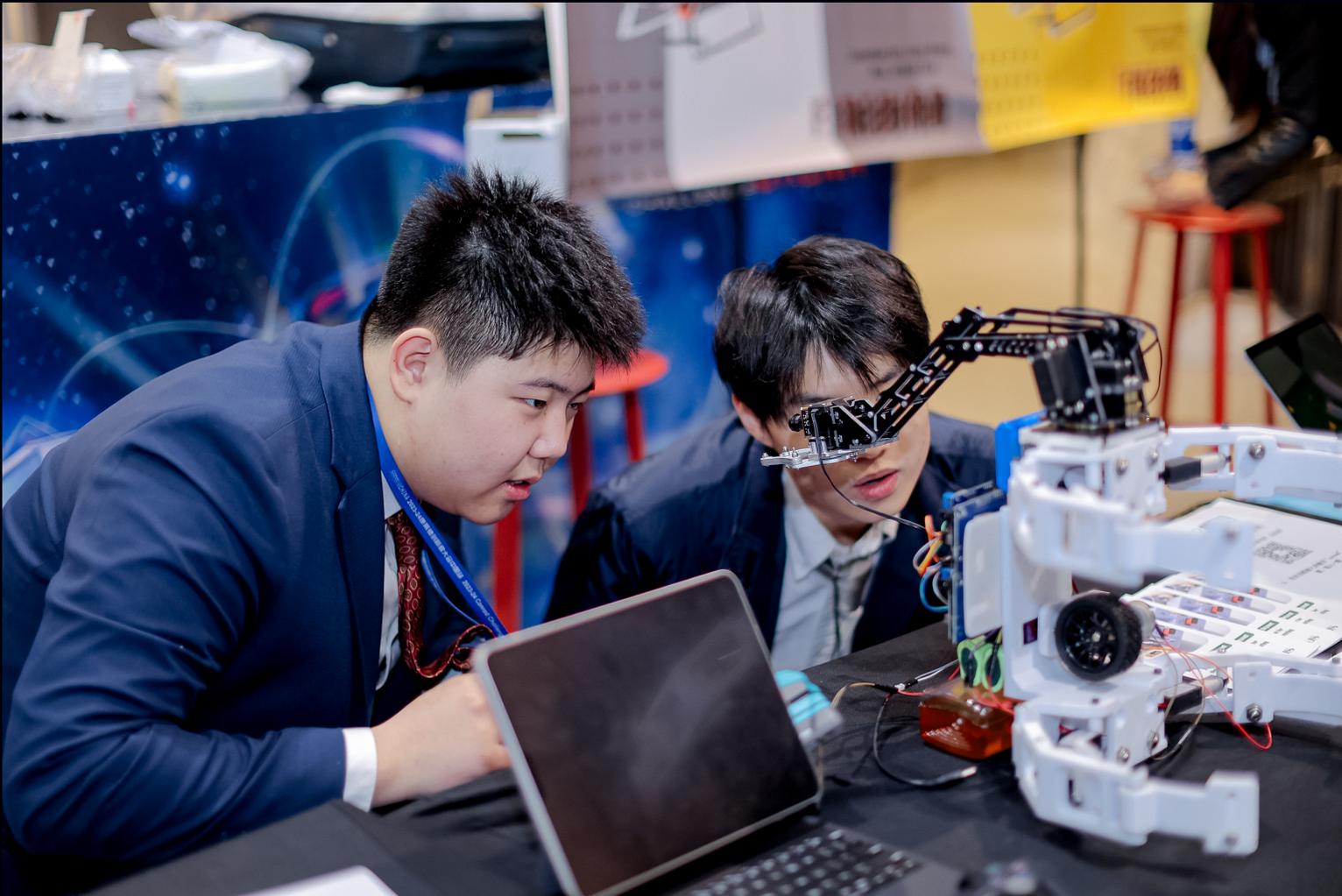


2024-2025 Student Guide 学生手册



2023-24

康莱德创新者大会中国站

Conrad

中国·上海

2024年3月15日-3月



About The Conrad Challenge China

每个参加队伍由2至5名同学组成，团队中有分工更有协作，队员们将共同完成寻找与定义问题、创新点子头脑风暴、制作商业计划书、制作产品或服务的介绍视频等环节，并共同进行现场展示和答辩。康莱德全球项目组、中国站组委会、NASA等机构将为同学们提供参加指导与资源。

Students between the ages of 13 and 18 are eligible to join and must participate as a member of a team of 2-5 students. Teams may compete from anywhere in the world. Teams can be assembled by siblings, classmates and students from other institutions. If challengers have competed in a previous year, they may compete again as long as they still meet the age criteria and other requirements. Over the course of the year, teams will go step-by-step through the entrepreneurial process and design an innovation that solves an important problem.

1 报名截止

早鸟报名截止日期: 2024/10/15

常规报名截止日期: 2024/12/15

早鸟专享: 早鸟报名即享参与锦囊、Lean Canvas 意见反馈、Office Hour提前锁定名额等大礼包

- 报名官网: www.conradchallengechina.cn
- 组建一支2-5人的团队，完成报名与缴费，并在Conrad AwardsPlatform上完成注册
- *AwardsPlatform是康莱德官方平台，你的团队信息、所有作品、材料等都会提交到该平台，评委也将通过该平台进行评审

2 中国站初选

康莱德创新者大会中国站 - 初选, 线上评审

提交初选材料截止: 2025/1/12

初选入围结果公布: 2025/1/24

- Lean Canvas 创新画布
- Innovation Brief 创新简述
- Innovation Video 创新演示视频
- Product Website 产品介绍网页

3 中国站决选

康莱德创新者大会中国站 - 决选, 线下

提交决选材料截止: 2025/3/7

决选: 2025/3/14-3/16

决选颁奖典礼: 2025/3/16

- Team Photo 小组合影
- Product Introduction (within 200 words) 产品简介
- Pitch PowerPoint 产品展示PPT
- (Optional) Innovation Product Model (可选)创新产品模型
- (Optional) Updated Innovation Brief (可选)更新后的创新简述

4 全球总决选

中国站五个领域冠军队伍直通全球总决选 (美国休斯顿太空中心)

* 建议参与学生提前预约办理美签，避免因为签证问题无法前往

如有任何问题，欢迎写信至康莱德中国站组委会邮箱 committee@conradchallengechina.cn

Activation Stage

报名阶段

It all starts here. Embark on your journey to collaborate, to innovate, and to change the world.

参与资格

1

- 组建一个由2-5名学生组成的团队（13-18周岁），可跨校组队，至少一名成员是中国籍或就读于国内的学校

2

- 参加语言原则上为英文，学生需用英文提交作品并参加答辩。

3

- 每队需针对五大选题方向完成团队创意项目，也可参加多个主题，但需换个队名重新注册一次，同一项目不能申报多个选题。

4

- 每队需要有一位教练（年满18岁），建议为学校或机构老师，也可为具有相关行业经验的学生家长。

5

- 只要符合年龄和其他参加条件，往届参加者仍然可以继续参加，但所提交的创新产品和服务需有重大改进。

6

- 设置初中与高中两个参与组别。7-9年级为初中组（Junior），10-12年级为高中组（Senior）。参与组别以团队成员中的最大年级为准。

Activation Stage

报名阶段

早鸟报名截止日期: 2024年10月15日

常规报名截止日期: 2024年12月15日

报名步骤

Step 1

登录康莱德中国官方网站www.conradchallengechina.cn, 点击右上角“注册”按钮, 输入手机号、密码、验证码后点击注册, 跳转到下一步。



Step 2

填写个人基本信息。按照各项提示要求填写真实、有效的个人信息后, 点击跳转下一步

Activation Stage

报名阶段

Step 3

填写队伍信息。

Option1 如果你是团队队长，需要填写完善团队信息

The screenshot shows the '填写队伍信息' (Fill in team information) form for Option 1. The form is titled '填写队伍信息' and includes a progress indicator showing '01 填写队长信息' (Fill in captain information) as the current step, followed by '02 完善团队信息' (Complete team information) and '03 支付报名费' (Pay registration fee). The form is divided into two sections: '我是团队队长?' (Am I the team captain?) with a '是' (Yes) radio button selected, and '创建团队' (Create team) with a '否' (No) radio button. The '创建团队' section includes a text input for '请填写团队名称(最多使用英文)' (Please fill in the team name (maximum use of English)), a radio button for '队伍规模?' (Team size) with options 2人, 3人, 4人, and 5人 (2人 is selected), a text input for '其他队员姓名' (Other team member names), a text input for '教练姓名' (Coach name), a text input for '教练邮箱' (Coach email), and a section for '选择方向 (5选1)' (Select direction (5 choose 1)) with radio buttons for: 航空与航天科技 (Aerospace & Aviation), 互联网科技与安全 (Cyber-Technology&Security), 能源与环境 (Energy&Environment), 健康与营养 (Health&Nutrition), and 水挑战 (Water challenge). There is also a '参赛级别?' (Competition level?) section with radio buttons for 初中生 (Junior high school) and 高中生 (High school) (初中生 is selected). A '下一步' (Next step) button is at the bottom right.

Step 3

Option2 你不是团队队长，则需要等队长完善团队信息提交后，填写队伍名称，点击加入队伍

The screenshot shows the '填写队伍信息' (Fill in team information) form for Option 2. The form is titled '填写队伍信息' and includes a progress indicator showing '01 填写队长信息' (Fill in captain information) as the previous step, '02 完善团队信息' (Complete team information) as the current step, and '03 支付报名费' (Pay registration fee) as the next step. The form is divided into two sections: '我是团队队长?' (Am I the team captain?) with a '否' (No) radio button selected, and '创建团队' (Create team) with a '是' (Yes) radio button. The '创建团队' section includes a text input for '请填写队伍名称(最多使用英文)' (Please fill in the team name (maximum use of English)). A '加入队伍' (Join team) button is at the bottom right.

Activation Stage

报名阶段

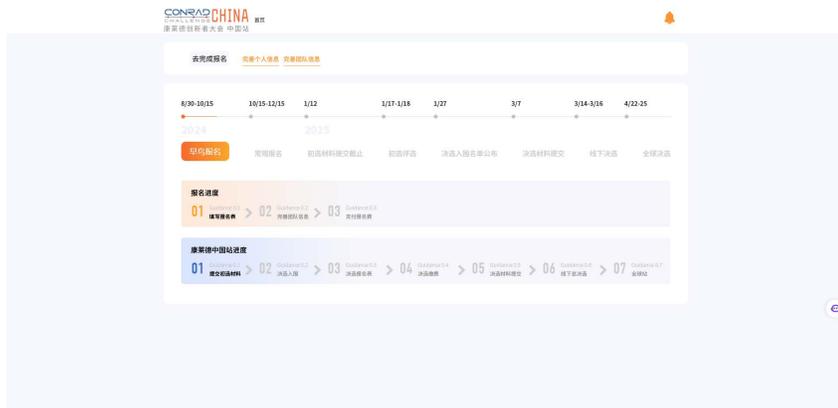
Step4

选择支付方式, 报名支付



Step5

完成注册后即可在个人中心中查看参与进度



Lean Canvas Stage

创新画布

进行头脑风暴，选出一个创新点子，详细规划，并在你们的创业旅程上迈出宝贵的第一步
Brainstorm ideas, select an innovation, lay out the details and take an invaluable first step on your entrepreneurial journey.

Overview

1 Ideate

作为一个团队，集思广益不同的挑战，并探索创新的解决方案。

As a team, brainstorm different challenges and explore innovative solutions. Resources on how to come up with viable ideas are available in the [Student Resources Library](#).

2 Complete the Canvas

创新画布是一种被创始人广泛采用的工具，用于在想法的早期阶段快速勾勒出新事业的基本面。分享对12个问题的早期想法，这些问题概述了创新、市场和商业模式。

A Lean Canvas is a widely adopted tool used by founders to quickly map out the fundamentals of a new venture in the early stages of the idea. Share early thoughts to 12 questions that outline the innovation, the market and the business model.

12 Lean Canvas Questions

12个创新画布问题展示

Lean Canvas是创业生态系统中一个成熟的框架，它在商学院和孵化器等实战中广泛教授。Lean Canvas旨在帮助有抱负的企业家在尽可能短的时间内将他们的想法从脑海中浮现出来，它仅由12个问题组成，只需几个短语或句子即可填写。

Briefly answer these essential questions about the innovation, the market and business model. Make a lean canvas for different ideas and analyze what stands out.

1. Problem

What is the customer need your innovation will address? Is there a social or environmental challenge you aim to take on? (40 words)

2. Existing Alternatives

How is this problem solved today? Consider other products in the market. (40 words)

3. Solution

What are the key characteristics of your innovation? (40 words)

4. Key Metrics

What are the most important numbers that track your success? (40 words)

5. Unique Value Proposition

What makes your innovation different from what's already in the market? (40 words)

6. High Level Concept

What is the tagline of your innovation? (10 words or less)

7. Sustainable Advantage

Why will it be difficult for others to copy you? (40 words)

8. Channels

How will you sell your innovation to your customers? How will you deliver it? (40 words)

9. Customer Segments

Who is the target audience that is served by your innovation? Describe them. (40 words)

10. Early Adopters

Who will be your very first customers? Describe them. (40 words)

11. Early Adopters

What are your most significant costs? (40 words)

12. Revenue Streams

How will you make money to fund your operations on an ongoing basis? (40 words)

Challenge Categories

五大领域介绍

After selecting the best Lean Canvas, pick the category that best fits the innovation.



航空与航天 Aerospace and Aviation

Student solutions have included: improving storage efficiency aboard the International Space Station and warehouses via sustainable RFID technology; an autonomous magnetic take off and landing system.



互联网科技与安全 Cyber-Technology and Security

Student solutions have included: a mini-blackbox allowing people to access high-performance computing in harsh environments.



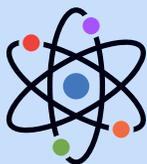
能源与环境 Energy and Environment

Student solutions have included: a low-cost portable water filtration system to help people in underserved areas; an unmanned surface vehicle (USV) to regularly monitor the water quality of lakes and ponds.



健康与营养 Health and Nutrition

Student solutions have included: a cloud-based web and mobile app that generates insights about cancer mutations from biomedical literature; a nutrition bar used as a meal supplement for astronauts.



本届新增：水和可持续发展 Currents of Change: The Water Challenge

Only around 3% of water is fit for human consumption, but everyone deserves fair and free flowing water. This year, teams can address this deep area of need: helping communities worldwide secure safe and sustainable water sources. Student solutions should include: innovations to improve water equity, efficiency, and purity.

Lean Canvas Stage

创新画布

Checklist

1

- 为创新成果创建一个富有创意且引人注目的名称
- 同时在“开始”选项卡中也更新这个名称
- Generate a creative and catchy name for the innovation
- Update name in the Getting Started tab too.

2

- 选择最适合该创新的挑战类别
- Choose the Challenge Category that best fits the innovation

3

- 在字数限制内回答12个创新画布问题
- 在康莱德中国官方网站完成创新画布阶段
- Answer the 12 Lean Canvas questions within the word limit
- Complete the Lean Canvas Stage in the Conrad Portal

4

参与早鸟报名福利的团队需要尽早提交Lean Canvas Stage，以便收到Lean Canvas的反馈意见。具体截止时间请随时关注康莱德官方公众号及官方网站通知。

Innovation Stage Brief

创新简述

创新概述是简短回答10个问题。创新概述应简明扼要，整个概述应在 3000 字以内完成。Share concise explanations about the team's story, innovation, progress, market and business model. The brief is a combined maximum of 3,000 words.

1. Elevator Pitch (150 words)

Pitch the innovation, along with its impact, customers and business potential.

2. Team (150 words)

- How did the team form?
- What role will each team member play?
- What motivated the team to create the innovation?
- What special capabilities, resources or experiences does the team members bring?

3. Opportunity (300 words)

What issue or pain point does the innovation address?

4. Key Metrics (750 words)

- Describe the innovation, its design and its technology. How does it work?
- What is new or proprietary about the innovation?
- How does it meet needs and resolve pain points?
- What impact does the innovation create for individual users and humankind? Describe this qualitatively and quantitatively.
- How can new or proprietary aspects be protected and made valuable by one or more methods such as a patent, trade secret, copyright or otherwise competitively defensible configuration?

5. Validation/Progress (450 words)

- How have you validated the innovation, technology, or processes?
- What progress has the team made in developing the innovation?

6. Market (300 words)

- Describe the customer and the target segments.
- What is important to them?
- What is the size of the opportunity?
- Is the buyer or payer different from the customer in this market?
- Describe the industry ecosystem.

7. Competition (300 words)

- What competes with the innovation and how does the innovation compare?
- What are the advantages and disadvantages of the innovation?
- What is the positioning?

8. Go-To-Market (150 words)

- How will the team attract and sell to customers?
- Who are the best initial or pilot customers?
- Is the market best served through direct sales, distribution, licensing, strategic partnerships or other strategies?

9. Business Model (300 words)

- What are the key revenues and costs?
- What are the pricing and costs to deliver one product or service unit?

10. Fundraising (150 words)

- What funds are needed to get started and how will those funds be used?
- How much will it cost to develop the product and roll out?
- What different sources will be pursued for funding and why are these a fit?

Reference Attachment

Add a list of the references cited throughout the Innovation Brief. Research sources may include websites, videos, news sources, scientific papers, interviews and other citable sources.

Additional Attachments

Include up to two optional attachments that provide additional context to the Judges. These visual aids or resources should supplement the responses above.

Innovation Stage

Video 创新演示视频

在一段3分钟的创新视频中，团队将展示他们的创新成果及其工作原理。可以通过模型、原型或图形来阐释其技术、用途、特点和影响力。团队可以介绍自己，讨论他们的动机或创立故事，以及客户、合作伙伴、影响力和愿景。鼓励团队讲述一个有说服力和可信度的故事。评委将通过观看视频来理解这项创新，并评估其潜力。

In a 3 to 5 minute Innovation Video, teams will demonstrate the innovation and how it works. Models, prototypes or graphics can be used to explain its technology, use, features and impact. Teams may introduce themselves, discuss their motivation or founding story, customers, partners, impact and vision. Teams are encouraged to tell a convincing and credible story. Judges will watch the video to understand the innovation and evaluate its potential.

1 Model

视频需展示创新的模型，如草图、3D模型、故事板、线框图、实物原型或其他视觉工件。
Feature a model of the innovation, such as a sketch, 3D model, storyboard, wireframe, physical prototype or other visual artifact

2 Video

视频时长应不长于3分钟
Create a video no more than 3-minutes in length

3 Video File

上传的MP4文件大小应小于800MB
Upload the video in the MP4 file format, which should be smaller than 800 MB.

Innovation Stage Website

产品介绍网页

Overview

通过网站，团队将向公众展示他们正在研究的内容，包括其可行性和潜在影响。评委们将审查每个网站，以了解团队的愿景和技术，以及他们计划如何向世界传达这一理念。

With a website, teams will broadcast to the public what they are working on, including its feasibility and potential impact. The Judges will review each website to understand not only the team's vision and technology, but also how they plan to communicate the idea to the world.

Requirements

1 Story 故事

向公众讲述团队的故事，解释其使命、愿景和价值观。

Tell the team's story to the public, explaining its mission, vision and values.

2 Model 模型

展示创新的模型，并通过图像解释其优势。

Display a model of the innovation with imagery that explains its benefits.

3 Brand 品牌

传达团队的品牌，包括名称、标志、色彩方案、语调、设计等。

Communicate the team's brand, which is comprised of the name, logo, color scheme, voice, design, and more.

4 Link to Site 视频链接

网站通过直接链接可访问，以便评委能够查看。团队可以选择让网站不在搜索引擎中被找到。

Make the site accessible by direct link so the Judges can see it. Teams may choose to hide the site from being findable on search engines.

Innovation Stage Scoring Guide

打分细则

Theme	Description
30% Innovation 技术创新性	How new or unique? How impactful? Is the technology innovative or does it combine existing technologies to create new results? Judges may perform an online search to verify originality of the approach or innovation. Is the innovation and originality incremental, strong or audacious when compared with existing solutions and technologies? Would the innovative technology or business either transform an industry or create meaningful impact for customers or humankind? Is the Intellectual Property protectable and made valuable through one or more patent, legally valid trade secret, copyright or otherwise competitively defensible?
20% Storytelling and Professionalism 团队创意, 团队合作与专业性	Would a reasonable investor be motivated to learn more? Has the team described the opportunity, its interests and motivations well? Is it inspiring? Does the Innovation Video & Website enhance credibility, present a logical story and show expertise? Would the appearance, writing and organization in all sections be credible to a reasonable investor?
20% Practicality 技术实用性	Will it work? Is the technology employed realistic and attainable within a reasonable development time and budget? Consider the Innovation Video and other submissions. Does the team give proof of concept for new technologies or combinations? Proof of concept may include one or more of: existing applications of component technologies, expert testimony, research verifying feasibility, convincing graphic representation, partial or full prototype or demonstration, or describing further research/experiments likely to verify feasibility.
20% Marketing Strategy 市场方向与策略	Does the team understand key markets? Does the team understand potential customers and the industry ecosystem? Does the team have a realistic market entry and adoption strategy? Has the team considered licensing or partners, if appropriate? How well does the team explain differentiators between their innovation and current products/services? How effective is the website to demonstrate product value, tell a convincing story, explain technology credibly and engage potential customers and/or buyers?
10% Finances 财务构成	Does the team understand costs and funding? Has the team presented reasonable revenues and costs for the company overall? For one unit of product? Has the team estimated the costs needed to take their innovation to market? Cost includes material and component estimates and R&D including grants, licenses, market studies and labor costs. Has the team addressed raising funds for product development and rollout? Is the budget reasonable?

Open Office Hour

预约专家线上交流

Office Hour时间：2024年12月28日、2025年1月4日

* Office Hour 预约通道开放时间请各团队关注康莱德官方公众号的发布

1

团队在准备好所有材料后，即可自行预约评委在线答疑Office Hour。团队可以与评委交流在准备过程中遇到的问题，获得反馈以及如何改进的创新建议。

2

Attention:

Office Hour席位有限，先到先得，请有意与专家交流的团队尽快预约。

Office Hour讨论内容不作为初选评审依据，仅供团队修正改进作品

3

早鸟福利:

早鸟报名的团队将享有Office Hour提前锁定的福利，所有早鸟报名的团队不需抢占名额，但仍需选择Office Hour时间。

Innovation Stage Submission

材料提交

初选材料提交截止日期：2025年1月12日

决选入围名单公布 2025年1月24日

决选材料提交截止 2025年3月7日

Checklist

1

材料提交请遵循创新简述的字数限制和创新演示视频长度限制。
Followed the Innovation Brief word limit and video length limits The Conrad Portal will show a warning about missing requirements.

2

在附件部分准备并附上创新简报中引用的参考文献列表。
Prepare and attach a list of references cited in the Innovation Brief in the attachment section

3

在康莱德门户网站上验证、发布并设置网站和视频链接的查看权限。
Validate, publish and set viewing permissions for website and video links in the Conrad Portal

4

随时注意查看邮箱收件箱，因为康莱德团队可能会有问题联系。康莱德创新者大会中国站决选入围名单将于2025年1月24日宣布。

Monitor email inboxes, since the Conrad Staff may be in touch with questions. Conrad China Innovators and Finalists are announced in January 24, 2025.

The Conrad Challenge Innovation Summit 康莱德创新者大会全球总决选

INNOVATION STAGE + APRIL 22-25, 2025

中国站五个领域冠军队伍直通全球总决选

美国休斯顿太空中心

2025年4月22日-25日

* 建议参与学生提前预约办理美签，避免因签证问题无法前往

Space Center Houston and NASA Johnson Space Center
Houston, Texas | April 22-25, 2025

At the Conrad Challenge Innovation Summit, top teams from the Innovation Stage are named Finalists and invited to pitch their innovations at Summit to live panels of Judges. In addition, during Summit Finalists, Judges, alumni and other members of the Conrad Community come together for a multi-day event full of dynamic workshops, tours, community sessions and speakers. The highest scoring teams are named Pete Conrad Scholars and receive prizes such as scholarships, pro-bono legal and consulting services and more!





Tech For Good