

invent y^our future!

An Annual Invention Competition

Hosted By:

n^oetic
TECHNOLOGIES, INC

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Overview

“Invent Your Future!” is an annual invention competition hosted by Noetic Technologies, Inc. and The Area Development Partnership. The competition is different from traditional business plan competitions, in that emphasizes the invention of new products not currently offered in the marketplace.

The objective of “Invent Your Future!” is to foster innovation-based economic development and entrepreneurship. The ultimate goal of the competition is to give students and early-stage companies the feedback, mentorship, and capital they need to move their venture forward.

The competition began in 2005, and has been hosted by Noetic Technologies, Inc. since its inception.

Eligibility

Participants. “Invent Your Future!” is open to three categories of participants:

- High school and college students (graduate or undergraduate) and faculty, or any team combination of students and/or faculty members
- Individual entrepreneurs, or any team of entrepreneurs with no company formed to date
- Early stage companies, defined as:
 - Company must be three years or younger at time of registration
 - Cumulative revenues and/or funding from grants, angels, or VC’s not to exceed \$250,000
 - Invention must *not* be currently offered in the marketplace

All participants will compete in one class.

Ideas. Ideas for submission should have potential for implementation or practical use. All practices and fields of study are welcome to enter. Submissions from all participants must be for inventions that are *not* currently offered in the marketplace. All inventions must be the original work of the participants!

For the purposes of this competition, an “invention” shall be defined as:

A new technology that will noticeably change the way things are done, and fulfills a market need in a way no current technology can. For example, we don’t want to see a business plan for setting up vending machines in the best locations around town. But if you’ve invented a brand new type of vending machine that will allow customized orders by

having the customer choose what toppings they like on their cheeseburger, or invented a new software program that systematically pinpoints the best places around town for vending machines based on traffic patterns and spending habits, then we're interested!

A prototype is not required for submitting an entry or the final competition; however a functioning prototype may help make your presentation more compelling.

Multiple Ideas. Participants are welcome to enter multiple entries for unrelated inventions.

Participation - What's In It For Me?

"Invent Your Future!" offers you the opportunity for cash prizes, relevant experience, mentoring, and the networking you need to take your idea to the next level.

Awards. Cash prizes will be awarded in the amount of \$6,000 for First Place, \$5,000 for Second Place, and \$4,000 for Third Place. In addition, valuable in-kind prizes will also include services for business formation, tax consulting, intellectual property, and more!

Experience. "Invent Your Future!" will help you develop the skills you need to move your invention toward commercialization.

Mentoring and Networking. The feedback you receive from the screening committee and the judges will help you address the tough questions about moving your invention from idea to final product.

The Competition Process

Information Session. Noetic will host a mandatory webinar to communicate the details of the actual event and to provide guidance on the components of a winning presentation.

Mentoring. You will be paired with a mentor to review your presentation and offer suggestions for improvements.

Competition. All entries are due by 5:00 pm central March 25, 2011. Once the entry deadline is passed, a screening committee will evaluate all entries to determine which inventions will progress to the final competition. To help bring focus and clarity to the final presentations, finalists will be required to participate in a mandatory webinar coaching session.

On the day of the final competition, teams will make an oral presentation in front of a panel of three judges. Time limits are 10 minutes for the presentation, and 5 minutes for judge's Q & A.

The judging criteria for all participants is:

- **Technical merit (15 Points)** – Is the invention based on sound scientific/technical principles? Are the technical objectives realistic? Is the proposed technology important to the field?
- **Innovativeness (25 Points)** – Is the invention unique? Do existing products or technologies serve the same outcome? Is the technology a modification of existing technology?
- **Marketability (15 Points)** – Does the invention offer significant advantages over current technology or products? Has the team identified their market and are they addressing a need?
- **Feasibility (15 Points)** – Has the team outlined a means of bringing their invention to a marketable state? Is a development plan outlined, and is it realistic?
- **Written Executive Summary (10 Points)**
- **Oral Presentation (20 Points)**
- **Total = 100 points possible**

Protecting Your Idea

On the final day of competition, “Invent Your Future!” is open to the public, and is attended by local media organizations. Therefore, we understand that some participants will have concerns about the protection of intellectual property. We understand this concern, however we do *not* require other participants, sponsors, or other attendees to sign a confidentiality agreement.

Participants are highly encouraged to protect their ideas by *not* revealing any confidential at any point of the competition. Your written summary and oral presentation should explain to the judges *what your invention is*, not *how it works*.

Hall of Fame – Previous Winners

2005:

1. Alicyn Rhoades, Stacey Trey, David Weldon
NuBone: Hip Replacement Stem to reduce or eliminate infections, surgeries and pain endured by some patients who undergo a total-hip replacement.
2. Vijayaraj Nagarajan, Venkata Thomida
Clustering Gene Expression Data: A potential tool in discovering candidate drug targets for deadly diseases like breast cancer.
3. John Anderson
Race Ramp: A sleek, colorful design for racing toy cars down a ramp.



Pictured: Stacey Trey and Alicyn Rhoades

Hall of Fame – Previous Winners

2006:

1. Lisa Kemp, Nick Hammond
Ablitech, Inc: Polymeric coatings for enabling new drug delivery methods in heart stents.
 - Ablitech, Inc. competed in the 2006 Memphis Fed Ex Business Plan Competition and won second place. Ablitech currently employees five full time personnel and has secured over \$450,000 in research grants
2. Vijayaraj Nagarajan
A fourier transform based method to discover new potential antimicrobial peptides
3. Jason Lemus
Pisces Innovations, LLC: A new method of producing copepods to enable aquaculturing of marine species.



Pictured: Lisa Kemp

Hall of Fame – Previous Winners

2007:

1. Andrew Magenau, Ted Novitsky, Robert Smith
Pierce Safe Technologies, LLC – An antimicrobial polymer-based coating applied to piercing studs that begins to heal immediately after the puncture.
 - PierceSafe competed in the 2007 FedEx Business Plan Competition and won first place
2. Sam Tucker, Pirro Cipi, Tammy Nolan
CNTech – Polymeric coatings prevention and treatment of diseases caused by devices inserted in the human body
3. Adam Sanford
Emergency Medical Tourniquet – A new tourniquet design which seeks to reduce blood loss from an extremity, which is the #1 cause of death on a battlefield.



Pictured (L to R): Kelli Booth, Adam Sanford, Pirro Cipi, Sam Tucker, Andrew Magenau, Ted Novitsky, and Les Goff

Hall of Fame – Previous Winners

2008:

1. Chris Sahagun
CS Composite Materials, LLC - A design for machinable carbon nanotube reinforced polymer composites.
2. Irene Gorman
Eligo Sciences, Inc. - This invention would enable the testing equipment, devices, and instrumentation of a conventional laboratory to fit on a single chip small enough to fit in the palm of your hand.
3. Matt Jackson
Metaterials, Inc. - A novel curative to improve the performance common high temperature resin systems.



Pictured (L to R): Chris Sahagun, Irene Gorman, Matt Jackson

Hall of Fame – Previous Winners

2009:

1. Shawana Balof
Ru Catalysts Technologies – A series of Ruthenium catalysts for pharmaceutical applications that can easily be removed from pharmaceutical products.
2. Nimesh Porbandarwalla, Russ Daniel
Reactive Optics – A home blood glucose meter that measures glucose concentrations in diabetics more accurately and reliably than competing products
3. Benny Anderson, Jr.
The Anderson Capsule – A hand held device that could expose latent fingerprints at the crime scene without sending the item in question to a laboratory.



Pictured (L to R): Nimesh Porbandarwalla, Shawna Balof, Benny Anderson Jr., Russ Daniel

Hall of Fame – Previous Winners

2010:

1. Ashley Montgomery and Sandeep Naik
Anti-bacterial crosslinked chitosan for wound dressing applications
2. Deepika Sagaram and Rose Huang
CervoCheck, LLC – Cervical ring with electrodes to monitor the human body for indications of preterm birth
3. Mark Jensen and Sam Kearn
Altus Poles, LLC – Cellular towers made with automated braiding techniques that produce continuous lengths of many different composite grid designs



Pictured (L to R): Deepika Sagaram, Rose Huang, Ashley Montgomery, Sandeep Naik, Mark Jensen, and Sam Kearn