Announcing the call for proposals for the
2022-2023 Traver Creative Technologist Founders Program

The goal of the Traver Creative Technologist Founders program is to provide students with the funding and support to manage their creative industries technology development projects and prepare them for publication and investment-readiness.

This unique opportunity also offers students the opportunity to earn experience equivalent to co-op credit.

THE MISSION:

The key differentiator for a place like RIT is a focus on student creativity, innovation and entrepreneurism: students should be prepared for varied career paths, including start-ups and exploratory ventures. RIT is committed to providing not only top-quality academic programs, but also the experiences that will help prepare students to face unique professional challenges and to thrive in new commercial opportunities. The Traver program is funded to help students earn practical experience equivalent to co-op by working in multidisciplinary teams on projects that lead to start-up activities and commercial technology products for creative industries.

Below you will find details for our 2022-2023 application process:

THE FINE PRINT:

- All members of your core team must be current full time students in good standing at RIT to participate in the program and receive funding.
- Funding will be provided in the form of team stipends intended to cover effort across fall and spring part-time semesters (up to $2500 each per team) and a full-time summer semester ($10,000 per team)
- Preference will be given to concepts and teams that cross disciplinary boundaries.
- Your project idea must be a technology solution for creative industries
- Preference will be given to software projects, but all applications will be considered

With the permission of your home academic department, the Traver program qualifies as an entrepreneurial co-op at RIT and may be used to satisfy degree co-op requirements. You must meet with your academic advisor to determine how this fits your plan of study. Regardless of whether the co-op is needed to fulfill degree requirements, students accepted in the program will be expected to be registered for either a full or part time co-op to formalize your participation in the program.

WHAT DO I NEED TO APPLY?

1. Submission Video – 3-minute (or shorter) video description of the project. Note: your video must SHOW us what you are creating and frame your specific technical contribution to a creative industry. You should also describe how you and your team plans on developing the product during the program and should include the following elements:

- Describe what you are making. Consider:
    - What is it? What is your inspiration?
    - Show any prototype work you have produced .
    - What are the most important attributes/components of your project? What service does it provide to artists and creatives? What problems or difficulties does it solve?
    - What is the competitive landscape for what you are developing? Reflect on and list what technologies or products are your closest comparisons: what do they do well, what strategies do they employ, etc.
    - What about your project is unique? Think about how it will stand out.
- Describe your final deliverable. How will you use the Traver program to develop your product and accelerate your business idea?

2. Submission Document – 3 pages (or shorter) detailing the logistics and challenges associated with the project**:**

- What are your project goals?
- Explain what you and your team hope to learn from this experience. Consider:
    - How do you define success?
    - How are you going to evaluate and measure your growth? How will you *know* if you are successful?
- What are the risks associated with your project?
    - Consider your key milestones and deadlines: what stands in the way? Reflect on your potential deficiencies, missing skillsets, scope, and creative challenges.
- What is the timeline and scope of your project? Consider:
    - What are your priorities?
    - What can you realistically execute over the duration of the Traver program?

- o What long-term plans do you have for the project?
- What kind of mentorship support are you seeking? If you have worked with faculty, who are they and have they expressed a willingness to continue working with you?
- List the RIT students* who will be participating in the project. Please provide:
    - o Their year and major.
    - o Their full legal name.
- Provide a bulleted list of software and hardware you are seeking to assist with product development, testing, etc.
- Provide a bulleted list of software and hardware that you have been using to date. Please indicate if you are utilizing commercial and/or educational licenses.

    *For non-RIT students and other developers, you should list just their names and roles on your project.

KEY DATES:
Submissions are due by **May 27, 5:00 PM**
- Applications open: Thursday, April 14
- Application review: week of May 31
- Finalist interviews: week of June 6
- Participant notification: June 10

HOW TO SUBMIT:

Create a MyShares folder by following these steps:

1. Create a MyShares folder at https://request.cad.rit.edu
2. Use this naming convention: Traver_Application_ 2022_StudentLastName
3. Add Aaron Nieboer to the share as a "Delegate"

WANT FEEDBACK BEFORE YOU SUBMIT?
You may schedule a 15-30-minute appointment (in-person or via Zoom) with Aaron Nieboer, at amnigm@rit.edu. Come to your appointment with submission materials in their current state of development and Aaron will give you feedback to ensure you are on the right track.

Have questions or need more information? Contact Aaron at amnigm@rit.edu**.**
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