," these awards champion the development of innovative solutions that address the world's most challenging problems.

Although these will not be awarded during the Fall 2019 Expo, please talk with any Inworks staff or faculty to learn more about these awards, and start thinking about your project ideas now for future cycles!