

# Michigan Toy Story

## THE COMPETITION

This competition is designed to provide an interdisciplinary effort for students to create and design new toys. The competition is brought to you by Joshua Pokempner of Giddy-Up and the Center for Entrepreneurship (CFE).

## THE AWARD

The total award disseminated is \$5,000. The winner will be awarded \$2,500. There will be one second place award of \$1,000 and three third place awards of \$500.

## SELECTION CRITERIA

Competition entries are evaluated by a panel composed of U-M faculty, staff, and outside experts in the toy development and manufacturing field. Selections will be made based on the degree to which the project encompasses the following:

- Creativity and fun factor
- Marketability of prototype
- Proven function and cost of prototype

These are guidelines for the minimum requirements; selection is based on the judge's evaluation of relative merit among all entries. Interdisciplinary cooperation, especially addressing childhood development and learning behaviors, are encouraged.

## PROJECT REQUIREMENTS

### Round I

**DUE DATE: November 8, 2009**

- Submit a 100 word description of your toy design

Include a drawing, sketch, or picture of your toy (maximum size is 8 1/2"x11") with 1-2 images (drawing,

- photograph, collage, 3D model) and a 100 word description
- Register on website before Nov 8 ([www.cfe.engin.umich.edu](http://www.cfe.engin.umich.edu)-click on Toy Competition Logo)

-After Round I, 10 teams will be chosen to receive up to 200 dollars in funding to build a toy prototype.

-All teams may continue, but only 10 teams will receive funding to build their prototype.

-Between rounds, feedback will be available from leading toy industry experts including Joshua Pokempner

### Round II

**DUE DATE: January 29, 2009**

- Must have submitted a round one entry by the due date
- Submit a working prototype and be able to demonstrate the game or toy to the judge's panel

*Teams must include at least one student who is enrolled as a full-time student at the University of Michigan in Fall 2009. Students may receive academic credit or not, according to their arrangements with their faculty advisers.*

**SUBMIT TO:** Amy Klinke ([amyklink@umich.edu](mailto:amyklink@umich.edu)), or in Person to Amy Klinke @ the CFE, 251 Chrysler

## CONTACT INFORMATION

Website: [www.cfe.engin.umich.edu](http://www.cfe.engin.umich.edu) =>click on Toy Competition Logo

Contact: [amyklink@umich.edu](mailto:amyklink@umich.edu), Amy Klink, Assistant Director for Small Business Initiatives, CFE