

# BRING DOWN COUNTERFEITING 2022: Policy Hackathon

PRESENTED BY



## Submission Instructions

(1) Submissions should consist of the following:

| Component                                                      | Length                           | Format                 | Submit via              |
|----------------------------------------------------------------|----------------------------------|------------------------|-------------------------|
| Concept Note<br>(template provided below)                      | up to 5 pages<br>(11-point font) | Adobe PDF              | <a href="#">Devpost</a> |
| Written application via<br>DevPost outlining Prototype<br>idea | NA                               | NA                     | <a href="#">Devpost</a> |
| Video pitch of prototype*<br>demo                              | 3 minutes max                    | Mp4/ YouTube/<br>Vimeo | <a href="#">Devpost</a> |

*\* A prototype should demonstrate the idea and how it works. It is a visual representation and should be functional in the sense that it might be clickable but does not require a database. It should NOT be a set of slides. Teams do not need to submit code but can if they desire to do so. A separate Slack channel will be provided for prototyping tips and suggestions for tools.*

- (2) Submissions will not be considered complete until all components are submitted.
- (3) Submissions are due by **5 PM ET on October 13, 2022**. Late submissions will not be accepted.
- (4) Concept notes must be submitted in Adobe PDF format, written in English, and use 11-point Arial or Times New Roman font (except in figures and tables). Pages should be standard letter size (8.5 x 11 in), single-spaced, and have margins no less than 1 inch on every side.
- (5) Video submissions shall be submitted as mp4 files, YouTube link, or Vimeo link via DevPost. If submitting via a link, it is the responsibility of the team to ensure that videos are correctly uploaded to YouTube or Vimeo and are accessible to judges.
- (6) There is no template for video submissions. Video submissions should summarize key descriptions of the concept note (e.g. problem, solution description, potential impact) and should include visual representations of important information. Creativity is encouraged!

**Questions?** Post them in Slack (#main channel) or email [expeditionhacks@blueclarity.io](mailto:expeditionhacks@blueclarity.io).

## Concept Note Template

Your concept note, including any tables, charts or graphics, **must not exceed the maximum page count (5 pages)**. The use of tables, charts, and other illustrative graphics is encouraged to the extent that it enhances readability and understanding.

Please note the lengths provided for each section below are recommendations. The length of sections can be adjusted; however, the total page count must not exceed 5 pages, excluding title page and references.

Refer frequently to the problem statement and judging criteria as you develop your solution to ensure your solution remains focused!

### Title Page (does not count toward page limit)

Include:

- Solution Name/Team Name
- List of team members
- Contact information (email and phone number) for team's point of contact
- Abstract (200 words, does not count toward page limit)

### Purpose/Need/Rationale (½ page)

Describe the specific problem you're attempting to solve. Do not explain the problem of counterfeiting, rather, identify the specific gap or challenge within counterfeiting your solution addresses. Consider the following questions:

- Why is that specific gap a problem?
- Who would benefit from your solution?
- What difference would your solution make for the target end user?

### Solution Description (2 - 4 pages)

Describe your solution by addressing each of the sub-sections below. Where possible, cite research that supports your assertions and demonstrates your ideas are realistic and feasible.

- What is your solution? (e.g. A new law, regulation, policy, partnership or operational/business process? A physical product, digital tool, API, etc?) What does it do? Describe its features.
- What is its value proposition?
- Who is the target end user and how is the solution to be used? What are the anticipated benefits/outcomes for the target end user?
- What are the strengths of your solution? What differentiates it from others? How is your solution innovative and/or novel when compared to existing solutions?

- What are the potential weaknesses, vulnerabilities or constraints of your solution? How will those be addressed or mitigated? Describe the feasibility of your solution. (e.g. Steps and time needed to implement)
- What is the impact of your solution? What metrics could be used to measure the impact of your solution?
- Describe the prototype of your solution.
- **The use of an infographic to help explain your solution is highly encouraged.** An infographic can help convey complex information like processes, relationships, stakeholder networks, etc. in a digestible way. Free infographic tools and templates abound on the internet. See the appendix for a helpful summary of online tools for creating infographics.

## **Estimated Budget/Cost (½ page)**

Describe the potential for scalability. How costly would it be to bring this solution to scale? Are new authorities and appropriations needed? What research supports your estimates in this section? If needed, please provide assumptions that you made to estimate your costs.

## **Additional Information**

Use the remaining space to include any additional information that your team feels would help the judges understand and assess your submission against the criteria listed on the website: <https://expeditionhacks.com/counterfeiting/>.

## Appendix: Online Infographic Resources

| Resource | How-to                                                                                                                                                                                                                                                                                                                                                                                                      | Benefits                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ★ Canva  | <p>Canva Infographic Creator</p> <ul style="list-style-type: none"> <li>- <a href="https://www.canva.com/create/infographics/">https://www.canva.com/create/infographics/</a></li> </ul> <p>Create easy infographics with Canva Video</p> <ul style="list-style-type: none"> <li>- <a href="https://www.youtube.com/watch?v=m5ESyyGY8Os">youtube.com/watch?v=m5ESyyGY8Os</a></li> </ul>                     | <ul style="list-style-type: none"> <li>- Free (includes creating, downloading, and posting content)</li> <li>- Versatile application</li> <li>- Various features <ul style="list-style-type: none"> <li>- Library with 200,000+ images, illustrations, icons, stickers, and animations.</li> <li>- Several fonts to choose from</li> <li>- Pre-designed and customizable templates for new designers</li> <li>- Ability to upload your own content/files</li> <li>- Share project with other users and make changes together</li> </ul> </li> <li>- Easy to resize canvas</li> <li>- Projects are autosaved</li> <li>- Download different file types</li> </ul> |
| ★ Visme  | <p>Visme Infographic Creator</p> <ul style="list-style-type: none"> <li>- <a href="https://www.visme.co/">https://www.visme.co/</a></li> </ul> <p>How to Create an Infographic in Minutes With Visme - Infographic Design for Beginners video</p> <ul style="list-style-type: none"> <li>- <a href="https://www.youtube.com/watch?v=lu_KJATz9nc">https://www.youtube.com/watch?v=lu_KJATz9nc</a></li> </ul> | <ul style="list-style-type: none"> <li>- Free</li> <li>- Versatile application</li> <li>- Library with 1,000,000+ stock photos, videos, vector icons, and graphics</li> <li>- Thousands of fonts</li> <li>- Pre-designed and customizable templates for new designers</li> <li>- Create various projects that follow specific branding (store colors, fonts, logos, etc.)</li> <li>- Share project with other users and make changes together</li> <li>- Variety of formats, assets, and delivery options <ul style="list-style-type: none"> <li>- Publicly or privately share content online</li> <li>- Download different file types</li> </ul> </li> </ul>   |
| Venngage | <p>Venngage Infographic Creator</p> <ul style="list-style-type: none"> <li>- <a href="https://venngage.com/">https://venngage.com/</a></li> </ul>                                                                                                                                                                                                                                                           | <ul style="list-style-type: none"> <li>- Free</li> <li>- Features catered towards</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

|            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|            | <p>How to Create an Infographic with Venngage [Tutorial]</p> <ul style="list-style-type: none"> <li>- <a href="https://www.youtube.com/watch?v=jb1kY64ywBk">https://www.youtube.com/watch?v=jb1kY64ywBk</a></li> </ul> <p>7 Reasons Why You Should Use Infographics Instead of Data Design</p> <ul style="list-style-type: none"> <li>- <a href="https://venngage.com/blog/data-design/">https://venngage.com/blog/data-design/</a></li> </ul>                                                                                               | <p>infographic design</p> <ul style="list-style-type: none"> <li>- Library with 100+ stock photos, videos, vector icons, charts, and graphics</li> <li>- Highly customizable design templates for new designers <ul style="list-style-type: none"> <li>- Includes various sizes, content, text, colors, etc.</li> </ul> </li> <li>- Create various projects that follow specific branding (store colors, fonts, logos, etc.)</li> <li>- Download different file types</li> </ul> |
| Piktochart | <p>Venngage Infographic Creator</p> <ul style="list-style-type: none"> <li>- <a href="https://piktochart.com/formats/infographics/">https://piktochart.com/formats/infographics/</a></li> </ul> <p>How to Make an Infographic in 30 Minutes (2022 Guide &amp; Video)</p> <ul style="list-style-type: none"> <li>- <a href="https://piktochart.com/blog/how-to-create-an-infographic-and-other-visual-projects-in-5-minutes/">https://piktochart.com/blog/how-to-create-an-infographic-and-other-visual-projects-in-5-minutes/</a></li> </ul> | <ul style="list-style-type: none"> <li>- Free (but limiting - strict design guidelines)</li> <li>- Features catered towards infographic design</li> <li>- Library with 100+ stock photos, videos, vector icons, charts, and graphics</li> <li>- Pre-designed and customizable templates for new designers</li> <li>- Download different file types</li> </ul>                                                                                                                    |