

How To Guides

Volume # 8: Technology Launch Flyer

OVERVIEW

Technology Launch Flyer is a separate upload from the [Description](#). The Technology Launch Flyer should be developed after the writing is completed in the Description. This new addition to the competition replaces the sample web pages and websites of past competitions. This is an opportunity for the teams to think like entrepreneurs. The team has developed the concept of a new future technology, now the team needs to think how they would promote their technology in ten or more years after their concept becomes reality. The team will develop a one-page launch flyer that introduces the team's technology to the public for the first time. The flyer will depict an image of the team's prototype. This is not a research paper, it is a visual flyer to communicate the technology to the public.

***“Technology Launch Flyer:** Teams must create a one-page Technology Launch Flyer that introduces their future technology to the public for the first time. They should imagine it is 10 or more years in the future, their technology has been developed, and it is ready to make an impact. The flyer should promote the technology clearly and creatively, explaining why the public should be interested and communicating its value and importance. The flyer must include a visual representation of the prototype; the image may not be generated or drawn using AI. Teams do not need to build a prototype until a team becomes a Regional Winner.”*

RUBRIC

The flyer is worth 10% of the entire project. It will be worth ten points based on the following criteria:

Visuals:

- Did the team use visuals (includes prototype) effectively to communicate ideas and enhance understanding? (3 pts)
- Does the flyer show creativity? (2 pts)
- Is the layout of the flyer engaging? (1 pt)

Clarity & Presentation:

- Is the information concise (use of 100 words or less for 4 element questions), organized and free of errors? (1 pt)

Answers to Questions:

- Elements 3 & 4: Did the team demonstrate understanding of the technology and how it will be used in the future? (1 pt)
- Element 5: Did the team clearly explain the problem or challenge the new technology solves? (1 pt)
- Element 6: Did the team explain the impact on daily life, communities, industries or the environment? (1 pt)

STEPS

Below are suggested steps teams can use as they develop their [Technology Launch Flyer](#).

1. Design the flyer using the required [Google slide template](#) or [PowerPoint slide template](#).
2. Fit on one side of a single page (8.5-inch by 11-inch) in portrait orientation.
3. Design the flyer, with approximately 70% of the flyer with visuals and only 30% containing text.
4. Consider the following as they begin to design the flyer:
 - a. Consider how a company, research organization, or inventor would unveil a breakthrough innovation.
 - b. Think about why the public should be interested in your technology.
 - c. The flyer should be visually engaging, easy to understand, and communicate the value and importance of your new technology quickly.
 - d. Use a combination of images, graphics, diagrams, and **concise** text to tell the story of your new technology.
 - e. The team will need to answer 4 questions with a **total** of 100 words or less (not 100 per question). Questions can be found [here](#).
5. Include a visual representation of their future technology.
 - a. 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](#) and [AI Acceptable Use Chart](#).
6. Save the flyer as a ppt or pdf.
7. Submit the flyer to their coach, who will upload the flyer on the submission site. The flyer should not be uploaded in the Description section.