

# 2024 Hub City Innovation Cup Guidelines

JEA Training Center (320 Highway 45 By-Pass Jackson, TN 38301)  
February 9-10, 2024

2024 Theme: *Using technology to improve \_\_\_\_\_ in Jackson, Tennessee.*

## Objective:

Using the theme, develop a concept/product/idea/service that makes life better in Jackson, Tennessee.

## Considerations:

- Use this competition to be creative/innovative with your ideas. There are only a few rules. Don't break the law, no plagiarism, and follow your university's code of conduct. Students will sign document about participation policy/agreement and a photo release.
- Incorporate the benefits of JEA's fiber network in your concept. (e.g., big data, video, internet technologies, etc.)
- Presentation format
  - What is your concept?
  - Support your concept. (e.g., data, survey, discussion, observation, and etc.)
  - Sell your concept. Clearly describe the specific benefits of your application. What makes this so important? What makes it different from others? How does it make life better? How does it help Jackson?
- Presentation should be no more than 5 minutes to allow time for 2 minutes maximum of questions from judges.
- Each team should plan to bring a laptop.
- Community experts cannot generate ideas for the team, but they can help advance the teams' ideas. Experts cannot serve as final round judges. No contact with community experts can occur outside of designated times.
- Each team is allowed ONE team advisor if they listed one at registration. This ONE advisor is allowed to be present with your team during the weekend. This advisor cannot generate ideas, but can advise and assist in advancing the teams' ideas. An advisor is definitely not required and many teams will choose to not have one. You are NOT at a disadvantage to go without an advisor.

## 2024 Hub City Innovation Cup Tentative Schedule:

### **Friday, February 9, 2024 (Business casual attire is appropriate)**

1:00-1:20pm Arrive and check-in at JEA Training Center (320 Highway 45 By-Pass Jackson, TN 38301)  
1:30-3:00pm Kickoff Event – JEA Training Center: *Welcome, guidelines, theme, and judging; Fiber/Internet 2 and Jackson, TN; Brainstorming Exercise; Questions & Answers*  
3:00-6:00 pm Break out into teams at JEA Training Center  
6:00 pm Dinner **provided by the Jackson Chamber of Commerce** for teams and volunteers  
6:00-8:00 pm Community Experts available for consultation  
8:00-?? Teams can move to any other location they would like to continue working. Union University will open the Blasingame Academic Complex (1050 Union University Dr, Jackson, TN 38305 – Starbucks entrance) for those who would like to work a few hours past 8:00 pm)

### **Saturday, February 10, 2024 (Business professional attire is appropriate)**

9:00 am All teams report back to JEA Training Center; Breakfast will be **provided by JEA** for teams and volunteers  
9:00-11:00 am Community Experts available for consultation as you work in your teams  
12:00 pm Lunch **provided by JEA** for teams and volunteers  
1:00 pm Team presentation materials must be emailed to **ctrent@uu.edu**  
1:30 pm First Round of Judging

- Teams will be randomly divided into two groups for the first round of judging in which each team will present a 5 minute presentation with 2 minutes of questions from judges possible.
- The top teams from each group will compete in the finals.

3:00 pm Finals Judging: Each team has a 5 minute presentation with additional questions from judges possible.  
4:30 pm Presentation of Winners