



Shell Eco-marathon • 2022

BRILLIANT MINDS COMING TOGETHER TO BUILD A LOWER-CARBON WORLD

PITCH THE FUTURE FREQUENTLY ASKED QUESTIONS

Stage 1. 30-second Elevator Pitch / Written Report

■ What should the 30-second Elevator Pitch video mainly be about?

For the 30-second elevator pitch, you are completely free to use your own creativity. The goal should be to captivate your audience, to make them want to know more about your solution. This can be done by making a video speaking directly to your audience, it could be through an interactive slideshow, or you could make a compelling advertisement of your solution in use. Whatever way you choose, use your creativity, but please do read the rules on any limitations, like the hard stop at 30 seconds and filming your video in portrait mode.

■ Are coding and/or sensor data sets required for the initial submission?

A proof of concept, sample data set, or code is not required for the initial submission. However, if you do have a public source code or data repository, we strongly encourage to include a reference in your written report.

■ The technology we propose, does it has to be restricted only to AI?

Certainly not, in a lot of current deployments a plethora of digital technologies come together and bring an application to life. So even in this case the challenge or challenges that you identify could have scope for wider digital or emerging technologies too in solving them. Even if you come across any technology application in a different industry altogether but feel it has a lot of scope in this problem, feel free to include it.





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Please do be mindful of the 'practicality' of your proposed solution, as it is a factor of assessment in the judging criteria. The proposed technologies should complement the roadmap for enabling the solution to life.

Stage 2. Live Pitch

■ What will be expected from teams during the live pitch?

Teams which have been selected for the live pitches will receive an invitation on their registered email address. If your submission is selected, you are expected to work out your solution and pitch in greater detail. You will be asked to show your proof of concept in a working simulation. You will have a maximum of 15 minutes to do your pitch and show off your proof of concept. After that, there will be a maximum of 15 minutes time allocated for Q&A, to allow the judges to ask any questions regarding your solution.

NB: The simulation does not have to be presented live; you can use a screen recording to prevent any technical issues during the pitch.

■ How many members per team are allowed to join the live pitch?

As per the Shell Eco-marathon registration systems, up to 20 team members are eligible to participate and receive a certificate. For the live pitch, however, teams may assign up to **three members** to present the solution to the judging panel to make your pitch as effective as possible.

We encourage each member to join via a separate connection. Please ensure to obey local COVID-19 restrictions.

■ Are we allowed to tweak the solution proposed in the first stage for technical reasons?





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You are expected to further develop your solution before the live pitch. As long as you stick to the main principle of your solution, you are allowed to make any changes as you see fit.

- **How long will teams have between Stage 1 and Stage 2 to develop proof of concept?**

The exact dates are to be announced, but teams should expect to have a minimum of two weeks from receiving their invitation email and for the actual live pitch to take place.

- **Is it mandatory to create code or proof of concept for any solution?**

While you are strongly encouraged to create a proof of concept of your solution in code, and we do expect to see a proof of concept during the live pitch, we do understand not all teams may have coding capabilities. Having code or a proof of concept will therefore not be mandatory. If you have no coding capabilities on your team, we do urge you to use your creativity in working out a proof of concept through other means.

- **Will we be able to get the full score if we didn't provide any code or proof of concept?**

While you will not receive full points if you are missing code or a proof of concept during the live pitch, we remind all teams that this is only a part of the total score. Please refer to the official rules for the other criteria.

- **What programming language(s) should we use for our proof of concept?**

You are free to use any programming language that you see fit for a proof of concept of your solution. If your team has no coding capabilities, use your creativity to find another way to show your proof of concept.

