

CSU Challenge Project Report – Suggested Outline

- Cover page
 - Include: Team name, CSU campus, Team/app logo, Name of the application/product
- Overview and Product - *Pithy summary of core project idea; this will be released publicly*
 - ABSTRACT: Informative and intriguing two sentences of the value of product service or application
 - DETECTION: Sentence on what type of data the intelligent node provides your to your team
 - REACTION: How is the team utilizing the data provided by CityIQ intelligent nodes?
 - IMPLICATION: What is the outcome for the city? (Ex: Tackle traffic and urban planning with comprehensive, accurate analytics about mobility behavior in just a few clicks.)
- Description of your Product/Service/Application - *what problems are you solving and how?*
 - Describe the “urban challenge” addressed by your team's app
 - What does your app do to 'solve' it?
 - Perceived value your application brings to the city and/or its citizens.
- Application Architecture - *what did you build and how did you build it?*
 - Include architecture diagram of your application
 - Use and integration of the CityIQ API data into your application
 - Use of the Predix platform and its services
- Proposed Target Market - *who are the ideal customers/users for your application?*
 - Explanation of Persona (title/function in the city) whom would utilize your application and how they would use it and at what frequency (daily, weekly, monthly) to get value?
- Business Plan - *Pretend you're talking to investors, how much money would you need? how would you use the money? how would that make your business more profitable?*
 - 1, 3, 5 year goals/roadmaps
 - Explain and provide cost estimate for what would be needed for execution (training, other open data sources, system integration, etc. ...)
 - Provide a ROI (Return on Investment) calculation on the proposal whenever possible. Should include direct, and indirect cost savings and benefits vs. the proposed cost of the application.
- The Team - *What does your team offer that gives your business a competitive edge?*
 - Include: Brief bio of each team member. Bios should be ~3 sentences and include team members name, their role/contributions on the team, their background and interests
- Your Differentiators - *What unique value does your team/company/app offer?*
 - Application performance and ease of implementation