Challenge Brief

CAUSE 2023: A Global Open Innovation Challenge
to unleash the changemaker within you!

Purpose.

WE BELIEVE EVERYONE HAS
THE POTENTIAL TO BE A
CHANGEMAKER!

CMR University's **Cause 2023** is an open innovation challenge for the next generation of problem solvers to care, collaborate and create a more sustainable and inclusive world by working towards the United Nations Sustainable Development Goals (UN SDGs) by applying the Design Thinking Process.

With a vision *'To nurture creative thinkers who will drive positive global change'*, CMR University ensures their students are equipped with the 21st Century competencies required to become changemakers. Towards this end, the Design Thinking Team from the Department of Common Core Curriculum equips students across all disciplines with the Design Thinking mindset to solve real world problems.

In alignment with Karnataka Governments' vision to encourage Design Thinking in all schools and colleges, CMRU is organizing '**Cause 2023**'- a Design Thinking Challenge as a platform for students across the globe to explore changemaking through the Design Thinking process.

WHY PARTICIPATE?

'**Cause 2023'** is a platform to unleash the changemaker within you! We believe that everyone can create a positive social impact and this is your opportunity to develop and showcase your problem solving skills by applying the design thinking process!

Selected teams will get a chance to showcase their project on the Design Thinking day - 17 March 2023 where they will present and interact with industry experts and also stand a chance to win a cash prize from a pool of over **INR 1,00,000/ USD 1500 and have an opportunity to network with and get feedback from industry leaders.**

WHO CAN PARTICIPATE?

We believe everyone can be a changemaker! This competition is open to both- schools and universities.

The competition is divided into two main categories:

- **K-12**: Students from grade 5 to 12 (2nd PUC) can apply as a team of min two to max six members.

- **Higher Ed**: UG/PG University students can apply as a team of min two to max six members.

- ***Other:** All those who are taking gap years can also participate.

*This competition is however not open to working professionals

Timeline.

YOUR JOURNEY FROM
REGISTRATION TO 17TH MARCH

Timeline

ASK ME ANYTHING SESSION 1

15 Feb 2023

ASK ME ANYTHING SESSION 2

22 Feb 2023

LAST DATE TO REGISTER

Minimum 2 to maximum 6 members per team.

24 Feb 2023

28 Feb 2023

FINAL SUBMISSION OF SOLUTION PITCH

FINALISTS ANNOUNCEMENT

4 Mar 2023

6 Mar 2023

ASK ME ANYTHING SESSION 3

FINAL SHOWCASE OF SOLUTION PITCH

In-person event. International teams can join online

17 Mar 2023

Details in next page

Timeline

Ask Me Anything - Session 1 - 15 February 2023

STEP 1 - REGISTER

Register on the website by 24 February 2023.

STEP 2 - PROBLEM SOLVE

Read the brief to understand the Design Thinking process and the Challenge requirements. Get started on the project with your team.

Ask Me Anything - Session 2 - 22 February 2023

STEP 3 - PROJECT SUBMISSION

Submit your project by 28 February 2023, online.

STEP 4 - SHORTLISTING

Teams with the best solutions will be announced on 4 March, 2023.

Ask Me Anything - Session 3 - 6 March 2023

STEP 5 - PREPARING YOUR PITCH

Teams can prepare to present their Solution Pitch to a jury during the Solution Showcase on 17 March 2023. Teams participating virtually can pre-record the pitch and join for the QnA session over Zoom.

STEP 6 - SOLUTION SHOWCASE

Shortlisted teams will pitch their project to a jury on 17 March 2023. Top teams will be announced on spot.

STEP 7 - GROUND ZERO

Top teams from the Solution Showcase will then pitch to a Superstar Jury on the same day to compete for the CAUSE Award and cash prize!
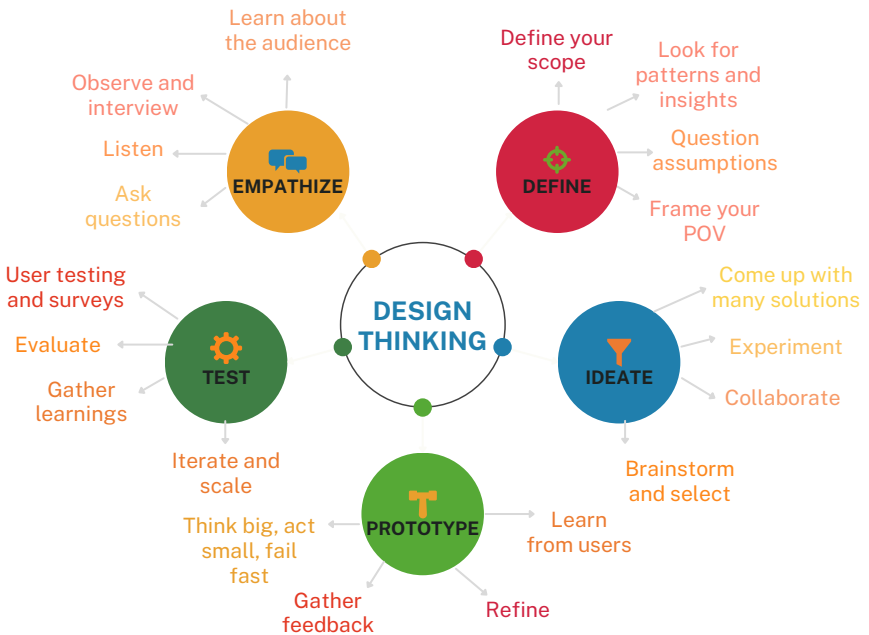
HOW TO PARTICIPATE?

REGISTER BY 17TH FEBRUARY 2023

Students can register their teams
(min 2 and max 6 members) on the website.

We encourage teams to apply the Design
Thinking Process while Problem Solving

Learn about
the audience

Observe and
interview

Listen

Ask
questions

EMPATHIZE

Define your
scope

Look for
patterns and
insights

Question
assumptions

Frame your
POV

DEFINE

DESIGN
THINKING

User testing
and surveys

Evaluate

Gather
learnings

TEST

Come up with
many solutions

Experiment

Collaborate

IDEATE

Iterate and
scale

Think big, act
small, fail
fast

PROTOTYPE

Brainstorm
and select

Learn
from users

Gather
feedback

Refine

PROBLEM FINDING.

THINK ABOUT WHAT YOU WOULD LIKE TO SEE CHANGED.

Empathize and Define :

Think about what you would like to see changed. It could be any problem within your community, city or country that connects to the UN SDGs (Sustainable Development Goals)- most problems usually do.

To know more on SDGs and its targets please refer https://sdgs.un.org/goals

Choose one of the following as a starting point to explore the problem:

- Person

- Community

- Action/Scenario

- Place

Problem

Examples of Stakeholders:

the above are examples of stakeholders/ places/ people that you may have access to. You could pick from this list or come up with your own as a team.

1) Consider the following while choosing your problem

- **Access**- Be able to see the problem, talk to people who are part of the problem
- **Interest as a team** and commitment to solve the problem.
- **Bite Sized** - Choose a **specific problem** by zooming into a problem area.

2) Pick a problem and mention which SDG you're working towards (this may change at the end of your research- and that's ok!)

3. Understand the problem better by doing some Design Research:

- **Primary Research**

In order to empathize, carrying out design research is imperative. This could be done by collecting data through first-hand observations and interviews to better understand What the problem is? Where and why is it happening? Who is causing it? Who is it affecting and how?

- **Secondary Research**

Existing information and data about the problem will help you analyze why the problem still exists and why past attempts have failed. Read newspaper articles, case studies and other published resources.

Here are some Design Thinking Tools to help you Empathize and Define your problem. Click on the links below to know more about the tools.

EMPATHY MAP | JOURNEY MAP | STAKEHOLDER MAP |
5 WHY ANALYSIS | HOW MIGHT WE?

Join us during the AMA sessions if you have any questions

SOLUTION FINDING.

WHAT WOULD BE AN IDEAL OUTCOME?
HOW CAN WE GET THERE?

Ideate, Prototype and Test :

After defining the problem you want to solve, teams are encouraged to Ideate - Brainstorm ideas, Evaluate them, Prototype and Test your final solution to ensure that your solution is [Desirable, Viable and Feasible!](#)

Your solution could be in the form of a product, service or experience- it could be physical or digital.

SPACES & PRODUCTS

SERVICES

EXPERIENCES

Evaluate, Prototype and Test
your final solution to ensure that it is
Desirable, Viable and Feasible!
Click on the links to learn more about this process.

- **How to brainstorm?**

- **How to evaluate your idea(s)/market research?**
  Desirable, Viable and Feasible!

- **How to Prototype and Test?**

Create a paper prototype/ 2d prototype of how your idea(s) could come to life. It could be a product/ service or an experience- your prototype should clearly communicate your idea to the users.

1. **What is your plan to implement this idea?**
2. **Can the idea generate revenue or be self funded- would it need to be a funded pilot project in the early stages?**
3. **Please touch upon a few of these pointers.**
4. **What all resources you would need to bring this idea to life?**

SUBMISSION REQUIREMENTS.

HOW TO SUBMIT YOUR PITCH

There are 2 Submission requirements.

1. **Document your process of problem solving** in a presentation format saved as a pdf.
- Should not exceed 15 slides.
- Keep the content crisp and do not overload your presentation with text.
- This is a supporting document for your Pitch video.

File name : Unique ID number_SDG track
Example : CAUSE2023#12345_sdg1

2. A **video** of your problem statement and solution as a **pitch** not exceeding 3 Minutes. (mp4 format/ landscape)
 Your pitch must talk about
- The problem
- Your insights
- Your solution
- How is your solution addressing the problem?
- Your plan to implement the solution
- Upload your video on either Youtube/Vimeo/Google drive (please ensure that anyone with the link can view the video)
- File name: Team Name or Solution Name | Unique ID number | SDG Track
  Example : Igniters | CAUSE2023#12345 | SDG 4
  Or Mentors app | CAUSE2023#12345 | SDG 4
- Copy the Video link and share it on the student dashboard after you login.

SOLUTION SHOWCASE.

SHOWCASE YOUR WORK ON 'DESIGN THINKING DAY' - MARCH 17 2023.
AT
◎ [CMR MAIN CAMPUS BAGALUR.](#)

Students shortlisted from round 1 will be invited to showcase their work on Design Thinking Day 17 March 2023.
At the Showcase, teams will be pitching their projects to a Jury. Winners from this round will be Awarded and will also get an opportunity to pitch their idea to the Superstar Jury!

The pre-recorded pitch video of the Teams that are participating virtually, will be played and they will join us over zoom for the Q and A with the Jury.

GROUND ZERO.

GROUND ZERO IS THE FINALE OF THE CAUSE INNOVATION CHALLENGE!

Ground

Ground Zero is the finale of the Cause Innovation Challenge! Winners from the Solution showcase will be pitching their project in person to a jury of changemakers, experts and Venture funders! They will decide the Final winners of the Cause Innovation Challenge

For Teams who are participating virtually, their pre-recorded pitch video will be played and the team will join us over zoom for the Q and A.

AWARDS.

A PRIZE POOL OF OVER
INR 1,00,000 OR USD 1500

Awards

Winners stand a chance to win from a prize pool of over INR 1,00,000 or USD 1500 and the following awards:

- Cause Award for Most Innovative Solution

- Cause Award for Most Impactful Solution

- Cause Award for Most Inclusive Solution

- Cause Changemaker Award - For all Final participants in Ground Zero

All Shortlisted Teams for the Showcase will also receive a Medal and Certificate of Recognition

FAQ's

ANSWER TO ALMOST ALL OF YOUR QUESTIONS

QnA

What will we get if we win?
A cash prize from a pool of over Rs. 1,00,000 / USD 1500 to be won.

Will I get a certificate for participation?
Yes. Every team shortlisted for the final showcase will get a participation certificate.

How many projects will be selected?
A total of 60 projects will be selected for the final showcase at the CMR Bagalur Campus. We will award the top 6 teams with the "Changemaker" award.

Can I participate as an individual?
We are extremely sorry, the competition is only for groups. Collaboration is a vital component of Design Thinking, we expect it to be replicated in your projects. A minimum of 2 members are required in each team with a team limit of 6.

QnA

Can we submit multiple projects?

No, only 1 project will be accepted from each team.

I don't know anything about Design Thinking Process, can I still apply?

We believe that the Design Thinking Process is innate to human beings, and we are open to all applications. To learn more about DTP, please refer to the brief.

What about intellectual property rights?

All intellectual property rights of the applicants are kept with the applicants throughout their entire time working at CMR CAUSE 2023. By submitting a solution to one of our Challenges, you still keep your intellectual property rights.

Can I join another team after registering?

We recommend that you think through this before disrupting any team- however we have included the option of adding/ removing team members except for the primary member in case you would like to make any changes.

This option is available only till the last date of registration- 17th February 2023 on your user dashboard once you sign up.

Is the competition physical or virtual?
The first round will be an online submission, for the final round and the final showcase, the participants can participate, either physically or virtually based on their location.

Participants from Bengaluru, who are selected for the final round on Design Thinking Day, March 17, 2023, need to be present at CMRU, Bagalur campus. All other participants from India or the world have the option of physical or virtual participation though CMR cannot provide any funding assistance for travel or accommodation.

Do I have to pay for participating in CMR CAUSE?
No, Cause Challenge does not have any application fee.

QnA

Will CMRU reimburse any cost incurred in creating my project?

Participants are responsible for their projects. There will be no reimbursement whatsoever, for any cost incurred by the participants.

Can we submit multiple projects?

One team is allowed to submit one project.

How will I receive my cash prize if I win?

After verifying your ID/ Student ID, the cash prize will be granted. The mode of the transaction will be informed.

QnA

Is there anything else I should be aware of?

- Plagiarism will be checked.
- Any violation of the state/national laws will result in immediate disqualification.
- CMR University reserves the right to cancel or modify the rules of the event without prior notice.
- The Decision of the University will be final with regard to awards, prizes and disputes.

CLICK HERE TO REGISTER

SCAN ME

For any details and information, simply drop a mail at:
cause2023_dtd@cmr.edu.in

STAY UPDATED