

## Stanford Center on Longevity 2021-2022 Design Challenge Participant Guide

Thank you for your interest in the Stanford Center on Longevity's 9th annual international design challenge "Longevity-Ready Environments: Rethinking Physical Spaces for Century-Long Lives." 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 consist of 1-5 people. That is, a team may consist of just 1 person (you can submit by yourself), or you can have up to 4 team members (for a total of 5 people).
- Teams may include non-students and students from different universities (from anywhere in the world).
- **Only** university students are allowed to present at the Finals.

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\* Cash prizes: \$10,000 (1st place), \$5,000 (2nd place), \$2,000 (3rd place). All prizes are subject to 30% US federal tax withholding and 7% state withholding (if payment exceeds \$1,500).

## 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 'Longevity-Ready Environments'" will be applied to the final score.

## CHALLENGE TIMELINE

The challenge is organized into two phases that are synchronized with the 2021-2022 academic year.

### **Pre-Challenge Learning Period**

Throughout 2021, the Center on Longevity will be publishing (through [Twitter](#), [Facebook](#), and the website at [designchallenge.stanford.edu](http://designchallenge.stanford.edu)) information about the topic and other learning materials to help students better understand this year's challenge.

### **PHASE I (Submission Platform Open): September 13, 2021 - December 2, 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. Participant designs must be submitted in English.

### **JUDGING PERIOD: December 3, 2020 – January 26, 2021**

Finalists will be announced January 26, 2022 and invited to compete at the Finals Event in April.

### **PHASE II: January 27, 2021 – April 2021 (exact date TBD)**

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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