

## National Collegiate Student Prize Competition



**The "Cure it!"  
Lemelson-MIT Student Prize**



**The "Use It!"  
Lemelson-MIT Student Prize**

## Communications Handbook

Dear NCIIA:

It is with much excitement that the Lemelson-MIT Program announces the expansion of our Collegiate Student Prize program into the National Collegiate Student Prize Competition, a nationwide search for the most inventive students enrolled at U.S. institutions.

Applications for the competition are being accepted now through December 31, 2013. The competition is open to teams of undergraduate students and individual graduate students who have inventions in two categories that represent significant sectors of the economy: health and consumer technologies. Inventions can address opportunities in both developed and developing economies. We plan to introduce additional categories in subsequent years.

Winners will receive:

- \$15,000 to the winning graduate student in each category
- \$10,000 to the winning undergraduate team in each category
- A national media campaign
- Exposure to the investment and business communities
- A trip to MIT for an award celebration in June 2014

We appreciate your support in helping to bring awareness to this opportunity. The following handbook includes template communications materials that can be used to spread the word and encourage students involved in your organization to apply.

After reviewing the handbook please feel free to contact us with any questions. We look forward to seeing many applications from students in your network.

Sincerely,

The Lemelson-MIT Program

## **Suggested Social Media Posts**

Below are sample social media posts that we encourage you to use to drive awareness of the competition among students.

### **Twitter**

#### **General:**

- @LemelsonMIT searching for most #inventive students. Up to \$15K prize for health and consumer inventions <http://bit.ly/1axpQQq>

#### **Cure it:**

- Are you a student #inventor working on improving health tech? Apply for #LemelsonMITCureIt. Cash prize! <http://bit.ly/1axpQQq>
- Apps now open for the #LemelsonMITCureIt National Student Prize Competition. Up to \$15k prize for winners <http://bit.ly/1axpQQq>

#### **Use it:**

- Are you a student #inventor working to improve consumer tools? Apply for #LemelsonMITUseIt. Cash prize! <http://bit.ly/1axpQQq>
- Apps now open for the #LemelsonMITUseIt National Student Prize Competition. Up to \$15k prize for winners <http://bit.ly/1axpQQq>

### **Facebook**

#### **General:**

- The Lemelson-MIT Program is on a nationwide search for the most #inventive students. Are you working on inventions that will improve healthcare or consumer devices? Apply here to win up to \$15K in cash: <http://bit.ly/1axpQQq>

#### **Cure it:**

- Are you a student inventor working on improving healthcare? Apply now for the @Lemelson-MIT “Cure it!” National Student Prize Competition and win up to \$15k in cash: <http://bit.ly/1axpQQq>

#### **Use it:**

- Are you a student inventor working on improving consumer devices and tools? Apply now for the @Lemelson-MIT “Use it!” National Student Prize Competition and win up to \$15k in cash: <http://bit.ly/1axpQQq>

## **E-mail Template**

**Subject line:** Calling All Inventive Students: Win up to \$15K from the Lemelson-MIT Program

**E-mail copy:**

Dear undergraduate and graduate students,

Below is a great opportunity for those with invention projects to be recognized and rewarded for their work. The [Lemelson-MIT Program](#), a nonprofit which has honored collegiate inventors with cash prizes for more than 20 years, just announced a new, national program: the National Collegiate Student Prize Competition. *Applications for the competition are being accepted now through December 31, 2013 at <http://web.mit.edu/invent/studentprize>.*

The competition is open to teams of undergraduate students and individual graduate students nationwide who have inventions in two categories:

- “**Cure it!**” for students with inventions that can improve healthcare
- “**Use it!**” for students with inventions that can improve consumer devices and tools

**Winners will receive:**

- \$15,000 to the winning graduate student in each category
- \$10,000 to the winning undergraduate team in each category
- A national media campaign
- Exposure to the investment and business communities
- A trip to MIT for an awards celebration in June 2014

Past winners of Lemelson-MIT Program collegiate student prizes include [Carl Dietrich](#), [Nathan Ball](#), [Alice Chen](#), and [Eduardo Torrealba](#).

**Applicants will be evaluated on:**

- Portfolio of inventions (for graduate students); individual inventions (for undergraduates);
- Potential for commercialization of inventions
- Demonstrated youth leadership and mentorship

Below is additional information about the Lemelson-MIT Program. Please contact me at 617-258-5798 or [Shannon1@mit.edu](mailto:Shannon1@mit.edu) should you wish to know more.

Best,  
Shannon

Shannon O'Brien  
Awards Program Associate

## **ABOUT THE LEMELSON-MIT PROGRAM**

*Celebrating innovation, inspiring youth*

The Lemelson-MIT Program celebrates outstanding innovators and inspires young people to pursue creative lives and careers through invention.

Jerome H. Lemelson, one of U.S. history's most prolific inventors, and his wife Dorothy founded the Lemelson-MIT Program at the Massachusetts Institute of Technology in 1994. It is funded by The Lemelson Foundation and administered by the School of Engineering. The Foundation sparks, sustains and celebrates innovation and the inventive spirit. It supports projects in the U.S. and developing countries that nurture innovators and unleash invention to advance economic, social and environmentally sustainable development. To date The Lemelson Foundation has donated or committed more than U.S. \$150 million in support of its mission. <http://web.mit.edu/invent/>

## **Abbreviated E-mail Template**

**Subject line:** Calling All Inventive Students: Win up to \$15K from the Lemelson-MIT Program

**E-mail copy:**

Dear undergraduate and graduate students,

Below is an opportunity for students with invention projects to be recognized and rewarded for their work. The [Lemelson-MIT Program](#) has just announced its new Lemelson-MIT National Collegiate Student Prize Competition. *Applications for the competition are being accepted now through December 31, 2013 at <http://web.mit.edu/invent/studentprize>.*

The competition is open to teams of undergraduate students and individual graduate students nationwide who have inventions in two categories: healthcare, and consumer devices and tools

Graduate student winners will receive \$15K, while winning undergraduate teams will win \$10K. All winners will be rewarded with a national media campaign and exposure to the investment and business communities, among other benefits.

Please contact me at 617-258-5798 or [Shannon1@mit.edu](mailto:Shannon1@mit.edu) should you wish to know more.

Best,  
Shannon

Shannon O'Brien  
Awards Program Associate

## **News Article Template**

The following template can be tailored as desired to be published in any school news publication (e.g., school newspapers, websites, blogs).

### **Headline: New National Program to Honor Inventive Students with up to \$15K**

A new, national competition will honor college students helping to solve some of the world's most significant problems through invention.

The Lemelson-MIT Program is welcoming collegiate students at U.S. institutions with inventions to apply for the new Lemelson-MIT National Collegiate Student Prize Competition. Applications are being accepted now through December 31, 2013.

The competition is open to teams of undergraduate students and individual graduate students nationwide. Both undergraduate and graduate winners will be selected in each of the following categories: **“Cure it!”** for students with inventions that can improve healthcare; and **“Use it!”** for students with who are improving consumer products and tools through invention. Inventions can address opportunities in both developed and developing economies.

Graduate winners will receive \$15,000, while teams of undergrads will get \$10,000. Applicants will be judged on their portfolio of inventions (for grads) and single inventions (for undergrads); their project's potential for commercialization; and the applicant's demonstrated youth leadership and mentorship. Winners will be announced in April 2014.

### **Honoring Collegiate Inventors**

The Lemelson-MIT Program has honored collegiate inventors with cash prizes for more than 20 years – including a prize for students at MIT since 1994, additional prizes in collaboration with Rensselaer Polytechnic Institute and the University of Illinois at Urbana-Champaign since 2007, and one with the California Institute of Technology from 2009-2011.

“I have had a huge response from businesses, peers, and even the general public concerning my invention since winning this award. It definitely helped take the invention to a new level,” said Benjamin Clough, winner of the 2011 Lemelson-MIT Rensselaer Student Prize for his invention – developing a new technique using sound waves to boost the distance from which researchers can remotely detect dangerous materials.

Other past winners include Carl Dietrich, founder of Terrafugia and inventor of the Transition, a street-legal airplane that has been internationally heralded as the “first practical flying car;” and Nate Ball, host of PBS Kids show *Design*

*Squad Nation*, inventor of the ATLAS Powered Rope for emergency responders and soldiers, and founder of Atlas Devices.

In addition to the cash prizes, winners will also receive a national media campaign and networking opportunities that will expose them to both the investment and business communities.

“Building and upholding excitement around invention at the undergraduate and graduate levels is critically important. Inventors who can think globally and create technologies to solve problems anywhere in the world are key to the competitiveness of the US economy,” said Joshua Schuler, executive director of the Lemelson-MIT Program. “We are excited to leverage our experience awarding the student prize at MIT and select partner schools to recognize students across the country who are reimagining a better tomorrow through invention.”

### **How to apply:**

Students interested in applying can access the application form at <https://lemelsonmit.slideroom.com/> - /Login. For more information on the Lemelson-MIT Program and its past award winners visit <http://web.mit.edu/invent>.