IISP Cybersecurity Demo Day 2017-18
Contest Rules and Eligibility

Deadline extended to Sept. 25, 2017 at 11:59 p.m.

I. Eligibility

   a. Participants must be currently enrolled as a student in an undergraduate or graduate degree program, and in good academic standing.
   b. Participants may enter individually as a team of one or in teams of up to five students.
   c. Undergraduates must participate on a team with graduate students (in order to qualify for all potential prizes).
   d. Participants may enter only one research project into the competition, either as an individual or as a member of a team.
   e. Research project must involve one of the core, cybersecurity research areas at the Institute for Information Security & Privacy.
   f. Participation is endorsed by the research principal investigator (or, if not applicable, a faculty sponsor or lab director) from Georgia Tech.
   g. Participants must submit a fully completed registration application (one per project) by **September 25, 2017.**
   h. Each team must prepare a research poster at 48x36" using the template provided upon registration. Teams should print their own poster and bring it on Sept 27.
   i. All team members must fulfill these eligibility requirements.

II. Registration

   a. Registration will open **August 21, 2017** and will close **September 20, 2017** at **11:59 p.m. (EDT).** Registration will be hosted online at cyber.gatech.edu/demo-day and *http://attend.com/cyber-demo-day*
   b. A complete registration application and Public Disclosure Acknowledgement and Waiver form must be submitted by each team member, obligating students to compete and fully disclose their idea in order to be eligible for judging.
   * Please note a registration at **http://attend.com/cyber-demo-day** is only the first step of registration. You are NOT eligible to compete by submitting an Inventor Profile; a properly signed Public Disclosure Acknowledgement and Waiver also must be submitted by the deadline stated above under clauses I.e and II.a.*

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III. Invention Requirements

    a. Posters must depict original student research. Co-invention with non-students or any others must be fully disclosed during registration to determine if the contribution of others was substantial.

    b. Posters depicting output and products from student course projects, campus research, and co-ops ARE eligible with full disclosure about the resources and people involved in its creation.

    c. Posters depicting software are eligible.

    d. A poster must represent all aspects of a research project.

    e. See Georgia Tech's Invention Disclosure guidelines for more details. All registrants are bound by the Georgia Tech Honor Code to fully disclose the information requested.

        i. Poster files must be emailed to lindsey.panetta@gtri.gatech.edu no later than **September 20, 2017.**

        ii. Late posters or walk-in's will not be accepted.

        iii. The poster file must be in **Portrait orientation** and able to fit on **one 36" x 48"** piece of poster board.

        iv. Posters will be printed and transported to the location of the Preliminary Round by the IISP staff.

        v. All posters must have a research project title, in addition to name(s) of the registered participant(s) or co-researchers. **Please do list advisor names.**

        vi. Prototypes or physical demonstrations are very helpful but not required.

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IV. The Process

Phase 1: Present a Cybersecurity Research Poster	
How it Works • Register yourself or a team at: cyber.gatech.edu/demo-day • Prepare a 36x48" research poster. • Present your poster at the 15th Annual Georgia Tech Cyber Security Summit: **Sept. 27, at 3:00 p.m.** **GTRI Conference Center** • Audience vote picks 3 of 7 projects to advance to the Demo Day Finale: **April 12, 2018** **Georgia Tech campus**	**What You Win** • The top 3 projects with the most audience votes win **$500** each and a guaranteed spot in the Demo Day Finale for prizes worth up to $125,000! • One winner receives a guaranteed spot in **Create-X Startup LAUNCH**.
Phase 2: Continue to Compete for 3 remaining spots in the Demo Day Finale. **Pick a Track.**	
Research Track **How it Works** *For students who want to continue their research in an academic setting instead of commercialization. Open to entrants who completed Step 1.* • Perfect your presentation skills. • Attend two, 90-minute coaching sessions by Venture Lab: **October 5 at Noon** **April 5 at Noon, KACB #3126**	**What You Win**
Commercialization Track **How it Works** *For students who are passionate about their idea, ready to form a start-up, and want seed money to launch. Open to any student who completed Step 1.* • Hone your entrepreneurial skills. • Attend six, 90-minute coaching sessions by Venture Lab: **Noon on** **Oct. 5, Nov. 2, Jan. 11, Feb. 8,** **Mar. 8 – semi-final, and April 5** • Complete VentureLab assignments to define your market vertical, target customer and product pitch.	**What You Win**

Research Track	***How it Works*** • Record your best practice presentation on video for a private critique by professors and info-sec leaders. Provide a viewable link to the judging panel by **April 12 at Noon** **Link to be provided**	***What You Win*** **$3,000** cash to continue your idea.
Commercialization Track	***How it Works*** • Seven teams in all will present: three selected by Audience vote during Phase 1, one selected by Create-X during Phase 1, and three selected by IISP Judges at the semi-final on March 5th during Phase 2. • Deliver a 10-minute presentation before venture capitalists and business leaders at the Demo Day Finale: **April 12, 2018** **Georgia Tech campus**	***What You Win*** • Up to **$5,000** in start-up cash! • 3 winners selected for **Create-X Startup LAUNCH**: **$20,000** in funding and **$50,000** in free legal services, plus 27 weeks of coaching. • Eligibility to apply for a **$50,000 grant** from the National Science Foundation Innovation Corps. • Publicity in Georgia Tech publications and before Atlanta news outlets.

V.   Finale Judging Rubric

	4 - Excellent	**3 -** Good	**2 -** Fair	**1 –** Needs Improvemen
Delivery	• Holds attention of the audience. • Demonstrates strong enthusiasm about project during entire presentation. • Significantly increases audience understanding and knowledge of project topic; convinces an audience to recognize validity and importance of the subject.	• Consistent use of direct eye contact with audience, but still returns to notes. • Shows some enthusiastic feelings about project topic. • Raises audience understanding and awareness of most points.	• Displays minimal eye contact with audience, while reading mostly from the notes. • Shows little or mixed feelings about the topic being presented. • Raises audience understanding and knowledge of few points.	• Holds no eye contact with audience, as entire report is read from notes. • Shows no interest in topic presented. • Fails to increase audience understanding of knowledge of project topic.
Quality of presentation regarding content and organization	• Provides clear purpose and subject. • Provides pertinent examples, facts, and/or statistics. • Supports conclusions/ideas with evidence.	• Has somewhat clear purpose and subject. • Presents some examples, facts, and/or statistics that support the subject. • Includes some data or evidence that supports conclusions.	• Attempts to define purpose and subject. • Provides weak examples, facts, and/ or statistics, which do not adequately support the subject. • Includes very thin data or evidence.	• Does not clearly define subject and purpose. • Provides weak or no support of subject. • Gives insufficient support for ideas or conclusions.

	4 - Excellent	**3 - Good**	**2 - Fair**	**1 – Needs Improvement**
Innovation	• New, unique, surprising; shows a personal touch. • Successfully breaks industry norms and conventions. • Uses common materials or ideas in new, clever and surprising ways.	• New and unique. • Attempts to break industry norms; displays "out-of-the-box" thinking.	• Project has some new ideas or improvements, but most ideas are predictable or conventional. • Project has some interesting touches, but lacks a distinct style. • Project has some elements that may be excessive or do not fit together well.	• Relies on existing models, ideas, or directions; it is not new or unique. • Idea is safe, ordinary, made in a conventional style. • Project has multiple elements that do not fit together; it is a mish-mash.
Research Knowledge	• Demonstrates full knowledge by answering all questions with explanations and elaboration.	• Is at ease with expected answers to all questions, without elaboration.	• Is uncomfortable with information and is able to answer only rudimentary questions.	• Does not have grasp of information and cannot answer questions about subject.
Marketability	• Clearly identifies use and value to an industry sector. People involved in adoption clearly identified. • Solves the defined problem or meets the identified need. • Project is well thought out, designed with a target market in mind. • Idea is broken down and brought back together into a coherent whole, no loose ends.	• Project clearly identifies use and value to an industry sector. Does not fully identify people involved in adoption. • Project seems practical or feasible. • The project solves the defined problem at a basic level, a good starting point. • Unclear on who the intended audience/user is.	• Project is useful and valuable to some extent; it may not solve certain aspects of the defined problem, or exactly meet the identified need. • Unclear if product would be practical or feasible.	• Project is not useful or valuable to the intended audience/user. • Would not work in the real world; impractical or unfeasible.

VI. Prizes

Total prize pool valued at $125,000

a. **Start-up Cash:** The Institute for Information Security & Privacy will make available a cash prize, payable directly to the entrant or a representative of the team, of the following amounts:
   i. **1st Place: $5,000**. One winner. Awarded at Phase 3 / Demo Day Finale.
   ii. **2nd Place: $3,000**. One winner. Awarded at Phase 3 / Demo Day Finale.
   iii. **People's Choice: $500**. Three (3) winners. Awarded at Phase 1 / Demo Day poster session at the Georgia Tech Cyber Security Summit.
b. **Create-X LAUNCH:** Georgia Tech's start-up incubator, Create-X, will make available four (4) spots in Create-X LAUNCH for four entrants / teams**.** Each spot provides **$20,000** in financing for research and development or a prototype build, **$50,000** in legal services, and **27 weeks** of business coaching.

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c. **National Science Foundation Innovation Corps Regional Grant**: Entrants who successfully complete all three Phases – including all six Venture Lab coaching sessions and corresponding homework assignments during Phase 2 -- will be eligible to apply for a **$50,000** travel grant from the [National Science Foundation Innovation Corps](#) (I-Corps) Regional Program to continue commercial exploration and promotion of their idea.

d. More than one prize may be awarded to a single team if they successfully complete all contest phases, as determined by judge and instructor evaluation.

IMPORTANT: SIGN AND COMPLETE.

Student Participant

☐ READ and UNDERSTOOD

Signature: _____

Printed Name: _____

Title: _____   Date: _____

Return your signed form to Lindsey Panetta, lindsey.panetta@gtri.gatech.edu, no later than Sept. 25, 2017 at 11:59 p.m. (EDT). Questions? Call 404.407.8509.