

# RITE COOLTECH CHALLENGE & SHOWCASE

PRESENTED BY



## Inspire students to unleash their tech creativity.

With CoolTech, students can team up with their buddies to do something cool with technology AND compete for cash prizes to support college expenses and technology interests.

### WHAT IS COOLTECH?

RITE's CoolTech Challenge is an opportunity for students in teams of up to three rising 9th through 12th graders to participate in a unique technology-based, peer-to-peer competition. Teams select to compete in one of three categories to create the most unique and impactful solution:

#### General Categories -

1. Design a concept for an app or website
2. Build a functional app
3. Build a functional website

This competition is a unique opportunity for students to collaborate and come up with their own distinctive website or app (actual or just the concept) and pitch their idea to local IT professionals.

#### Can't come up with a project idea? No problem.

Students can choose from one of the provided project topics list following. Each of the proposed topics can be developed as a functional app or website or a design concept for an app or website.

## Possible Project Topics *(if you can't think of one on your own)*

An app or website that:

- Finds and maps out Hot Spots within a specific zip code or specified radius from a certain address
- Determines which virtual platform (e.g., Teams, Zoom, GoToMeeting, Google Meeting) is best for your virtual meeting or event
- Provides volunteer opportunities happening on a certain date within a specific zip code or specified radius from a certain address
- Helps students and their families put together an effective at-home learning environment
- Helps students who feel isolated with the virtual learning environment connect with other students who feel the same way
- Enables users to create customized personal backgrounds for virtual meetings
- Helps find food, clothing or supply drives near me or within a certain zip code or specified radius from a certain address
- Provides age-appropriate gift ideas for the holidays and where to buy them for the best price
- Maps out all movie theaters within a specified radius from a certain address and what's playing at those theaters with movie times
- Recommends who you might want to meet based on what their interests are
- Recommends a used car from online directories based on your budget and car preferences.

## THE COOLTECH CHALLENGE HELPS HIGH SCHOOL STUDENTS:

- Cultivate their tech creativity
- Practice pitching their entrepreneurial ideas to a professional audience
- Manage a project from start to finish working independently or in small teams

For all categories, students are encouraged to be as creative and innovative as possible and come up with an idea and a project that can have a real impact on a business or their community, family, school or daily lives.

Top teams win scholarship cash prizes. First place winners (students and team advisors as well as family members) will be invited to and be honored during Best of Tech Awards, a region-wide celebration of Cleveland-area professionals.

## HOW DOES IT WORK?

It's simple. Participants determine which of the three categories in which they want to complete. Teams meet on their own schedules at their own locations to develop their entries. They can create a solution for a problem of their choosing by designing and building a functional app or website or submitting a conceptual design with diagrams and graphics that shows how it will look and what it will do. In all cases, students must work with a designated advisor from their school. All submissions are evaluated by industry professionals who choose the winning projects based on project effectiveness, impact, use of technology, creativity, presentation, aesthetics, and project management.

## WHAT COMPANIES SUPPORT COOLTECH?

CoolTech is supported by members of RITE's Regional Leadership Board including The Cleveland Clinic, Eaton, e-Ventus, KeyBank, Hyland, MCPc, NASA Glenn, the Northeast Ohio Cybersecurity Consortium, OEC, Pandata, SIM CLE, and The Sherwin-Williams Company.

## WHO ARE THE JUDGES?

Expert judges are recruited from premier NEO employers and are each assigned to review and evaluate ten or more individual projects. The judges are all IT experts with specialized experience in web and app design. They are given two weeks to review and score each of their assigned projects in five or six categories using a special online system developed by Big River. The judges will be invited to meet the participating students at the CoolTech Showcase.

## WHEN DOES IT RUN? WHAT ARE DEADLINES?

### **Thursday, December 17, 2020:**

Rules & Regulations and Intent to Compete Form Released

### **Friday, January 8, 2021:**

Intent to Compete Form Due

### **Monday, January 11, 2021:**

Challenge Launches

### **Monday, February 15, 2021:**

Project Submission Link Released

### **Friday, February 26, 2021:**

Submissions / CoolTech Showcase Registration Due

- o Complete project documentation and project uploads per specific uploading requirements must be submitted by 5:00 p.m. E.S.T. on February 26 to be considered for judging.

### **Monday, March 1st – Friday, March 12th, 2021:**

Judging Process

### **Week of March 15th, 2021:**

Judges' feedback sent to advisors

- o Friday, April 23, 2020: Virtual CoolTech Showcase (11:30am-2pm)
- o 1st, 2nd and 3rd place teams in each of the three categories will be announced

# TELL ME MORE ABOUT THE COOLTECH VIRTUAL SHOWCASE

In 2017, the CoolTech Challenge expanded to include a Showcase component. All CoolTech participants are automatically invited to exhibit and pitch their project to other students and IT professionals at the CoolTech Showcase.

## SHOWCASE DETAILS

- BOTH students/teams and chaperones/team advisor must formally register online for the CoolTech Showcase as part of the Project Submission
- Each team will be assigned to a "Zoom Room" will be expected to select a spokesperson and to bring along their student teammates who will explain their project to attendees.
- Exhibiting teams will share their screen with attendee reviewers, and will show any prepared PowerPoints, videos, graphics, or other parts of their presentation to the reviewers.
- 2021 CoolTech Challenge -People's Choice Award: Every showcasing student will have the opportunity to be an exhibitor and a judge. Exhibiting students will view other projects, hear any stories that the exhibitors have to tell, and then decide which project they observed deserves the distinction of "People's Choice Award." The project receiving the most votes as "People's Choice" will be awarded "The People's Choice Award."

## WHAT DO THE WINNING TEAMS RECEIVE?

Cash prizes will be awarded to the teams that are selected in 1st, 2nd, and 3rd place in each of the three categories:

PLACE	AWARDED PER TEAM PER CATEGORY
1 <sup>ST</sup>	\$1,500
2 <sup>ND</sup>	\$750
3 <sup>RD</sup>	\$300

- First, Second and Third place winners will be announced at the CoolTech Showcase.
- First place winners (students and team advisors as well as family members) will be invited to and be honored during Best of Tech Awards. Date TBD.
- People's Choice award winners will win \$300 in gift cards for the team.
- Everyone participating in the CoolTech Challenge receives a t-shirt!

## HOW DO STUDENTS QUALIFY?

- Students must be in 9th grade through 12th grade.
- Students must be enrolled at a high school located in Northeast Ohio or be home-schooled with the primary residence in Northeast Ohio.
- Students must follow all submission guidelines.
- Student teams can include one, two or a maximum of three students. All student teams must have a designated faculty advisor from their school.

# TELL ME MORE ABOUT TEAM ADVISORS

## WHAT IS REQUIRED OF THE TEAM ADVISOR?

As team advisors, you are integral to a successful experience for the students and necessary to fulfill the requirements of the program. Your job as a mentor is to be supportive, and to encourage and guide the team. The project should be designed, built and tested by the students. Tips to help your students be effective:

- Facilitate conversations to help the team consider the challenge from different perspectives.
- Help the team solve problems by asking open-ended questions. Do not provide answers or solutions.
- Encourage asking “let’s find out” and other useful phrases to promote critical thinking and creativity.
- When providing assistance, be sure to support the team’s concepts even when it may be flawed. Challenge their thinking to help redirect.

## ALL TEAMS MUST HAVE AN IDENTIFIED TEAM ADVISOR:

- Team Advisor should be a faculty/staff member/adult volunteer associated with applicants or team's school.
- For home-schooled students, the Advisor must be responsible for the student’s educational experience or be a proxy from other home-schooling parents.
- The Advisor may help guide teams in project management or help guide teams with technical issues. The Faculty Advisor may not provide solutions or code for the project.
- Advisor's contact information must be provided on the Intent to Compete Form, including:
  - o Name
  - o Position in school/ responsibility to home school environment/occupation
  - o Email address
  - o Phone number

**ALL TEAM ADVISORS ARE INVITED TO PARTICIPATE IN THE SHOWCASE AND AWARD CEREMONIES FOR ALL COMPETING PROJECTS.**



## DOES PARTICIPATION IN COOLTECH QUALIFY FOR RITE'S TEACHER REWARDS?

Yes! Teachers including those homeschooling youth, who engage their students in two or more of RITE's programs and one other qualifying activity, are eligible for Teacher Rewards. CoolTech would be considered one of the two required RITE programs required for eligibility.

## WHO RUNS COOLTECH?

RITE offers engaging career awareness, exploration and preparation programs in information technology-related areas for regional high school students. CoolTech is a part of RITE's expanding portfolio of high school programs. CoolTech was founded by NEOSA in 2008, expanded through OHTec, part of the Greater Cleveland Partnership. CoolTech Challenge became a RITE program in 2017. Since 2008, regional companies have provided more than \$120,000 in cash awards and scholarship money to local high school students who have participated in our annual competitions.

## WHAT ARE THE SUBMISSION REQUIREMENTS?

**All teams for all categories must submit the following forms by the respective deadlines:**

- Intent to Compete (one for each team by Friday, January 8, 2021)
- CoolTech Showcase Registration as part of Project Submission
- Complete Project Entries:
  - Narrative
  - Submission

**Project Narrative:** All project submissions (see below) must be accompanied by a two-page narrative (12 pt. font, single-spaced max) detailing:

1. Category – Design Only, Build-App, Build-Website
2. Team members and school
3. Roles and project organization / how the student/team organized the project
4. Challenge or problem chosen
5. Solution provided by the design, app or website
6. Rationale for the technology they selected
7. Lessons learned

**Project Submission:** This will include completing an on-line form as well as uploading your final work product per category (design, build-app, build-mobile) by uploading to the approved site by the deadline as per below.

## SPECIFIC UPLOADING PROCEDURES

**Remember to upload your project documentation!**  
*Projects without this documentation will NOT be judged and/or qualify for prizes.*

**If your team builds an app,** you should provide a video recording that demonstrates a walkthrough of the key features of the app.

**If your team builds a website,** you should ideally provide a browser accessible link. If you cannot provide a browser accessible link, you may alternatively provide a video recording that demonstrates a walkthrough of the key features of the website.

**If your team chooses to present a concept for an app or website,** submit your presentation as a single file in PDF format converted from PowerPoint, Prezi, or other presentation program. Alternately, you may create a video that you upload to YouTube and for which you provide a hyperlink to the video

# HOW ARE COOLTECH CHALLENGE SUBMISSIONS EVALUATED?

CoolTech judges will review and evaluate all contest entries (Project Narrative and Submission) within each of the three categories – design, build-app, build-website - awarding points in the following areas, using the rubric below:

CRITERIA	POINTS (TOTAL 100 POINTS MAXIMUM)	
	<i>App</i>	<i>Website</i>
<i>Product/Solution</i>		
How well does this project fit the needs of the challenge they chose to tackle? How user friendly is the technology? Is it a complete solution, or does the solution require substantially more effort?	20 points maximum	
<i>Impact</i>		
How much impact? (quality and quantity) can this solution have? Does this solve a big problem or little problem? How well does this fit the need?	15 points maximum	
<i>Use of Technology</i>		
Was the best technology elected for the project or would some other technology have been better? Was the selected technology used effectively to achieve the desired result? (Websites Only)	15 points maximum	
<i>Creativity</i>		
How creative is the approach? Is the solution new and unique?	15 points maximum	
<i>Presentation</i>		
How well did the team communicate? Does the Project Narrative present the story of the App or Website clearly and concisely? Does the team adequately describe how the app or website works and why it will be of value to users?	20 points maximum	
<i>Aesthetics</i>		
How does the solution look visually? Is it attractive to users?	15 points maximum	

# HOW ARE COOLTECH CHALLENGE SUBMISSIONS EVALUATED? *(continued)*

CRITERIA	POINTS (TOTAL 100 POINTS MAXIMUM)
<i>CATEGORY</i>	<i>Design for App or Website</i>
<i>Product/Solution</i>	
How well does this project fit the needs of the challenge they chose to tackle? How user friendly is the technology? Is it a complete solution, or does the solution require substantially more effort?	20 points maximum
<i>Impact</i>	
How much impact? (quality and quantity) can this solution have? Does this solve a big problem or little problem? How well does this fit the need?	20 points maximum
<i>Creativity</i>	
How creative is the approach? Is the solution new and unique?	20 points maximum
<i>Presentation</i>	
How well did the team communicate? Does the Project Narrative present the story of the App or Website clearly and concisely? Does the team adequately describe how the app or website works and why it will be of value to users?	20 points maximum
<i>Aesthetics</i>	
How does the solution look visually? Is it attractive to users?	20 points maximum