**FAQ for Student Contestants**

**1. Who should be participating in this contest?**

We are looking for students across a broad range of backgrounds and study areas. You don’t have to be an engineering or computer science major to register. The objective of this contest is to tap into the mindsets of a diverse group of consumers with fresh ideas to change the current trajectory of developments in utilities. Don’t hesitate and sign up to participate.

**2. As a university student, may I participate in the Utility of Tomorrow Contest if I am not a student at any one of the participating universities?**

If you are enrolled at a university that is not currently actively hosting or promoting the contest, you may still participate in the contest. Many universities are incorporating the contest into their course work and are actively promoting participation. If your university is not already participating, you may want to bring this contest to the university’s attention. Regardless, you are welcome to participate and submit your innovative idea. Please ensure to provide the name of the university you are attending during the registration process.

1. **May I register a team of students for the contest?**

We will allow teams of up to three students to register. However, if your idea is selected as the winning idea of a category, participation in the Winners’ Workshop is limited to one individual. If you are willing to bear your own expenses for additional participants, we will also welcome additional team members to the Workshop.

1. **How do I register for the contest?**

As a recommended option, but not mandatory, please pre-register for the contest by clicking the link on this web site.  Those who pre-register will be sent notifications about formal registration procedures and relevant dates.  Formal registration will be open in August through this web site, and is open to everyone, even if you did not pre-register.  Formal registration will run through the deadline for submissions in October.

1. **How detailed do submissions have to be?**

The merit of any idea can be best appreciated if the key aspects pertaining to the idea have been thought through and developed in detail. It is critical that participants fully describe their idea, demonstrate the use cases, and explore key topics such as value proposition, user demographics, general viability, key challenges, and monetization models. In some cases, the general idea may not be new, but may be built on existing models that are being modified and improved. Please ensure you understand previously existing ideas and clearly demonstrate the proposed differentiation. Overall, a more detailed submission will likely better qualify your idea for potential selection.

**6.  How may I ask questions about the contest?**

If you have questions about the contest or the content of your submission, please send us an email via utility.of.tomorrow@gmail.com

**7. What happens when duplicate ideas are submitted?**

In the case that several contestants are submitting ideas that are substantially similar or identical, we will evaluate each idea on the basis of the overall information provided. The contestant who submitted the most comprehensive and complete background information (e.g. value proposition, business model, challenges, monetization, etc.) would be selected if the idea was chosen as a winner.

**8. Will there be a winner for each category or one overall winner?**

Given that each of the categories are of critical importance to utilities, we will select a winner for each of the five categories.

**9.  When are submissions due?**

The deadline for submissions is planned for the second or third week of October, 2013.  The exact date will be announced in August on this web site.

**10. When will the winners be announced?**

We expect to announce winners for each category by mid-January 2014. Please check the website for detailed information. We will also contact the winners directly via email.

**11.  Who may attend the Winners’ Workshop?**

The prize for the contest is an expense-paid trip to Silicon Valley, to spend a week with industry experts and prototype the winners’ ideas.  Contest Management pays expenses for one individual winner in each category.  However in the contest records we will acknowledge the names of up to three individuals as part of the winning team in each category.  If an idea has been selected as the winning idea of a category and was submitted by a team of students, the team will need to nominate a single representative to receive the award and attend the Workshop.  Other winning team members may attend the workshop at their own expense.

**12. May I submit several ideas?**

You may submit as many ideas as you like. Please keep in mind that ideas need to be sufficiently documented to have a chance to win. While we won’t require a full business case for an idea, we’d like contestants to think through key considerations which will make the idea viable.  Please see the posted submission format, for examples.

**13. May I submit the same idea in different categories?**

Each idea may only be submitted once by a contestant. Submitting the same idea under different categories will not increase the odds of being selected as a winner.

**14. Where can I discuss interesting ideas with other participants?**

In addition to this website, we plan to offer a Facebook page in July 2012, where we provide further information about utility-related subjects. You are welcome to post utility-related subjects there and discuss them with others. Keep in mind, however, that your posts will be publicly available.