

The Smart Tagline Contest

You've got a smart idea for your Hackathon project – now, can you think of a *smart line* to describe your project for the

Smart School Hackathon 2020?

Introducing the Smart Tagline Contest for SSH 2020 in which each team will need to submit a tagline to describe their project. Read on for more details:



The Smart Tagline Contest – What is it?

The Smart School Hackathon is an initiative to encourage creative thinking in young minds and to promote a culture of freedom to innovate beyond just school work. With this aim in mind, we're encouraging students to **think of a smart tagline to describe** your team's solution to the problem statement they have chosen. There will be **one prize announced for the best tagline for each problem statement**. So, sharpen your wits... and your pencils... And get ready to write a stunning tagline to describe your team's project for the Smart School Hackathon 2020!

What you will need to do:

- **What and how to write:** Write a tagline for your team's project – **for example**, if your team is working on a device to alert students on missing books, then here's a possible tag line: **"A smart bell, before the school bell!"**

Or if your team's project is on a device which is garbage cleaner robot, then your tagline could be: **"A lean, mean, cleaning machine!"**

Can you think of similar 'smart' lines to promote your smart team's smart ideas at the Hackathon? **Your tagline must not exceed 140 characters including spaces.**

- **Date of submission:** Your school SPOC will need to submit one tagline per team latest by **January 5th, 2020**. You can submit these by email at [**smartschool@i4c.in**](mailto:smartschool@i4c.in)
- **How to display your tag lines at the Grand Finale on Jan 18th:** You can display a board or banner, for example: a blackboard, a pinup board, a standee banner, a flex banner, or even a hand-written chart. Remember that the display should clearly mention your school's name and the names of the team members. This banner or board must be displayed on your team's table at the Grand Finale. Use your creativity – just make sure that judges who come to your team's table will see it prominently and be able to judge your team on it!
- **Results:** Results will be announced on the 18th of January, 2020 at the Grand Finale to be held in Pune at Persistent Systems Ltd. One prize will be awarded per problem statement, to the team with the best tagline in that problem statement category.

So, bring out your pens and your best writing talent and support your team at the Smart School Hackathon 2020!