Some Crust Bakery

Got milk. 
Now, what to do with the cow?

Scenario:
Strolling through The Village you were lured into Claremont’s beloved Some Crust Bakery by the delicious aroma of freshly brewed coffee and baked goods. You survey the selection, and decide upon a hot coffee and a chocolate chunk cookie. You go to pour milk into the coffee, and the container has only a drop left.

“Oh!” the friendly employee in the red bandana exclaims, “I need to milk a cow. I’ll be right back.”

“Milk a cow?” you wonder “I know they pride themselves on freshness, but wow!”

When she returns with a cold container of milk, you can’t help but ask, “Where on earth do you keep your cow?”

She giggles. “Oh no, it’s not a real cow. Here let me show you.” She returns with a cardboard carton lined with a plastic bladder with a tube at the end. “See,” she explains, “this is how are milk is delivered, in a ‘cow’.”

“Ah-ha” you laugh at yourself and ask her what happens to the ‘cow’ when the milk is gone. She explains how they dispose of multiple containers a day in the recycling.

As you inspect the cow your curiosity and creativity take over, and you ask her if you can have the empty container. She agrees and smiles at you inquisitively.

Three weeks later you have transformed the ‘cow’ into _____________________. It is ingenious! You prepare a 3 minute presentation and one page report to present in front of a panel of the most prestigious, innovative investors and entrepreneurs.

Objective: Find an alternative use(s) for the ‘cow.’ Create one new product/concept using the ‘cow’ material.
The Claremont Colleges Creativity Competition

Guidelines: Create a new product/concept that put to use the ‘cow’ material.

Not all ‘cow’ materials need to be used in the product, but you must explain what will happen to each material not used in the new product. (ie. trash, recycling, art canvas, etc.)

You can use up to, but no more than, 2 additional materials in the development of the new product.

Prepare a 3 minute or less presentation and a one-page write-up describing the new product/concept. Please follow the competition Rules and Regulations.

Present the new product/concept in front of a panel of judges and peers at the Creativity Face-Off on Tuesday February 18th, 2005.

Products/Concepts will be judged on:
Creativity!!!
Presentation
Usability and Viability

Prizes will be awarded to the 1st, 2nd, and 3rd place winner.
  First Place - One nights accommodations in Las Vegas for the winning team
  Second Place - Dinner for the second place team at a local restaurant
  Third Place – Recognition and added bonus
  Winners can request the cash equivalent of their prizes. We are, after all, students.

Be Creative and Have Fun!

Special thanks to Some Crust Bakery for their participation in and contribution to the First Annual Claremont Colleges Creativity Competition.

For questions pertaining to the Creativity Competition rules, regulations, and guidelines contact Erin Rothenberg at erin.rothenberg@cgu.edu or (626) 319-8757.

http://eclub.cgu.edu
The Claremont Colleges Creativity Competition

Rules and Regulations

Teams will be comprised of no less than 2 and no more than 4 individuals.

Teams must identify themselves with a group name of their selection. Please label all material with the group name and the individual names of all team members.

Teams can receive the competition guidelines in person or per request via e-mail to erin.rothenberg@cgu.edu. The competition guidelines must be received on or prior to Thursday February 13th, 2005.

All teams must notify the E-Club of their intent to participate on or prior to Thursday February 13th, 2005. Please send an e-mail to erin.rothenberg@cgu.edu with the group name and list of all participants, including contact information (e-mail addresses preferred.)

At least one team member is required to attend the February 18th, 2005 Creativity Face-Off where he/she will present their team’s concept/product to a panel of judges. All team members can present the concept if they so choose.

Teams are required to prepare and present a 3 minute or less presentation of their concepts/products at the February 18th, 2005 Creativity Face-Off.

Teams are required to submit a one-page (8 ½ x 11) description of their concepts to the panel of judges at the February 18th, 2005 Creativity Face-Off. The one-page must contain one diagram or illustration of the concept. The concept illustration must be no larger than ¼ of a page.

The concept/product can contain up to, but no more than, 2 additional materials.

All materials used in the concept/product must be identified in the one-page write-up.

The concept/product must not be vulgar, defamatory, or harmful to the environment or any living being.

The concepts/products will be judged on the following criteria:
Creativity!!!!
Presentation
Concept/Product Usability & Viability

Prizes will be awarded to the 1st, 2nd, and 3rd place teams.

The Creativity Face-Off will take place Tues. February 18th, 2005 from 5:30-7:00pm in Brkl. Building, Rm. 12.

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