

## The third QU Students Creativity & Innovation for Engineering Solution Development Forum

### Poster requirements

The poster should interpret all of the innovation, target customers, methods, cost, and conclusions. It is recommended to interpret the four keys of the value proposition of your innovation by using the following sentence:

*For {write a description of your target customer}, who {write a short statement of the “need” or problem the target customer has} we offer {write a brief summary of your creative solution or innovation} that {write how it solves the problem or meets the need}.*

### Poster guidelines

- The poster language is English.
- The poster will be displayed on a screen. It can be done as a PowerPoint presentation that is up to 3 slides.
- You have 3-5 minutes to present your work.
- The poster should include the *Business Model Canvas*. It is optional to present the other types of canvases. The canvases are accessible on [this link](#).
- There is no restriction on the font size and the theme. However, the content should be clear to the audience.

### Poster content

- Introduce or give a background about your innovation or work. Highlight briefly the need for your work and how it affects the potential customers.
- Describe your proposed solution or innovation.
- Show how it is possible to make income from your innovation or work.
- Describe the market needs and highlight the requirements of potential customers.
- Show the key resources and the estimated cost of your solution.