

# Silicon Valley Innovation Challenge

## POSTER BOARD GUIDE



ObserVR  
Best Overall Innovation  
Second Place Winner 2016

## TIPS AND POINTERS

- **DO NOT follow this template exactly. Use only as a guide.**
- Use MySJSU to request [Adobe Creative Cloud](#) (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](http://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

Title

108 pt

Headings

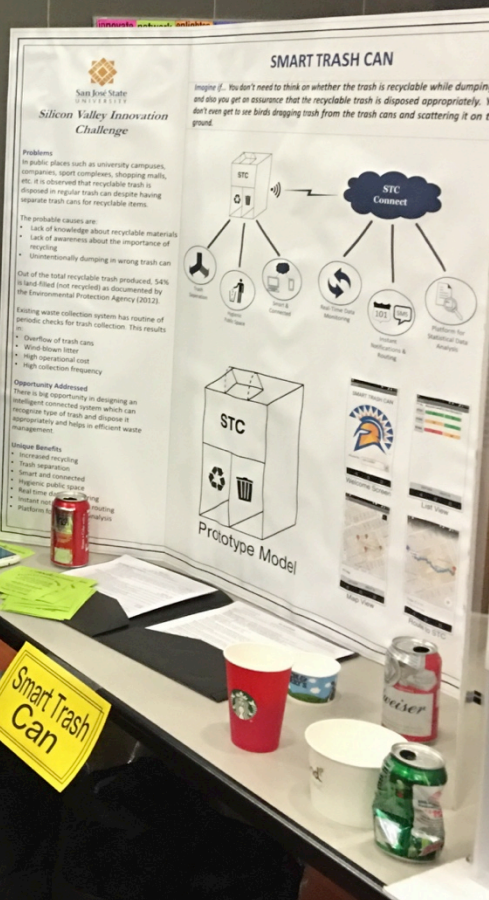
60 pt

Body

32 pt

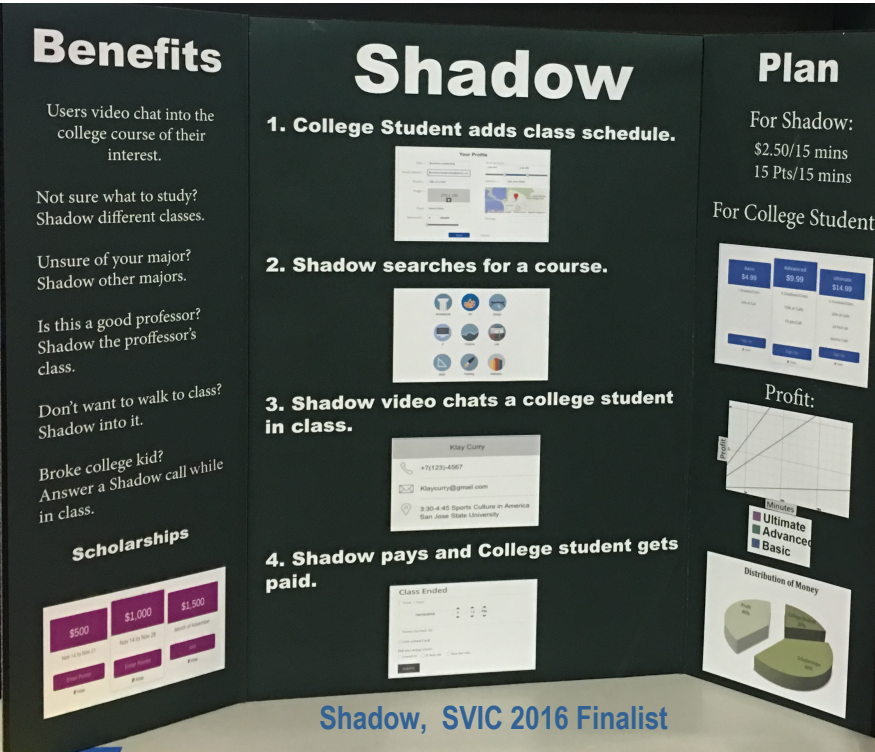
Captions

24 pt





# 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

your logo here

## 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.

# ACTUAL STUDENT POSTER BOARD

What NOT to do. Review of this posterboard in the notes.

## Problem

Students either carry office supplies or they don't. There isn't any middle ground. Traveling 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

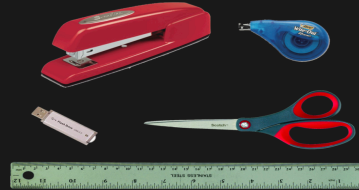
## Benefits

- All-in-one:** keeps backpacks 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

## One School Tool

The Swiss Army Knife of office supplies

Would you rather carry all of this?



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

Or something this size?



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

Pros of bringing nothing

- light carry
- Cons
- Unprepared

## 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.

## Risks

- 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)

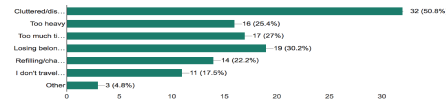
# SAME STUDENT POSTER BOARD REVISED

## Target Market and Pain

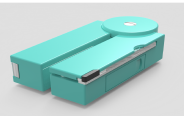


- 20.5 million college students
- 56 million students in elementary and secondary school

Do you experience any problems traveling with office supplies? Check all that apply. (51 responses)



## 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

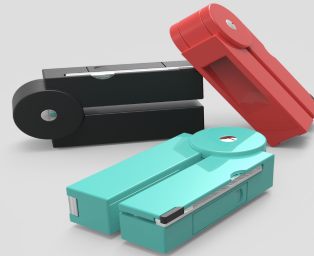
Swiss Army knife of office supplies

Would you rather have all this



OR THIS?!

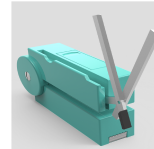
Three different colors



It's a stapler!  
Or is it?



Scissors fold out



One  
School  
Tool

## Risks

Declining industry

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

Revenue	Annual Growth 12-17	Annual Growth 17-22
\$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

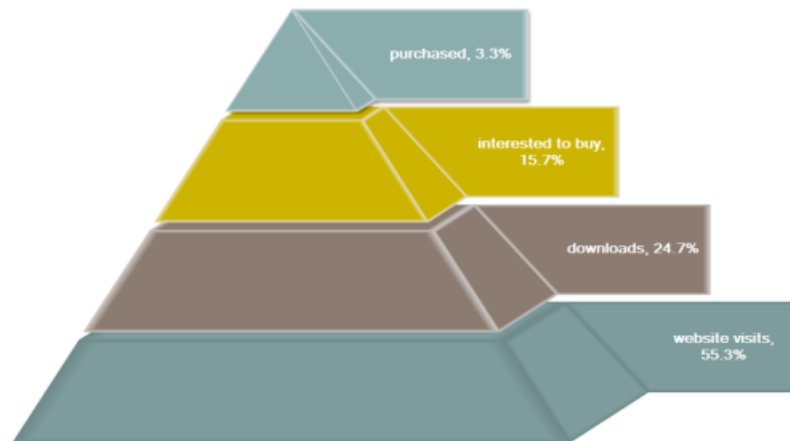
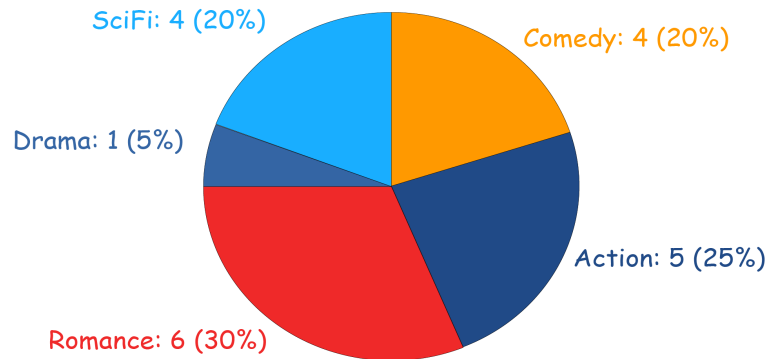


Bryant Wu  
Mechanical Engr.  
Freshman

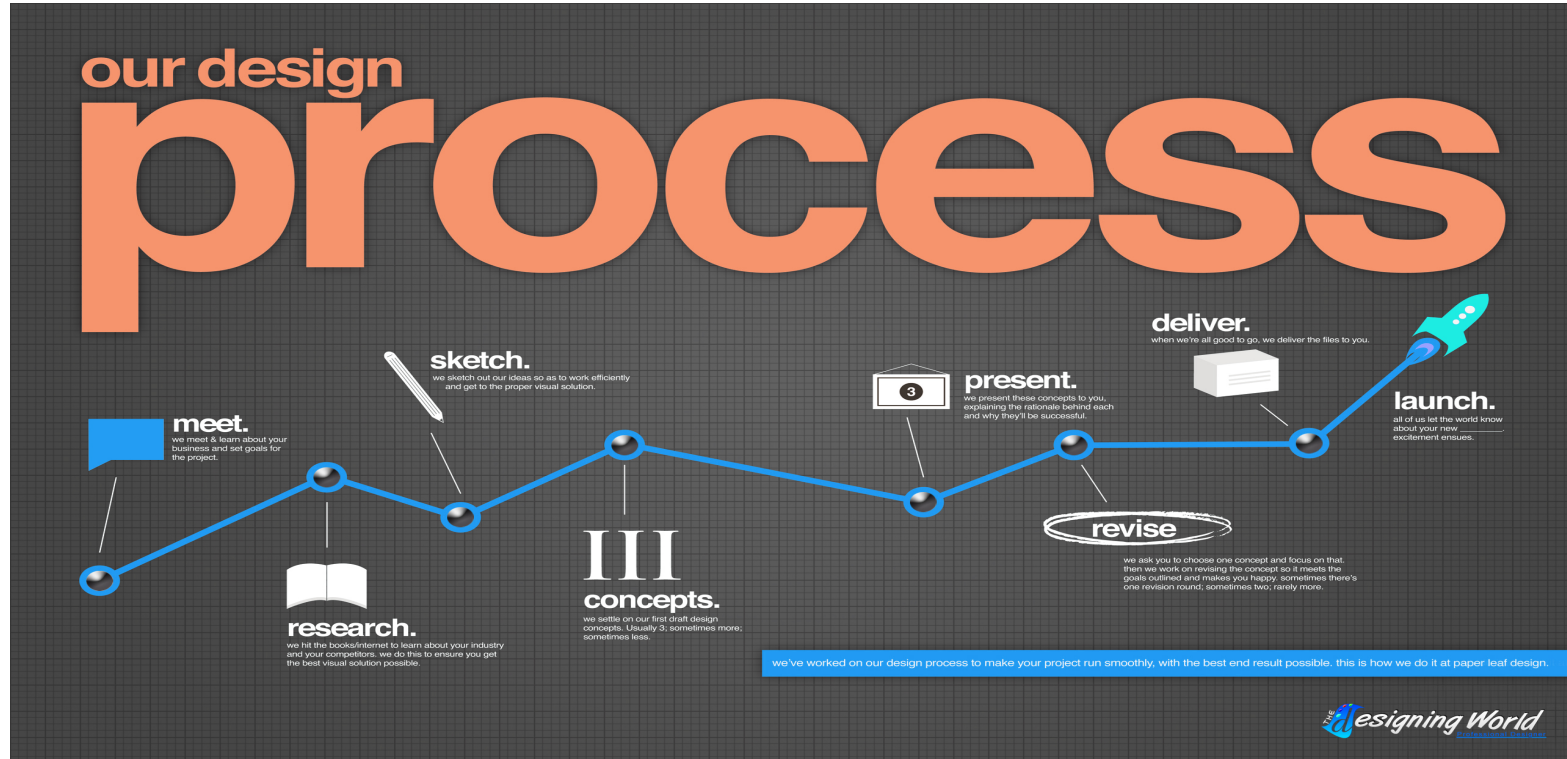


# EXAMPLE INFOGRAPHICS FOR DATA

Favorite Type of Movie



# EXAMPLE INFOGRAPHIC FOR PROCESSES



# FREE INFOGRAPHIC CREATORS

- [canva.com](https://canva.com) – Easiest to use graphic creator.
- [developers.google.com/chart](https://developers.google.com/chart) – Charts and graphs.
- [www.easel.ly](https://www.easel.ly) – Like Photoshop with templates.
- [piktochart.com](https://piktochart.com) – Free access to basic templates.
- [infogram.com](https://infogram.com) – Ten free charts and graphs.
- [venngage.com](https://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)

**PLEASE CREDIT ALL ORIGINAL ARTISTS ACCORDING TO THE LICENSE.**



# SAN JOSÉ STATE UNIVERSITY

*powering* SILICON VALLEY

