Stanford Center on Longevity
2020-2021 Design Challenge
Participant Guide

Thank you for your interest in the Stanford Center on Longevity's 8th annual international design challenge "After the Pandemic: Designing the Next Version of our World." The competition is open to university students around the world who want to design products and services which optimize long life for us all. If conditions allow, finalists will receive sponsored travel to Stanford, where they will present their designs to a panel of judges from industry, academia, and government in competition for $17,000 in total cash prizes.

CHALLENGE GOALS

- Encourage a new generation of students to become knowledgeable about issues associated with longevity and well being

- Create well-designed, practical solutions that promote lifelong healthy habits in all areas of well being

- Provide promising designers with a path to drive change in the world

TEAM RULES

- Each team must include at least one full-time student from any accredited institution of higher education anywhere in the world

- Teams may have a total of up to 5 members, and may include non-students

- **Only** students are allowed to present at the Finals

JUDGING CRITERIA

The four initial scoring criteria are as follows:

- 40% Impact – will the design improve long life outcomes?

- 30% Originality – has this idea been seen before? Is there something similar to it on the market?

- 20% Feasibility – will the design work? Can it be produced at scale?

- 10% Affordability – teams must identify their target population for the design. Would the cost of the design at scale make it a viable product for that population?

A fifth criteria, "Overall fit with the theme of 'After the Pandemic'" will be applied to the final score.

CHALLENGE TIMELINE

The challenge is organized into two phases that are synchronized with the 2020-2021 academic year.

Pre-Challenge Learning Period

Throughout 2020, the Center on Longevity will be publishing (through social media and the website at designchallenge.stanford.edu) information about the topic and other learning materials to help students better understand this year's challenge. This year, the Center's *After the Pandemic* website will be an especially useful resource.

Phase I (Submission Platform Open): September 14, 2020 - December 10, 2021

Phase I is the open call portion of the challenge. Solutions may be submitted at any time during this period, and judging will not begin until the submission period is closed.

Judging Period: December 11, 2020 – January 14, 2021

Finalists will be announced in late January, and invited to compete at the Finals Event in April.

Phase II: January 31, 2021 – April 2021

During Phase II, finalists will be asked to further develop their idea and to prepare a presentation to be given at the Finals Event in April. The Finals will take place in-person at Stanford University if conditions allow. If large gatherings are still inadvisable at that time, it is likely the Finals will be moved online.

Each finalist team will be assigned a mentor in order to help them practice and polish their design pitch. At the event, each team will present their idea to the judges who will then pick the first, second and third place winners.

COSTS

All participation by student teams is without cost. The Challenge is completely funded by corporate sponsorships. We believe that all students should have the same opportunity regardless of their financial situation:

- We do not charge any fees to enter or participate in the challenge.

- Each finalist team will be provided with $1000 to help with prototyping and development of presentation materials.

- Each team selected for the finals will be eligible for up to $1500 in travel reimbursement (or up to $2500 for non-US teams) to help facilitate participation in the finals, if

conditions allow them to happen in-person at Stanford. Reimbursement will be subject to Stanford University regulations on reimbursed travel.

- Any intellectual property generated by the design teams remains their own. We ask only that you protect IP within your own submissions so that we can make all designs public in promoting the Design Challenge.

Contact Information

For questions about the challenge and the judging process, please contact:

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