



ENVIRONMENTAL INNOVATION CHALLENGE

Alaska Airlines Environmental Innovation Challenge Submission Checklist

Use this checklist to make sure your 5–7 page executive summary is complete and ready to be submitted.

- Is your company name clearly listed in bold at the top of the first page or on a cover page?
- Have you spellchecked and proofread your business summary?
- Have you included page numbers? This makes the document easier to navigate.
- Is your submission seven pages (or less), including appendices? Seven pages of content is the maximum. (You may add a cover page for a total of eight pages.)
- Have you asked at least two other people who are not on your team to read your business summary and give you feedback? Keep in mind, if these people can't understand it, the judges won't be able to either.

Judging Criteria

Definition of the PROBLEM

Does the team address topics such as:

- What is the size of the problem (number of people affected, dollars spent, etc)?
- How difficult a problem is this to solve? What are the sources of the difficulty?
- What attempts have already been made to solve this problem?

Description of the SOLUTION

- Is this solution original or a novel application of an existing product?
- Does the description articulate how the solution will solve the problem?

- What will the team's demo consist of (prototype, simulation, proof of concept, poster, video)?

The Team

- Has the team provided background information on each member?
- Does this team, as whole, have the relevant skills to solve this problem?
- If this team is weak in either necessary skills or experience, do they list advisors or experts from the community who can help them?

Description of the DEMO

- Does the solution work? How does it work?
- Does the team have test results or some form of validation?
- Does this solution seem to be efficient, practical?
- Has the team provided some idea of what it would cost to make this for the market?

Market Opportunity

- Has the team described who this solution is intended for? Defined the customer?
- Does the summary identify the competition, as well as the scope of the opportunity?
- Does this solution fit the problem?
- Does this solution demonstrate an appropriate balance between the cost of the solution and its impact on the problem?

Overall Potential for Impact

- Could this solution have a substantial impact in the market? The world? In peoples' lives?