

# 2019 California ProStart Cup

## Innovation Cup Procedures and Rules



Participating teams, educators and mentors are responsible for understanding and following all of the procedures and guidelines contained in this document. Please read through these rules carefully to avoid receiving any penalties during the competition.

A welcome orientation at the event will be dedicated to the introduction of judges and review of the competition schedule. Competition rules will not be reviewed during the meeting.

Questions regarding competition rules should be sent to Natalie Tong prior to arriving in Pomona. She can be reached at [ntong@calrest.org](mailto:ntong@calrest.org).

**2019 California ProStart Cup Procedures and Rules**  
**Table of Contents**

**General**

Purpose + Eligibility ..... 3  
Attendees ..... 3  
General disqualifications ..... 3  
Final scoring..... 4  
Schedules..... 4  
General provisions ..... 4

**Innovation**

Purpose ..... 5  
Uniform ..... 5  
Scoring ..... 5  
Preparation for competition..... 5  
Written proposal ..... 6  
Verbal presentation..... 7  
Visual display ..... 7  
Team check-in ..... 7  
Competition flow ..... 8  
Day of competition ..... 8  
Penalties ..... 9  
Innovation specific disqualifications ..... 9  
Event personnel ..... 9  
Exhibit A – Written proposal outline + checklist ..... 10  
Exhibit B – Sample innovation judging sheets ..... 11

## **Purpose + Eligibility**

Students participating at the California ProStart Cup will demonstrate their knowledge of, passion for, and creativity in the restaurant industry through the innovation competition.

High school students, currently enrolled in a program that uses the ProStart curriculum are eligible to participate and students from a robotics, engineering or other class at the eligible high school (at least one ProStart student on each team). Multiple teams may represent an individual school.

1. Participating teams will consist of one to four team members plus one (optional) team manager, for a maximum of five students.
2. Students may attend two or more California ProStart Cups as a competitor.
3. Teams also consist of one educator and one optional restaurant/foodservice/technology industry mentor.

## **Attendees**

Families and fans are encouraged to attend the competition which is free to attend and open to the public. ProStart students who are interested in competing in the future are also encouraged to view the competition complimentary. Awards reception tickets are available for purchase and should be acquired in advance.

Verbal Presentations: Industry mentors, teachers, school chaperones, parents, general public, etc., are encouraged to attend the competition. However, space is limited. Attendees are only permitted to photograph or videotape their home school's presentations, and no other form of recording is allowed.

## **General disqualifications**

1. Teams will attend a required welcome orientation meeting on Friday, March 15, at a place and time designated by the event organizers. Any team that does not attend the welcome orientation will be disqualified.
2. Competing students must arrive at the appointed time to compete or they will be disqualified.
3. Competing students and team manager must not receive coaching or any form of communication from anyone during the competition time or they will be disqualified. No verbal or non-verbal communication is allowed between any spectators, educators, mentors or coaches and competing teams. The determination of what constitutes coaching or communications is solely at the discretion of CRAF and the judges. No warnings will be provided; violations result in disqualification.
4. Misconduct includes any nonprescription drug use, alcohol use, or any activity that is illegal under federal, state or local laws, at the event, during competition, during unsupervised free time, during supervised competition social activities or in activities or locations related to the event. Should such alleged misconduct come to CRAF's attention, the matter will be investigated as CRAF deems appropriate. Any decision

as to appropriate action due to misconduct, up to and including disqualification, is at the sole discretion of CRAF and is final. By entering the contest, the student and the team he or she represents accepts this requirement as well as all other conditions of the program.

5. Teams must compete in each event segment in the competition or they will be disqualified. Innovation teams must compete in written proposal, verbal presentation and visual display. Failure to compete in any event segments will disqualify the team.

### **Final scoring**

All judges have been carefully selected by event personnel for their related skills, experience, and expertise. Judges have reviewed the rules in advance of the competition and participated in a training orientation. By participating in the competition, each team and its participants acknowledge that while every effort will be made to provide fair and impartial judging, some discretion and subjectivity is present in any judged competition. All decisions and scoring by judges is final. Any questions about scoring should be referred to Natalie Tong at [ntong@calrest.org](mailto:ntong@calrest.org).

### **Schedules**

Competition schedules will be distributed in advance of the event, once all teams have been identified. The innovation schedule will include assigned oral presentation time. All schedules are subject to change.

### **General provisions**

No horseplay or unduly hazardous behavior will be allowed or tolerated. The mentors, teachers, chaperones, and families are expected to ensure that the team members comply with all applicable laws, rules and regulations. Team members shall comply with all other written as well as verbal instructions or warnings provided by the event organizers.

# 2019 Innovation Competition

## Purpose

Participating teams will develop a concept for a robot, product, app or software to improve the restaurant industry through a business proposal for potential investors. Teams will prepare a comprehensive written proposal, verbal presentation and visual display. Their performance during the event will be observed and rated by judges from the technology industry, foodservice industry, colleges and universities.

## Uniform

Each team will be required to dress in uniform during team check-in, verbal presentation and visual display. The uniform consists of: solid color, long sleeve, collared dress shirts, dress pants or skirts and professional footwear, suitable for a business meeting with heel height no more than 3 inches. All team members should wear identical shirts, and pants should be worn appropriately and professionally (not sagging, etc.). No jeans, ties, jackets, or suits. Sponsor logos are not allowed on the shirts, unless the uniform is provided by CRAF. Event organizers may provide a long-sleeved button-down dress shirt for each competitor at registration and teams will be notified if so. Teams that do not dress in uniform will receive a 5-point penalty. See Penalties for points deducted if in violation.

## Scoring

The total points possible in the innovation competition are 125 points. The written proposal is worth 55 points, the verbal presentation is worth 55 points, and the visual display is worth 15 points. If needed, the team with the highest verbal presentation score will determine a tie. If there is a tie and the tied teams have the same number of verbal presentation points, an appropriate panel of judges will determine a second tie breaker. Teams will only be evaluated on the information and materials requested in these rules.

## Preparation for competition

1. Mentors and educators may assist teams in preparing for the competition; however, they may not prepare the written proposal, verbal presentation or visual display. Their expertise is limited to acting as a sounding board and critiquing practice presentations.
2. Any robot, product, app or software that improves the restaurant industry will be considered. The three allowed categories include:
  - a. Human Resources
    - Scheduling
    - Training
    - Recruiting
  - b. Back of the House
    - Food Preparation
    - Inventory
    - Supply chain

- Equipment
  - Packaging
- c. Front of the House
- Point of sales
  - Mobile ordering
  - Sales analytics
  - Marketing/Social Media
3. To convey their proposal, teams will prepare a written proposal, a verbal presentation and a visual display.
  4. The team's concept must be innovative, original and belong to the team.

### **Written proposal**

1. Teams must describe the concept. The concept description must include at least the following information (See Exhibit A for checklist):
  - a. Table of contents
  - b. Product/technology description
  - c. Statement of need
  - d. Competitive advantage
  - e. Target market
  - f. Conclusion
  
2. General Guidelines for the Written Proposal (Seven copies to be submitted)
  - a. Typed, 12 point, Times New Roman or Arial font, 1 inch margins
  - b. Printed on white paper, single-sided, and stapled (NOT in a folder, spiral bound, 3-ring binder, etc.)
  - c. The front cover must include only the following information: school, names of team members and concept name
  - d. Sections should be separated by tabs
  - e. All seven copies must be identical; they must present exactly the same material in the same way and order.
  - f. CRAF will retain one copy of the written proposal at the completion of the competition. This may be used by CRAF for promotional, educational, research or other purposes. The remaining written proposals will be available for pick up in the Registration space following the completion of the competition.
  
3. To allow the judges adequate time to review your proposal, an electronic draft of the team's written proposal must be submitted to Natalie Tong at [ntong@calrest.org](mailto:ntong@calrest.org) by March 7, 2018. The draft will not be judged and you may make changes to your proposal after that time.

## Verbal presentation

1. Using the materials developed for the written proposal, teams will prepare a maximum 7-minute verbal presentation that will be presented on-site to judges.
2. Teams must develop a Microsoft PowerPoint® slideshow presentation to accompany the verbal presentation. The slideshow presentation may not include any embedded video or special effects (sound, flash, etc.). Use of enhanced technology will disqualify teams. Teams must use the “no transition” option in the slide transitions. Teams may use a custom slide design template.
3. The teams should approach the verbal presentation as though they are developers of the product concept, and the judges are potential investors. Teams should assume the “investors” have not reviewed the written proposal and pull out the relevant information to be presented in person
4. Teams should use their visual display as a visual aid during the verbal presentation.

## Visual display

1. Teams will prepare one poster, no larger than 24 x 36 inches. Posters must be entirely flat and may not include any 3-dimensional objects. For example, the poster, when fully constructed, should be able to be rolled up. Event organizers will provide 1 easel, a foam board and clips for display of the poster.
2. At a minimum, the poster must include:
  - a. Name and brief description of product concept
  - b. Photos and/or visuals of the product
  - c. Statement of need
  - d. Competitive advantage
  - e. Target market
3. **Teams must attach an 8 ½” X 11” sheet of paper to the back of the display listing the names of the team members, school and innovation concept.**

## Team check-in

1. An open check-in period will take place the morning of competition on Friday, March 15, at the Sheraton Fairplex Conference Center. Team check-in will be held at the same time as team registration.
2. At check-in, teams will submit the following items:
  - a. **Seven copies of their written proposal.**
  - b. **One final slideshow PowerPoint presentation** on a thumb/flash/USB drive. The slideshow presentation must be the only file on the flash drive and should be named “<school> innovation competition” – for example, “El Camino HS innovation competition.” Event organizers will keep the flash drive – *it will not be returned to teams at the end of the competition.* **The slideshow should be saved as a PowerPoint file (.ppt file, or .pptx file).** Teams will review their presentation on the event organizer’s computer to ensure the file displays correctly. **If any images or fonts do not display properly, teams will be allowed to make changes before submitting during the check-in process.**

- c. **Visual display board.** Teams will bring their visual display board to check-in where a photo will be taken of the board. Visual display boards may NOT be altered once a team has checked in. If a team alters their display board, the team will be disqualified. (*See Disqualifications*). The team is responsible for transporting the visual display board to all aspects of the competition.

## Competition flow

Verbal Presentation Set Up (5 minutes)  
Verbal PPT Presentation (7 minutes)  
Q & A with Judges (7 minutes)  
Display Area for questions from public (not judged) (15 minutes)  
Feedback (10 minutes)

As soon as the students begin their verbal presentation, they are considered to be competing and no communication between students and observers may occur.

## Day of competition

1. Ten minutes prior to their presentation start time, teams will report to the check-in table outside the verbal presentation room. At their designated presentation time, teams will deliver their verbal presentation before the judges. Their PowerPoint presentation will be projected on a large screen. Teams will bring their assembled visual display board with them and may reference it during the presentation. **Teams must use microphones, which will be provided by event organizers, during the presentation. Laser pointers may be used, but will not be provided.**
2. Teams may not distribute materials to judges or use additional materials during the competition segments (business cards, promotional items, props, etc.). Any relevant materials must be included in the written proposal.
3. Each member of the team must have a substantial speaking role the presentation. There will be a penalty of five points per student for each student on the team that does not have a substantial speaking role. (*See Penalties*).
4. There will be one-point-per-minute penalty if teams exceed the maximum 7-minute presentation length (see Penalties). If the presentation runs more than four minutes over the maximum time, the team will be disqualified (see Disqualifications).
5. After the presentation, judges will have an additional seven minutes to ask the team questions about their presentation and overall product/technology concept. Teams will be evaluated on how well they answer the judges' questions.
6. Immediately after their verbal presentation, teams will move their displays to the trade show / display area and their assigned booth. Teams have about 15 minutes to stand by their display and answer questions from the public about their innovation concept. This will not be a judged portion of the competition.
7. Teams will report to feedback at the designated time.
8. The display and written proposal must be picked up by 5:30 p.m. on Saturday, March 16, or it will be disposed of by event organizers.



## Penalties

The following are fixed deductions.

1. The team is not dressed in uniform – 5 points
2. Written proposal does not meet specifications (typewritten, bound) – 5 points
3. All **seven** copies of the written proposal are not identical – 5 points
4. Visual display is not tri-fold or is not made of corrugated cardboard or foam core – 5 points
5. Visual display exceeds maximum size dimensions or does not fold flat– 5 points
6. Visual display incorporates additional materials not attached to the display board – 5 points
7. Visual display does not include sheet listing names – 1 point
8. Each member of the team does not substantially speak during verbal presentation – 5 points per student who does not substantially speak
9. Verbal presentation exceeds maximum allowed time – 1 point per minute

**Innovation specific disqualifications (see additional general disqualifications on Page 3).**

1. Verbal presentation ran more than four minutes over the maximum allowed time.
2. Team used unauthorized enhancements in the slideshow (embedded video, sound, etc.).
3. Teams submitted the work that was not original.
4. Team altered visual display board after check-in.
5. Team includes an alcoholic beverage as a part of a product/technology.

## Event personnel

1. Event organizers (CRAF staff members)
2. Judges from colleges/universities and the restaurant and foodservice industry. There will also be one lead judge.
3. All judges will be consistent from team to team (i.e., judges scoring technology concept will be responsible for that category across all competitors).
4. Judges will evaluate both the written proposal and verbal presentation on the following categories. (See *Exhibit C*) for sample score sheet.

Technology Concept	2-3
Feasibility	2-3
Communication and Presentation	2-3

5. Visual display judges will evaluate all teams' visual displays

## Exhibit A

### Written proposal outline and checklist

The information in the seven written proposals must be presented in the following order in sections separated by tabs:

- Table of contents
- Product/technology description
- Statement of need
- Competitive advantage
- Target market
- Conclusion

**Exhibit B**

**Sample innovation competition judging sheets**

<b>EVALUATION CRITERIA</b>	<b>MAX POINTS</b>	<b>SCORE</b>
<b>Written Proposal (55 points)</b>		
<b>Product/technology description:</b>	20	
<ul style="list-style-type: none"> <li>• Is there any novel approach to the subject or problem that inspired this product or technology?</li> <li>• Is the work independent and original? Is there evidence of creativity in both form and function?</li> <li>• Does the product or technology leverage the unique capabilities of contemporary and emerging technologies?</li> </ul>		
<b>Statement of Need:</b>	10	
<ul style="list-style-type: none"> <li>• What problem does the product/technology solve?</li> <li>• Is there a real world need for this product/technology?</li> </ul>		
<b>Competitive Advantage:</b>	10	
<ul style="list-style-type: none"> <li>• What is this product or technology's competitive advantage?</li> <li>• How practical is the product or technology?</li> <li>• Are factors influencing the product or technology adequately considered (efficiency, usability, deployability, user reach)?</li> <li>• Are the product or technology alternatives evaluated realistically?</li> </ul>		
<b>Target Market:</b>	10	
<ul style="list-style-type: none"> <li>• Who will use the technology or product?</li> <li>• Has the team thoroughly considered the needs of its users?</li> </ul>		
<b>Conclusion</b>	5	

<b>EVALUATION CRITERIA</b>	<b>MAX POINTS</b>	<b>SCORE</b>
<b>Verbal PowerPoint Presentation (55 points)</b>		
<b>Organization of Presentation</b>	10	
<b>Presentation Skills:</b>	20	
<ul style="list-style-type: none"> <li>• Ability to sell concept</li> <li>• Easy to hear/understand</li> <li>• Professionalism</li> </ul>		
<b>Slideshow:</b>	15	
<ul style="list-style-type: none"> <li>• Supports/illustrates/complements verbal presentation</li> <li>• Neat</li> <li>• Readable</li> <li>• Creative</li> </ul>		
<b>Q &amp; A - Depth of overall knowledge</b>	10	

<b>EVALUATION CRITERIA</b>	<b>MAX POINTS</b>	<b>SCORE</b>
<b>Visual Display (15 points)</b>		
<b>Overall Appearance of Display:</b>	5	
<ul style="list-style-type: none"> <li>• Neat</li> <li>• Logically laid out</li> <li>• Appropriate use of space</li> </ul>		
<b>Visual Display Includes:</b>	5	
<ul style="list-style-type: none"> <li>• Name and description</li> <li>• Real world need</li> <li>• Competitive advantage</li> <li>• Target market</li> </ul>		
<b>Creativity</b>	5	

<b>DISQUALIFICATION</b>	<b>PENALTY</b>
<b>Reason for Disqualification:</b>	<b>Reason for Penalty:</b>
Team missed Orientation.	Visual display includes prohibited electronic items. 5 points.
Team missed appointed time to compete.	All members of team did not substantially present. 5 points per student.
Team received coaching/communication while competing.	Exceeds max verbal presentation time. 1 point per minute.
Altered visual display board after check-in.	Not dressed in uniform. 5 points.
Team used parts of a previously submitted work.	Written proposal prepared incorrectly (not typewritten, bound, extra information included)
Team did not compete in each event segment (written, verbal, critical thinking).	All 7 written proposal copies are not identical
General disqualifications listed on page 3.	Written proposal does not meet specifications, or was not submitted on time.
Verbal presentation ran more than four minutes over allotted time.	Visual display not made of corrugated cardboard or foam core
Misconduct.	Visual display exceeds max dimensions, not flat
Used unauthorized features (embedded video, sound, etc.) in slideshow.	Additional display materials
Team includes an alcoholic beverage as a part of a product/technology.	Visual display does not include sheet listing team name and school