

Focus Group Meeting for “Cornell Cup 2013 Presented by Intel” Competition

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EECE 401 Senior Design I

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Cornell Cup 2013 Presented by Intel

- **Competition:** The Cornell Cup USA, presented by Intel, is a **college-level embedded design competition** created to empower student teams to become **the inventors of the newest innovative applications of embedded technology**.
- **Award:** After an application round, selected finalists will be awarded funding & equipment to help them develop their entries. At the finals, the top three finalist entries will win grand prizes set at \$10,000, \$5,000, and \$2,500.
- **Support:**
 - Approximately **20 teams** will be selected as finalists and will be awarded Intel and other sponsor support including:
 - **Hardware** - featuring the latest **Intel Atom boards** and other equipment from sponsors.
 - **Funding** - **\$2500** to help build the project and assist in team travel to Walt Disney World.
 - **Access** - to Intel technical leaders and other sponsoring companies' experts, many of whom are designing and developing embedded hardware and applications themselves.
 - **Training** - Cornell Systems Engineering developed online guides to hone students professional design skills while easing the management of teams for faculty advisors.
 - **Invitation** - to the **final event at Walt Disney World in Lake Buena Vista**. Contest participants will get access to discounted passes to enjoy the Disney Parks with potential special backstage tours.

Registration and Application

- Web Page
 - www.systemseng.cornell.edu/intel
- Registration
 - Open
 - Now <http://www.systemseng.cornell.edu/intel/team/app.cfm>.
- Timeline (2012-2013)
 - **October 17: Applications due**
 - October 24: Finalists announced (Notifications emailed to students and faculty)
 - October 24- November 4: Weekly one-hour online information sessions for finalists
 - November 27: Mid-review times posted for teams to sign up
 - December 10: Mid-review sign-ups due
 - January 23- February 10: Mid-reviews occur
 - March 7-April 25: Weekly one-hour online information sessions for finalists
 - April 22: Final reports due
 - May 3-4: Final Competition at Walt Disney World

Application Rules - 1

- Team Formation

- 3-5 students
- full-time undergraduate or Master's of Engineering students at an accredited college/university.
- Each team **must** have at least 1 faculty advisor, maximum 3.
- Each team may also have at least 1 faculty reviewer who is different than any of the faculty advisors.
- Each team, including the advisor, must also agree to make itself available to present at one of the mid-project review meeting times offered by the competition judging committee.
- A student may submit only **one** application.

- Original work Requirement

- The potential project concept must be an original work to be developed by the student team. It cannot be a project developed for a previous competition, whether it be a previous Cornell Cup USA presented by Intel or other competition.

- Platform:

- The potential project concept must intend to be developed on the Intel Embedded Platform provided to all selected teams. Other Intel Embedded Platforms may be used instead/in addition if approval is obtained by the competition rules committee.
- A descriptive justification must be provided for the use of any microcontroller boards other than the provided platform, even if it is another Intel Atom board. Solid justifications will not affect the entry's score in any negative fashion. Poor justifications⁴ can result in score penalties and in extreme cases disqualification.

Application Rules - 2

- Application Format:
 - The application must be submitted as no more than 1 MS Word file and 1 Excel file and an optional PDF for the timeline if needed.
 - The application must address all application questions (except the timeline) within the Word file within a total of no more than 12 pages, single spaced, 11 pt Calibri font, with 1” margins.
 - Additional pages and files may be included as part of an appendix but these will only be reviewed by the judging committee at their discretion. If you would like to guarantee that a part will be reviewed, please make sure to include it within your allowed 12 pages.
 - The abstract must not exceed 200 words and must be allowed to be made public such as on a public web site.
 - All figures and tables included in the application must be labeled and include a unique number and caption.
 - A list of all references cited within the application must be included within the Word file. This list of references does not count toward the main 12 pages.
 - The timeline may be included as a part of the Excel file or the optional PDF file. Legibility of all aspects of the application to the reviewer is part of the submitting team’s responsibility.
 - Additional sheets may be within the same Excel file may be used as part of the application’s appendix.

Other Rules

- **Entry Development Rules**
 - Apply for each team in the completion of their entry. Please be sure to check the Final Report Rules, Expo Booth & Poster Rules, and Competition Event Rules for additional details on those components.
- **Media Award Rules**
 - All finalist teams are required to create a multi-media Online Chronicle of their work according to the rules and guidelines below. Your periodic updates will also help foster connections between teams during the year, giving everyone a chance to learn more about each others work before the competition, something requested by past finalist teams.
- **Final Report Rules**
 - apply for each team in the completion of their final report.
- **Competition Event Rules**
 - Rules for the Competition Event are as follows:
- **Wild Card Award Rules**
 - Rules for the Wild Card Award: “Teams that successfully submitted an application, but were not selected as finalists may still submit a final report that by April 11, 2013 to be considered for a Wild Card Award.”

Howard's Success in Cornell Cup 2012

- Finalist

- Green Lighting
- Sun Light and Lighting Control
- Ravi, Ameer, Chidi, Isaac, and Shamir
- \$2500 award



- Wild Card Winner

- Blind Assist
- Assisting blind people maenuvering
- Gerard, Anotonio, Keir, Nate, and Joshua
- \$2500 award



2013 Target

- ≥ 2 Proposals
- Finalist(s)
- Final Event Competition in May 2013
- Lessons Learned from 2012 Competition
 - 1
 - 2
 - 3
 - 4
 - 5
- Focus of 2013
 - Team Formation Completion by September 19
 - ≥ 2 Team Leader (temporary) Selection
 - Good idea and topic
 - Excellent proposal writing
 - Early familiarization of the Atom boards