Silicon Valley Innovation Challenge
POSTER BOARD GUIDE
TIPS AND POINTERS

- **DO NOT** follow this template *exactly*. Use only as a guide.
- Use MySJSU to request [Adobe Creative Cloud](http://www.sjsu.edu/svic) (CC). Adobe CC Photoshop, Illustrator, and InDesign are great tools for poster board designing.
- Dedicate poster board center to showcase pictures or diagrams that represent your innovation. This is your main sell!
- Reserve poster board sides panels to provide information specified in the judging criteria (www.sjsu.edu/svic).
- Use as little text as possible and all text should be visible to judges standing 3-4 feet away. (See the font guide in the next slide.)
- Use graphs and charts to represent your data.
- Create infographics to turn text into visually appealing and informative pictures. Pictures speak a thousand words.
- Make sure your pictures are not pixelated or copyrighted.
FONT SIZE GUIDE

Implement a font size hierarchy . . .

- Title: 100-150 point font
- Headings: 60-80 point font
- Body text: 32-48 point font
- Captions: 24 point font
TYPEFACE GUIDE

San serif (no feet) typefaces are recommended for titles and headings because they are easier to see from afar.

Examples of SAN SERIF typefaces: Arial, Helvetica, Avenir, and Kohinoor

Serif (feet) typefaces are recommended for body text. The “feet” form lines making it easier to read.

Examples of SERIF typefaces: Times, Palatino, Garmond, and Bookman
SAMPLE POSTER BOARD TEMPLATE

Target Market and Problem
Are the potential end-users of this innovation (product, service, or technology) clearly defined? Did you use specific examples, data, and research to demonstrate the market need and size?

Proposed Solution
What is the idea and how does it work? How does the idea address the opportunity? How much will it cost the end-users?

Value and Benefits
Clearly describe the innovation. What are the key benefits? How does it benefit the users or solve their problems?

MY INNOVATION

Tag Line or Motto

Showcase your idea! Pictures, use cases, stories, important statistics or images should be in the center of your board.

Posterboard Criteria
How well does the display quickly and clearly communicate the essence of the innovation? Does it make you want to read the rest of the poster? How professional and polished is the exhibit? Is it understandable on its own without the presenter? Is it grammatically correct with no typos?

Competitors and Barriers to Entry
What is so unique about this innovation? Does the innovation exhibit a clear advantage over other existing products, services or technologies currently or soon to be available on the market? Are the key differentiators from that of the competition clearly described? What are its strengths and weaknesses? Have you thought about how to ward off copycats?

Implementation
Use specifics to support the feasibility of the innovation. Identify what is needed to succeed (like skills, money, time, etc.). How realistic or feasible is it for this innovation to become an actual product/service/technology? Can it be executed or implemented as is? Is the next iteration of an MVP possible?

Team
List the names, majors, and years of your team members.
### Problem
Students either carry office supplies or they don’t. There isn’t any middle ground. Travelling with office supplies...
- Clutters backpack space
- Adds more weight to carry
- Is cumbersome to take out
Not bringing them risks being unprepared. What solves this everyday problem?

### Our Idea
- Combines the essential office supplies into one compact and easy-to-use unit
- Contains a stapler, USB, white-out, scissors, and ruler
- No larger than 6x2x2 inches
- Priced at $20
- Initial distributors will be local college bookstores and retailers
Students can equip for success while keeping their everyday carry light

### Benefits
- All-in-one: keeps backbacks clutter-free and provides a one-stop-shop
- Portable: size and weight makes it ideal for travel and everyday carry
- Versatile: variety of practical functions ensures everyday use
- Cost-effective: priced to be cheaper than the individual components
- Secure: no more losing or keeping track of several items

### Pros of bringing office supplies
- prepared
- Cons
- clutter
- weight

### Pros of bringing only what you need
- minimally prepared with a light load
- Cons
- must prepare/switch out items

### Pros of bringing nothing
- light carry
- Cons
- Unprepared

### One School Tool
The Swiss Army Knife of office supplies

Would you rather carry all of this?
Or something this size?

Our product combines the pros of both while eliminating the cons.

### Beneficiaries
Students are the primary market, but the potential end users are anyone who works outside of an office space, like freelancers and start-up entrepreneurs. Our customers will be office supply retailers.

### Benefits
- Declining industry: office supplies are being replaced by digital data storage
- Ease of replication: technology is not exclusive and copycats will emerge if the idea is successful

### Next Steps
Our next step is to create a user-friendly design to base our prototype off of. After a prototype has been completed, we must determine our supplier and manufacturer.

Once a basic model is successful, we hope to create more specialized versions for users with different needs (artist’s tool, engineer’s tool, etc.) and expand into solving other everyday carry problems.

### Team
Alex Luong (SJSU Finance Junior)
Royce Florence Roco (SJSU Industrial Engineering Junior)
Bryant Wu (SJSU Mechanical Engineering Freshman)
Target Market and Pain
- 20.5 million college students
- 56 million students in elementary and secondary school

Do you experience any problems traveling with office supplies? Check all that apply.

<table>
<thead>
<tr>
<th>Problem</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clutter</td>
<td>32.84%</td>
</tr>
<tr>
<td>Too heavy</td>
<td>17.89%</td>
</tr>
<tr>
<td>Lack of space</td>
<td>14.22%</td>
</tr>
<tr>
<td>Don’t look good</td>
<td>11.25%</td>
</tr>
<tr>
<td>Don’t match</td>
<td>9.61%</td>
</tr>
<tr>
<td>Other</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

Our Product
Combines all the essential items - stapler, USB drive and scissors - into just a single tool for just $20.

Value and Benefits
- Save money
- Reduce clutter
- Reduce bag load
- Save time
- Secure items

One School Tool
Swiss Army knife of office supplies

Would you rather have all this

OR THIS?!

It’s a stapler!
Or is it?

Three different colors
Scissors fold out

Risks
Declining industry
Office supplies industry is being slowly replaced by digital products and services.

$13.0bn 7.4% 5.0%
$273.2m $1.6bn $7,355

Ease of replication
We will file patents to protect our IP.

What’s Next?
1. Create prototype
2. Finalize design
3. Apply for patents
4. Determine manufacturers and distributors
5. Launch crowdfunding campaign
6. Expand into specialized markets

Team
Royce Roco
Industrial Tech Junior

Alex Luong
Business Junior

Bryant Wu
Mechanical Engr. Freshman
EXAMPLE INFOGRAPHICS FOR DATA

Favorite Type of Movie

- SciFi: 4 (20%)
- Comedy: 4 (20%)
- Drama: 1 (5%)
- Action: 5 (25%)
- Romance: 6 (30%)
EXAMPLE INFOGRAPHIC FOR PROCESSES

Our design process:

1. **Meet.**
   - We meet & learn about your vision and set goals for the project.

2. **Research.**
   - We take a deep dive into your industry and your competitors to ensure you get the best visual solution possible.

3. **Sketch.**
   - We sketch out a visual concept, literally on paper; sometimes even sometimes digitally.

4. **Concepts.**
   - We settle on our final design concepts, typically 3, sometimes more, sometimes less.

5. **Present.**
   - We present these concepts to you, and you provide feedback to us, and we refine them accordingly.

6. **Revise.**
   - We make the required changes and deliver the final design.

7. **Launch.**
   - We deliver the final design and work with you to ensure it meets your needs and expectations.

We’ve worked on our design process to make your project run smoothly, with the best end result possible. This is how we do it at paper leaf design.
FREE INFOGRAPHIC CREATORS

- canva.com – Easiest to use graphic creator.
- developers.google.com/chart – Charts and graphs.
- piktochart.com – Free access to basic templates.
- infogram.com – Ten free charts and graphs.
- venngage.com – Clean graphics.
FREE DIGITAL ASSETS AND ICONS

- [www.flaticon.com](http://www.flaticon.com) – Large database of icons from various authors.
- [www.iconfinder.com](http://www.iconfinder.com)
- [iconmonstr.com](http://iconmonstr.com) – Super minimalistic icons.
- [www.webdesignerdepot.com/category/freebies](http://www.webdesignerdepot.com/category/freebies)
- [graphicburger.com/?s=free](http://graphicburger.com/?s=free)

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