

To Our University Smart Campus Teams and Students,

It's hard to believe how quickly time flies! We're already wrapping up October, and by next week, we will have successfully completed our first round of mentor sessions at all four participating schools. We hope these sessions have been insightful and have provided you with valuable guidance as you develop your innovative ideas. As you move forward and finalize your concepts, preparing for your video submissions, I wanted to share some key takeaways and important considerations for all the teams.

Your Idea: Thinking Beyond Campus Life

When brainstorming your ideas, it's crucial to look beyond the immediate confines of your campus life. As entrepreneurs participating in this competition, your goal is to ensure your idea holds significant value, capable of impacting a substantial number of consumers or end-users. We encourage you to stretch your imagination and look outward, considering the broader market and societal needs.

Innovation often stems from examining something small or even mundane and then formulating a path to enhance efficiency and transformation. Consider how your ideas can provide a runway for the forward-thinking technology that Artificial Intelligence (AI) will undoubtedly bring to all our lives. This could involve foundational elements like power consumption, CPU utilization, or advancements in fiber optic technology. While these areas might sound "boring" at first glance, the critical work they will support in our future makes them incredibly "in" and ripe for significant improvements.

To further inspire your thinking, I strongly recommend scouring our external Verizon website. There are numerous areas you can either enhance or branch off from, which can serve as a powerful springboard to help you develop a truly winning idea. And don't forget, a truly impactful and winning idea also means an extra \$3,000 for your team's pockets!

The Video - Tell Your Story

Your video is key to captivating judges and advancing in the competition. There's no single formula; focus on a creative, compelling story that generates excitement. Treat it as a mini-documentary about your team and project. Highlight what makes your idea unique, the problem it solves, and its solution. Use visuals, music, and enthusiasm to bring it to life, creating passion in the judges. Start strong with a compelling question, statistic, or image. Use visuals effectively and connect your solution to a broader context, demonstrating its positive impact. The scoring matrix can help structure your video outline.

Thank you all, from everyone at Verizon we appreciate you and your participation in this competition and expect some amazing outcomes. **Good Luck!**

Sue & Maxine

