



Technology Launch Flyer

Team Challenge

Imagine the future when your innovative technology is developed and ready to change the world. It is 2038, you and your research team are ready to launch the future technology that you wrote about in ExploraVision in 2027. Your team has put in a lot of time and effort to make this happen – now is the time to promote your technology.

Your task is to create a **one-page launch flyer** that introduces your technology to the public for the first time. Consider how a company, research organization, or inventor would unveil a breakthrough innovation. Think about why the public should be interested in your technology.

Your flyer should be visually engaging, easy to understand, and communicate the value and importance of your new technology quickly.

This is not a research paper but a visual flyer. Use a combination of images, graphics, diagrams, and **concise** text to tell the story of your new technology.

Requirements

Elements

1. Technology Name

Create a name for the future version of your technology (if you haven't in your submission description) and use it as the title of the flyer.

2. Headline or Tagline

Write a short, attention-grabbing statement that captures the purpose or benefit of the new technology.

Example: "Clean Energy, Powering Every Home for a Cleaner World."

Your answers to the following four elements questions (3-6) are being judged on short and concise wording. There is a limit of 100 words combined for the four elements' answers. (Worth 30% of flyer score)

3. What Is It?

Briefly explain the new technology.

4. What Does It Do?

Briefly describe how the new technology works.



5. Why Is It Needed?

Explain the problem or challenge the new technology solves.

6. Impact on People and Communities

Show how the new technology improves daily life, communities, industries, or the environment.

7. Visual Representation (Worth 70% of flyer score)

Include your prototype, other images, illustrations, diagrams, mock-ups, charts, or graphics that help people understand your technology. Make it creative and exciting for people to look at.

Design Expectations

Your flyer should:

- Be designed using a [Google slide template](#) or [PowerPoint slide template](#)
- Fit on one side of a single page (8.5-inch x 11-inch) in portrait orientation
- Be visually appealing
- Use graphics and images effectively
 - The use of generative AI to design your **prototype** is not allowed. AI may be used for background or to help design other elements of the flyer but must adhere to the AI Policy as outlined in the ExploraVision Competition Rules.
- Contain concise wording and text (no more than 100 words for the 4 element questions)
- Demonstrate creativity and original thinking
- Do not include your names or school information
- Saved as a ppt or pdf before uploading as a separate document (do not include or attach to your description). Google slides must be downloaded as a ppt or pdf.

Recommended Balance

- Approximately 70% visual
- Approximately 30% text

Judging Rubric for Technology Launch Flyer

Criteria	Exemplary	Proficient	Developing	Beginning	Points
Visual Communication	6 Pts. Visuals effectively communicate ideas and enhance understanding. Layout is engaging. Shows creativity. Prototype included.	4 Pts. Visuals support understanding and organization. Prototype included.	2 Pts. Visuals provide limited support or organization. No prototype.	1 Pt. Visuals are minimal or do not contribute to understanding. No prototype.	6
Understanding of Technology	1 Pt. Demonstrates thorough understanding of the technology and its future applications.	1 Pt. Demonstrates good understanding with minor gaps.	0Pt. Shows basic understanding but contains limited detail.	0 Pt. Shows little understanding of the technology.	1
Impact & Need	2 Pts. Clearly explains the problem addressed and the benefits to society, communities, or individuals.	1 Pt. Explains impact or need adequately.	0 Pt. Impact or need are somewhat unclear or incomplete.	0 Pt. Impact or need are not clearly explained.	2
Clarity & Presentation	1 Pt. Information is concise, organized, and free of errors. Easy to understand. 100 words or less for 4 questions.	1 Pt. Generally clear and organized with few errors. 100 words or less for 4 questions.	0 Pt. Some sections lack clarity, organization or are missing. More than 100 words.	0 Pt. Difficult to follow or contains significant errors.	1

Total Points: 10