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# NEW YORK'S **NEXT TOP MAKERS**

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# NEW YORK'S **NEXT TOP MAKERS**

**New York City is challenging makers, designers, and engineers to develop new products with commercial potential.**

- 1. Get people excited**
- 2. Share NYC's resources**
- 3. Help makers make**
  - Studio Space
  - Mentorship
  - Money

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## PROCESS

Open Submissions of Product Concepts and Prototypes

- All submitters receive a free PDF copy of MAKE'S ULTIMATE GUIDE TO 3D PRINTING
- Eligible submissions on challenge site for vote

6 Finalists participate in Studio Phase from April to August 2013

- 5 months of studio space from NYDesigns
- \$300 in 3D printing services from Shapeways
- littleBits Starter Kits and Extended kits
- \$4,000 budget for materials and access to equipment.
- Technical support and mentorship from leaders such as Adafruit Industries and Honeybee Robotics

Grand Prize Awarded— Most Promising Business

- \$11,000 to the Finalist that makes the most progress during the Studio Phase and shows the greatest promise for continued business success

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## JUDGING\*

YOU +

Joel Towers  
Executive Dean, Parsons the New School  
for Design

Ayah Bdeir  
Founder/ CEO, littleBits

Paola Antonelli  
Senior Curator, Department of  
Architecture & Design / Director,  
Department of Research & Development

Julie Uhrman  
Founder & CEO, OUYA

Zak Schildhorn  
V.P. & Director of Operations, Lux  
Capital

Chad Phillips,  
Creative Director, Fab.com

Allen Frechter  
President, Plexi-Craft

Quality of the idea

Quality of the product design

Commercial potential

Potential impact on NYC

Potential to benefit from Studio Phase

Quality of Team

Grand Prize Criteria: Progress During Studio Phase

Grand Prize Criteria: Business Promise

*\*One Finalist team will be selected by public vote. The other five Finalist teams will be selected by expert judging panel. The Grand Prize winner will also be selected by the expert judging panel.*

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## TIMELINE

2012		2013								
November	December	January	February	March	April	May	June	July	August	September
SUBMISSIONS				VOTING + JUDGING	STUDIO PHASE					EXPO

Submissions	November 13- February 13	<p>Three main elements of submission:</p> <ol style="list-style-type: none"> <li>1) video talking about your product</li> <li>2) text description and images of your product</li> <li>3) PDF of required submission questions (asking about your products current state and goals, and your business strategy).</li> </ol>
Public Voting	March 1 - March 27	
Judging	March 1 - March 27	
Winners Announced	April 1	
Studio Phase	April 2 - August 30	
Judging Expo	Mid-September	

When in doubt, refer to our official  
competition rules at NextTopMakers.com  
or email [Support@ChallengePost.com](mailto:Support@ChallengePost.com)  
with questions!