Stanford Center on Longevity Design Challenge Entry Form
(This is just a copy – please register and fill this out through the platform)

Project Title
Maximum characters: 50

Single Sentence Summary: In one sentence, describe clearly and simply what does your design does and who will it help.
E.g., "The Balance Board is a mechanical device that helps with balance training for people transitioning to life with a disability." Or "NewHome is an app that connects people transitioning to a new neighborhood with community resources."
Maximum characters: 140

Please upload any documentation that will help in the evaluation of your proposal.
Maximum file size: 10 MB; PDF, Word, PowerPoint accepted

Upload
(fake button for demo purposes)

Video (optional):
A short video (maximum 90 seconds) is often a good additional resource to demonstrate your solution. You may insert the URL of a YouTube video or upload a video.
Maximum file size: 200 MB

Upload
(fake button for demo purposes)

Which life transition(s) does your design address? Choose all that apply.

☐ Moving out of a family home to live independently
☐ Cohabiting with roommates (of the same or different generations)
☐ Moving to a different location or community and adapting to a new culture or language
☐ Downsizing in later life
☐ Completing a stage of education (could happen multiple times at different ages)
☐ Getting retrained or going back to school
☐ Joining the working world (at any age)
☐ Changing or losing a career
☐ Retiring
☐ Starting an encore career
☐ Becoming a volunteer
☐ Getting married, re-married, or committing to a long-term partner

☐ Transitioning to single life after divorce
☐ Becoming a parent, grandparent, or great-grandparent by birth or adoption
☐ Transitioning from a family environment to an "empty nest" in mid-life
☐ Taking on caregiving duties for a loved one
☐ Adjusting to the death of a partner, parent, child, or close friend
☐ Beginning or ending military service
☐ Joining or leaving a religious or civic community
☐ Adapting to environmental or societal changes (e.g., natural disaster, political instability)
☐ Moving to a life that accommodates a chronic disease or disability
☐ Changing diet or fitness routine
☐ Going through puberty or menopause
☐ Other (please write a brief description below)

If you chose "other" life transition, please describe briefly which life transition(s) you are addressing with your design:

Maximum characters: 140

Over the following four sections, please describe your design fully.

What is your design? (e.g., is it an app, a physical product, a program, a service, etc.) How is it to be used? What is it meant to do?

Maximum characters: 1500

Who is it designed to help? (e.g., What age group? What region of the world?) Describe the target audience.

Maximum characters: 1500

Which life transition(s) does your design address? How will your design help make that life transition(s) more positive, meaningful, or healthy?

Maximum characters: 1500

What alternatives to your design exist for people today? (e.g., Are there any competitors on the market? How is your design different?)

Maximum characters: 1500

Over the following four sections, describe how your idea will be implemented.

Who will buy your design? E.g., Will you sell it directly to consumers, or to businesses, or to government, etc.? You might sell it directly to your target audience, or you might sell it to an entity (E.g., business, government) that will disseminate it to your target audience. (Note: For this initial submission, ideas, estimations, and approximations are fine.)

Maximum characters: 1500

How much will you charge buyers for your design? How did you determine the price? (Note: For this initial submission, estimations, approximations, and ideas are fine.)

Maximum characters: 1500

How much will it cost to manufacture or implement your design (e.g., cost of goods, labor, etc.)? (Note: For this initial submission, estimations, approximations, and ideas are fine.)

Maximum characters: 1500

How will your design reach its target audience? E.g., How will it be marketed, disseminated, accessed, afforded by the target audience? (Note: For this initial submission, ideas, estimations, and approximations are fine.)

Maximum characters: 1500

Describe how you have validated this design.
E.g., Did you talk with potential users; review existing research or products on the market; test it with potential users?
Maximum characters: 1500

For EACH member of your team, please provide the following: (1) Name, (2) Role – how they contributed to the design, and (3) University, Year, and Major (for any non-student team members write "not a student")
Member #1 Maximum characters: 400 _____
Member #2 Maximum characters: 400 _____
Member #3 Maximum characters: 400 _____
Member #4 Maximum characters: 400 _____
Member #5 Maximum characters: 400 _____

Upload a photo of your team or design (will appear next to your Project Title for the judges)
Maximum file size: 10 MB; jpg, png accepted

Upload

(fake button for demo purposes)

The following will not affect how your entry is judged.

Have you received any funding for your project?
o Yes
o No

If so, please list the sources.

Has this design been submitted to any other competitions?
o Yes
o No

If so, which one(s)?