

2025-2026 Student Guide 学生手册





Conrad Challenge China Guiding Principles

康莱德中国站核心理念

愿景 Vision

The Conrad Spirit of Innovation Challenge (Conrad Challenge) is a platform that brings together students and subject matter experts to develop world-changing solutions.

康莱德创新者大会旨在帮助学生开发改变世界的解决方案，并为他们提供与领域专家交流的机会。

使命 Mission

Conrad Challenge China aims to promote contextual learning, innovation and entrepreneurship, and foster students' abilities to apply these skills to create a sustainable world for this and future generations.

康莱德创新者大会旨在促进情境学习、创新和创业精神，并培养学生应用这些技能为今世后代创建一个可持续世界的的能力。

价值观 Values

- Honest Communication 诚实沟通
- Protect Your Privacy 保护隐私
- No-Spam Policy 无垃圾信息政策
- Responsibility 责任意识
- Excellence 追求卓越
- Justice 公平公正

如有任何问题，欢迎电邮至康莱德中国组委会
committee@conradchallengechina.cn



About The Conrad Challenge China

13至18岁的学生均有资格参加，且须以2至5人团队形式组队参与。队员可由同校同学或符合年龄要求及其他条件的其他学校学生组成。团队不受地域限制，全球范围内的学生均可参与。每支参加队伍须至少有一名成员居住在中国。组委会对活动参加资格拥有最终决定权与解释权。往届康莱德挑战者只要符合年龄要求及其他所有条件，均可再次报名参加。

Students between the ages of 13 and 18 are eligible to join and must participate as a member of a 2-5 student team. Teammates can be assembled by classmates and students from other institutions who meet the age criteria and other requirements. Teams may compete from anywhere in the world. At least one member of each team must be a resident of China. The Organizing Committee reserves the exclusive right to determine and interpret eligibility, and all its decisions are final. Previous challenge participants are welcome to enter again as long as they meet the age criteria and all requirements.

Over the course of the year, teams may progress step-by-step through the Conrad Challenge process to design an innovation that solves an important problem and propose a workable business plan. The 2025-2026 Challenge comprises these stages:

1 报名截止

早鸟报名截止日期: 2025/10/15
常规报名截止日期: 2025/12/15

早鸟专享: 早鸟报名即享全球校友闭门分享会、学习资源、创新论坛席位预定、早鸟积分兑换好礼等福利

- 康莱德中国站报名官网: www.conradchallengechina.cn
- 组建一支2-5人的团队，在康莱德中国站官网完成报名与缴费，并在Conrad AwardsPlatform上完成注册
- *AwardsPlatform是康莱德官方平台，你的团队信息、所有作品、材料等都会提交到该平台，评委也将通过该平台进行评审

2 中国站初选

康莱德创新者大会中国站 - 线上初选
提交初选材料截止: 2025/12/31
初选入围结果公布: 2026/1/20

- Lean Canvas 创新画布
- Innovation Brief 创新简述
- Innovation Video 创新演示视频
- Product Website 产品介绍网页

3 中国站决选

康莱德创新者大会中国站 - 线下决选峰会
提交决选材料截止: 2026/3/1
线下决选峰会: 2026/3/13-3/15 决选颁奖典礼: 2026/3/15

- Team Photo 小组合影
- Product Introduction (within 200 words) 产品简介
- Pitch PowerPoint 产品展示PPT
- (Optional) Innovation Product Model (可选)创新产品模型
- (Optional) Updated Innovation Brief (可选)更新后的创新简述

4 全球总决选

全球总决选: 2026/4/22-2026/4/25

中国站五个领域冠军队伍直通全球总决选(美国休斯顿太空中心)

*建议参与学生提前预约办理美签，避免因为签证问题无法前往

如有任何问题，欢迎电邮至康莱德中国组委会
committee@conradchallengechina.cn

Activation Stage

报名阶段

Embark on a journey to collaborate, to innovate, and to change the world.

参与资格

1

- 组建一个由2-5名学生组成的团队，每位成员年龄在13-18周岁之间（最小不低于13周岁生日，最大不超过19周岁生日），可跨校组队，至少一名成员是中国籍或就读于国内的学校。

2

- 参加语言原则上为英文，学生需用英文提交作品并参加答辩。

3

- 每队需针对五大选题方向完成团队创意项目，也可参加多个主题，但需换个人名重新注册一次，同一项目不能申报多个选题。

4

- 每队需要有一位教练（年满18岁），建议为学校或机构老师，也可为具有相关行业经验的学生家长。

5

- 只要符合年龄和其他参加条件，往届参加者仍然可以继续参加，但所提交的创新产品和服务需有重大改进。



Activation Stage

报名阶段

早鸟报名截止日期: 2025年10月15日

常规报名截止日期: 2025年12月15日

报名步骤

Step 1

登录康莱德中国官方网站www.conradchallengechina.cn, 点击右上角“注册”按键, 可通过中国大陆手机号(+86) 或邮箱方式注册, 跳转到下一步。



Step 2

填写个人基本信息。按照各项提示要求填写真实、有效的个人信息后, 点击跳转下一步

Activation Stage

报名阶段

Step 3

填写队伍信息。

Option1 如果你是团队队长，需要填写完善团队信息

The screenshot shows the '填写队伍信息' (Fill in team information) form for Option 1. The form is titled '填写队伍信息' and includes the following fields and options:

- 是否是参赛队长***: Radio buttons for '是' (Yes) and '否' (No). '是' is selected.
- 创建队伍***: A text input field for the team name.
- 队伍成员数***: Radio buttons for '2人', '3人', '4人', and '5人'. '2人' is selected.
- 其他队员姓名**: Four text input fields for other team members' names.
- 教练姓名***: A text input field for the coach's name.
- 教练邮箱***: A text input field for the coach's email.
- 选题方向 (3选1)***: Radio buttons for '航空与航天科技 (Aerospace & Aviation)', '互联网科技与安全 (Cyber-Technology&Security)', '能源与环境 (Energy&Environment)', '健康与营养 (Health&Nutrition)', and '水资源 (waterchallenge)'. '航空与航天科技 (Aerospace & Aviation)' is selected.
- 参赛级别***: Radio buttons for '初中组' and '高中组'. '初中组' is selected.

At the bottom right, there is an orange button labeled '下一步' (Next Step).

Step 4

Option2 你不是团队队长，则需要等队长完善团队信息提交后，填写队伍名称，点击加入队伍

The screenshot shows the '填写队伍信息' (Fill in team information) form for Option 2. The form is titled '填写队伍信息' and includes the following fields and options:

- 是否是参赛队长***: Radio buttons for '是' (Yes) and '否' (No). '否' is selected.
- 队伍名称***: A text input field for the team name.

At the bottom right, there is an orange button labeled '加入队伍' (Join Team).

Activation Stage

报名阶段

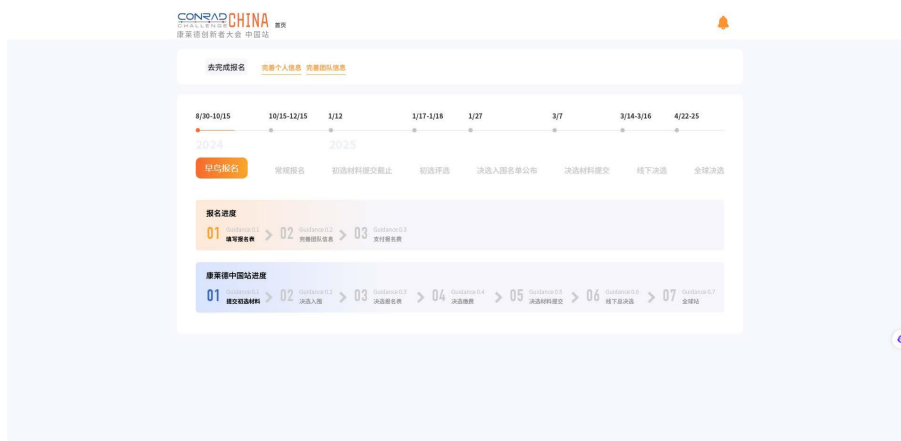
Step 5

选择支付方式，报名支付



Step 6

完成注册后即可在个人中心中查看参与进度



Step 7

完成中国站报名注册后，请至AwardsPlatform平台注册提交初选材料（无需二次缴费）
conradchallenge.awardsplatform.com

Lean Canvas

创新画布

进行头脑风暴，选出一个创新点子，详细规划，并在你们的创业旅程上迈出宝贵的第一步
Brainstorm ideas, select an innovation, lay out the details and take an invaluable first step on the entrepreneurial journey.

Overview 概述

1 Ideate

作为一个团队，集思广益不同的挑战，并探索创新的解决方案。
As a team, brainstorm different challenges and explore innovative solutions.

2 Complete the Canvas

创新画布是一种被创始人广泛采用的工具，用于在想法的早期阶段快速勾勒出新事业的基本面。分享对12个问题的早期想法，这些问题概述了创新、市场和商业模式。
A lean canvas is a widely adopted tool used by founders to quickly map out the fundamentals of a new venture in the early stages of the idea. Share early thoughts to 12 questions that outline the innovation, the market and the business model.

3 Name and Category

请在康莱德Awards Platform平台中最终确定创新项目名称及团队名称。若团队名称自注册后有所变更，请返回前一页签进行修改。两个页签显示的团队名称须保持一致。
Finalize a name for the innovation and your team in the Conrad Challenge Portal. If the team has changed its name since the registration, go back to the previous tab and revise it. Both tabs should feature the same name.

12 Lean Canvas Questions

12个创新画布问题展示

Lean Canvas是创业领域中一个成熟的框架，在商学院和孵化器中被广泛传授。它仅包含12个问题，只需用少量词句即可作答，能帮助创业者迅速将想法梳理并具象化。 Briefly answer these essential questions about the innovation, the market and business model. Make a lean canvas for different ideas and analyze what stands out.

1. Problem

What is the customer need the innovation will address? Is there a social or environmental challenge the team aims to take on? (40 words)

2. Existing Alternatives

How is this problem solved today? Consider other products in the market. (40 words)

3. Solution

What are the key characteristics of the innovation? (40 words)

4. Key Metrics

What are the most important numbers that track the innovation's success? (40 words)

5. Unique Value Proposition

What makes the innovation different from what's already in the market? (40 words)

6. High Level Concept

What is the tagline of the innovation? (10 words or less)

7. Sustainable Advantage

Why will it be difficult for others to copy this innovation? (40 words)

8. Channels

How will the innovation be sold to customers? How will it be delivered? (40 words)

9. Customer Segments

Who is the target audience that is served by the innovation? Describe them. (40 words)

10. Early Adopters

Who will be the very first customers? Describe them. (40 words)

11. Cost Structure

What are the most significant costs? (40 words)

12. Revenue Streams

How will the innovation make money to fund the operations on an ongoing basis? (40 words)

Challenge Categories

五大领域介绍

After selecting the best Lean Canvas, pick the category that best fits the innovation.



Aerospace and Aviation 航空与航天

Student solutions have included: improving storage efficiency aboard the International Space Station and warehouses via sustainable RFID technology; an autonomous magnetic take off and landing system.



Cyber-Technology and Security 互联网科技与安全

Student solutions have included: a mini-blackbox allowing people to access high-performance computing in harsh environments.



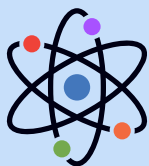
Energy and Environment 能源与环境

Student solutions have included: a low-cost portable water filtration system to help people in underserved areas; an unmanned surface vehicle (USV) to regularly monitor the water quality of lakes and ponds.



Health and Nutrition 健康与营养

Student solutions have included: a cloud-based web and mobile app that generates insights about cancer mutations from biomedical literature; a nutrition bar used as a meal supplement for astronauts.



The Water Challenge 水与可持续发展

Only around 3% of water is fit for human consumption, but everyone deserves fair and free flowing water. This year, teams can address this deep area of need: helping communities worldwide secure safe and sustainable water sources. Student solutions should include: innovations to improve water equity, efficiency, and purity.

Lean Canvas

创新画布

Checklist 准备清单

1

- 为创新成果创建一个富有创意且引人注目的名称
- 同时在“开始”选项卡中也更新这个名称
- Generate a creative and catchy name for the innovation
- Update name in the Registration tab too.

2

- 选择最适合该创新的挑战类别
- Choose the Challenge Category that best fits the innovation

3

- 在字数限制内回答12个创新画布问题
- 在康莱德Awards Platform平台完成创新画布提交
- Answer the 12 Lean Canvas questions within the word limit
- Complete the Lean Canvas in the Conrad Challenge Portal

Innovation Brief

创新简述

请分享对团队故事、创新、进展、市场及商业模式的简要说明，整个创新概述的篇幅应控制在3000字以内。

Share concise explanations about the team's story, innovation, progress, market and business model. The brief is a combined maximum of 3,000 words.

1. Elevator Pitch (150 words)

Pitch the innovation, along with its impact, customers and business potential.

2. Team (150 words)

- How did the team form?
- What role will each team member play?
- What motivated the team to create the innovation?
- What special capabilities, resources or experiences does the team members bring?

3. Opportunity (300 words)

What issue or pain point does the innovation address?

4. Key Metrics (750 words)

- Describe the innovation, its design and its technology. How does it work?
- What is new or proprietary about the innovation?
- How does it meet needs and resolve pain points?
- What impact does the innovation create for individual users and humankind? Describe this qualitatively and quantitatively.
- How can new or proprietary aspects be protected and made valuable by one or more methods such as a patent, trade secret, copyright or otherwise competitively defensible configuration?

5. Validation/Progress (450 words)

- How have you validated the innovation, technology, or processes?
- What progress has the team made in developing the innovation?

6. Market (300 words)

- Describe the customer and the target segments.
- What is important to them?
- What is the size of the opportunity?
- Is the buyer or payer different from the customer in this market?
- Describe the industry ecosystem.

7. Competition (300 words)

- What competes with the innovation and how does the innovation compare?
- What are the advantages and disadvantages of the innovation?
- What is the positioning?

8. Go-To-Market (150 words)

- How will the team attract and sell to customers?
- Who are the best initial or pilot customers?
- Is the market best served through direct sales, distribution, licensing, strategic partnerships or other strategies?

9. Business Model (300 words)

- What are the key revenues and costs?
- What are the pricing and costs to deliver one product or service unit?

10. Fundraising (150 words)

- What funds are needed to get started and how will those funds be used?
- How much will it cost to develop the product and roll out?
- What different sources will be pursued for funding and why are these a fit?

Reference Attachment

Add a list of the references cited throughout the Innovation Brief. Research sources may include websites, videos, news sources, scientific papers, interviews and other citable sources.

Additional Attachments

Include up to two optional attachments that provide additional context to the Judges. These visual aids or resources should supplement the responses above.

Additional Attachments

补充文件

Promise of Data Use Compliance

《数据使用合规承诺书》

请将签署后的《数据使用合规承诺书》（由康莱德中国站组委会随本《学生手册》一并提供）上传至附件区。若您的创新项目已有两个附件，请务必将签署后的文件通过邮件发送至：committee@conradchallengechina.cn。
如未收到该文件，请直接联系中国组委会。

Please upload the signed "Promise of Data Use Compliance" document (provided by Conrad Challenge China Organizing Committee along with this Student Guide) in the attachment section. If you have two attachments of your innovation, then please ensure to send the signed document via email: committee@conradchallengechina.cn.
If you have not received this document, please contact the Chinese Organizing Committee directly.

Innovation Video

创新演示视频

Overview 概述

In a 3 to 5 minute Innovation Video, teams will demonstrate the innovation and how it works. Models, prototypes or graphics can be used to explain its technology, use, features and impact. Teams may introduce themselves, discuss their motivation or founding story, customers, partners, impact and vision. Teams are encouraged to tell a convincing and credible story. Judges will watch the video to understand the innovation and evaluate its potential.

Requirements 材料要求

1 Model 产品模型

视频需展示创新的模型，如草图、3D模型、故事板、线框图、实物原型或其他视觉工件。Feature a model of the innovation, such as a sketch, 3D model, storyboard, wireframe, physical prototype or other visual artifact.

2 Video 视频

视频时长应不长于5分钟。
Create a video no more than 5-minutes in length.

3 Video Link 视频链接

将视频上传至B站或Youtube等开放的视频平台，创建一个可以直接被访问的链接。
Upload a direct link to the video in YouTube or Bilibili. The link must be accessible; either “unlisted” so that those with the link can view it, or “public”.

4 Video File 视频文件

上传的MP4文件大小应小于800MB。
Upload the video in the MP4 file format, which should be smaller than 800 MB.

Innovation Website

产品介绍网页

Overview 概述

With a website, teams will broadcast to the public what they are working on, including its feasibility and potential impact. The Judges will review each website to understand not only the team's vision and technology, but also how they plan to communicate the idea to the world.

Requirements 材料要求

1 Story 团队故事

向公众讲述团队的故事，解释其使命、愿景和价值观。
Tell the team's story to the public, explaining its mission, vision and values.

2 Model 产品模型

展示创新的模型，并通过图像解释其优势。
Display a model of the innovation with imagery that explains its benefits.

3 Brand 品牌形象

传达团队的品牌，包括名称、标志、色彩方案、语调、设计等。
Communicate the team's brand, which is comprised of the name, logo, color scheme, voice, design, and more.

4 Link to Site 网站链接

网站通过直接链接可访问，以便评委能够查看。团队可以选择让网站不在搜索引擎中被找到。不能以本地压缩文件的形式提交。
Make the site accessible by direct link so the Judges can see it. Teams may choose to hide the site from being findable on search engines.

Coaching and Scoring Guide

初选打分细则

Theme	Description
<p>30%</p> <p>Innovation</p> <p>Is it unique? Is it impactful?</p>	<ul style="list-style-type: none"> • Originality: Is the idea truly new or a novel combination of existing technologies and does it show creative or scientific inspiration? • Impact Potential: Does it transform an industry or deliver real benefits to customers or society? • Ambition Level: Is the innovation incremental, bold, or audacious compared to current solutions? • Verification: Has an online search confirmed its uniqueness and ruled out duplicates? • IP Defensibility: Can the concept be protected (patent, trade secret, copyright, first mover, contracts, ecosystem capture) to secure its value?
<p>20%</p> <p>Storytelling and Professionalism</p> <p>Would a reasonable investor want to learn more?</p>	<ul style="list-style-type: none"> • Investor Appeal: Does the pitch spark a reasonable investor's interest to learn more? • Clarity of Opportunity: Is the problem, motivation, and value proposition clearly and compellingly described? • Credibility Boost: Do the video and website reinforce the team's expertise and trustworthiness? • Narrative Structure: Is there a logical, engaging flow across all materials (brief, video, website)? Does it create excitement, curiosity and belief? • Polish & Consistency: Are writing, visuals, and organization professional and investor-ready?
<p>20%</p> <p>Practicality</p> <p>Will it work?</p>	<ul style="list-style-type: none"> • Feasibility: Can the solution be developed within a reasonable time frame and budget? • Realism: Are the chosen technologies or methods appropriate and attainable? Consistent with technological and scientific principles? • Proof of Concept: Is viability demonstrated (e.g., tested component technologies, prototype, demo, similar devices, or graphic mock-up)? • Evidence Base: Does the submission include data, expert testimony, like applications or research establishing feasibility? • Next Steps: Is there a clear plan for further testing or development to validate the concept or begin a pilot?
<p>20%</p> <p>Marketing Strategy</p> <p>Does the team understand key markets?</p>	<ul style="list-style-type: none"> • Market Insight: Has the team identified target markets and customer segments? • Entry & Adoption: Is there a defined strategy for market entry, growth, or partnership? • Ecosystem Awareness: Does the team understand industry partners, licensing opportunities, competitive landscape, and who the buyers are? • Differentiation: Are the innovation's advantages over existing solutions articulated? • Engagement Channels: Does the website effectively showcase value, tell the story, and attract potential customers?
<p>10%</p> <p>Finances</p> <p>Does the team understand costs and funding?</p>	<ul style="list-style-type: none"> • Cost Estimation: Are materials, components, operating costs, and R&D expenses (e.g., grants, licenses, labor realistically estimated)? • Revenue Projections: Has the team outlined plausible revenue models given market and value potential—both per unit and overall? • Funding Strategy: Is there a credible plan for securing development and rollout capital? • Budget Reasonableness: Does the overall budget align with the scope and timeline of the project? • Financial Viability: Do cost, revenue, and value scenarios suggest a sustainable path forward?

Innovation Stage Submission

材料提交

初选材料提交截止日期：2025年12月31日

决选入围名单公布：2026年1月20日

决选材料提交截止：2026年3月1日

Checklist

1

材料提交请遵循创新简述的字数限制和创新演示视频长度限制。如缺失材料，系统将会提示。
Follow the Innovation Brief word limit and Video length limits. The Conrad Portal will show a warning about missing requirements.

2

在附件部分准备并附上创新简述中引用的参考文献列表。
Prepare and attach a list of references cited in the Innovation Brief in the attachment section.

3

在康莱德材料提交网站上验证、发布并设置网站和视频链接的查看权限。
Validate, publish and set viewing permissions for website and video links in the Conrad Portal.

4

随时注意查看报名时填写的邮箱收件箱，因为康莱德组委会将会通过邮箱发布重要通知。康莱德创新者大会中国站决选入围名单将于2026年1月20日宣布。
Monitor email inboxes, since the Conrad Staff may be in touch with questions. Conrad Challenge China Finalists are announced in January 20, 2026 .

Conrad Challenge China Innovation Summit

康莱德创新者大会中国站 线下决选峰会

中国站线下决选峰会：2026年3月13日-3月15日

中国站颁奖典礼：2026年3月15日

* 中国站线下决选每支队伍需达到50%及以上的团队成员线下参与；如不满足，则可能扣除相应团队合作分数。

在康莱德创新者大会中国站线下决选峰会上，各团队将直面3至5位资深评委，通过项目展示与答辩环节，在思维碰撞中充分展现创新亮点、商业洞察与团队风采。

大会特设开放互动展区The Expo，面向评审专家、特邀嘉宾及公众开放。各团队将通过精心设计的个性化展台，全方位呈现产品原型、营销物料与创新成果，并在与现场访客的互动中，进一步锻炼商务沟通与表达能力。

每年，康莱德创新者大会线下决选峰会均会评选出各领域的金、银、铜奖及多项专项特色奖项。各领域的冠军队伍将直接晋级全球总决赛。

At Conrad Challenge China Innovation Summit, teams will present their projects to 3-5 expert judges through pitch and Q&A session, showcasing their innovation and teamwork.

An open Expo will be set up for judges, guests, and the public. Teams will display their products and materials at personalized booths and practice communication skills through visitor interactions.

Gold, silver, and bronze awards, along with special prizes, will be given in each category. Category champions will advance directly to the Global Innovation Summit.



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The Conrad Challenge Innovation Summit 康莱德创新者大会全球总决选

Space Center Houston

Houston, Texas | April 22-25, 2026

中国站五个领域冠军队伍直通全球总决选

美国休斯顿太空中心 | 2026年4月22日-4月25日

*建议参与学生提前预约办理美签，避免因签证问题无法前往

在康莱德全球创新峰会上，入围全球总决选的团队将向专家评委进行项目路演，并获得实时反馈。各团队还将在康莱德博览会上向评委、嘉宾及公众展示自己的创新成果。总决选团队将通过激烈角逐，竞争最高荣誉——“皮特·康莱德学者”称号。所有选手都将有机会与来自全球的演讲嘉宾、专家和同龄人交流互动，并尽情体验休斯顿太空中心提供的丰富活动。At the Conrad Challenge Innovation Summit, Finalist teams will deliver their Power Pitches to expert Judges and receive live feedback. Teams will share their innovations with Judges, VIPs, and the public at the Conrad Challenge Expo. Finalist teams compete to qualify for the Challenge's top honor, the title of Pete Conrad Scholar. All Finalists will connect with speakers, experts and students from around the world, as well as enjoy the many opportunities Space Center Houston has to offer.



Conrad Challenge China Rules & Regulations

康莱德创新者大会中国站规则与条例

在正式开启您的康莱德创新之旅前，请务必仔细阅读并同意《康莱德创新者大会中国站规则与条例》。您的参与即代表接受本规则条例及其所有条款的约束。

如不同意，您将无法参与本次大会或享受组委会提供的任何服务。

康莱德创新者大会中国站保留随时出于任何原因更新本规则与条例及条款与条件的权利。

团队资格与要求

1. 每个康莱德创新者大会团队必须由 2 至 5 名年龄在 13-18 岁之间的学生组成。
2. 团队必须有一名至少年满 18 岁的团队教练担任成人监督员。
3. 每支参加队伍须至少有一名成员居住在中国。
4. 初选作品提交后，不可再更改团队信息；初选到决选期间，队员数量可以减少，但不能加人或换人，且须确保每组人数不得低于 2 人。
5. 团队的创意必须是团队集体共同开发的原创作品。如果给予适当的署名，该创意可以包含由他人创建的元素和组成部分。
6. 每位团队成员和教练必须阅读、理解并遵守条款与条件以及本规则与条例。团队注册即表示团队和教练同意遵守所有规则与条例，包括社区规范与标准（详见下文）。
7. 本大会面向国际参与者开放。国际参与者有责任确保其参与康莱德创新者大会中国站不违反其居住国的任何规则或法律。
8. 过去曾参与过的学生：
 - 如果选择提交与往年类似的创新作品，则必须对该产品做出重大改进或变更。
 - 必须在创新阶段提交材料中完整披露先前参与康莱德创新者大会的情况。

康莱德创新者大会保留在注册、提交或评审过程中的任何阶段，根据康莱德创新者大会中国站组委会的独立判断和裁量权，取消任何不符合上述任何规则的团队资格的权利。

关于评审

1. 康莱德创新者大会并非英语演讲论坛，而是一项旨在培养青少年科技创新与商业实践能力的综合性活动。
2. 评分依据与公平性原则：学生手册所载明的评分标准是康莱德创新者大会评委进行打分的唯一依据。所有参与学生不论年龄、学校或地域差异，均享有完全平等的竞争权利。
3. 奖项评定机制：奖项评选严格依据评委对项目的打分结果进行排名产生。组委会全体成员均不参与任何打分及评奖环节，确保评审过程的独立性与公正性。

Conrad Challenge China Rules & Regulations

康莱德创新者大会中国站规则与条例

大会提交材料的使用与标准

本部分指团队为康莱德创新者大会中国站评审提交的所有材料。包括但不限于创新画布、创新简述、团队视频、产品网站、照片。

- 1.** 所有提交材料必须使用英文。
- 2.** 团队提交的所有材料必须完全是学生团队成员的作品。
- 3.** 团队教练可以指导学生，但不得创作任何提交的材料或对概念设计施加过度影响。
- 4.** 提交材料和/或演示文稿不得披露任何第三方机密知识产权或侵犯任何现有版权保护。
- 5.** 提交材料不得复制或与其他材料而不正确注明来源。正确引用包括科学引用的标准信息，如作者、出版物来源、日期、卷号、页码或 URL 信息。
- 6.** 任何完成创新阶段要求（被命名为康莱德创新者）或被命名为决选入围者的团队的基本信息（团队成员姓名、团队成员照片、团队产品、团队所在地或学校）将有可能被公开张贴在康莱德创新者大会网站上，并通过社交媒体分享。
- 7.** 每个团队有责任决定公开披露其概念信息的多少。更多指导请参阅本文档中的“关于保密与专利的说明”。在这些活动中可能有媒体代表、赞助商和其他公众成员在场，因此在集体场合分享的所有信息应被视为已公开披露。
- 8.** 康莱德创新者大会中国站组委会保留使用上述第 5 点所列团队的基本信息，以及团队作为康莱德创新者大会一部分提供的任何其他信息、照片和视频，用于推广康莱德挑创新者大会和相关活动的权利。每位参加康莱德创新者大会线下决选峰会或任何其他相关虚拟决选活动的人士，均被视为已接受并承认下文所述的肖像、形象和声音授权。
- 9.** 康莱德创新者大会中国站组委会可将团队信息作为康莱德创新者大会一部分用于内部目的，包括改进大会、咨询专业教育工作者以及其他合法的内部目的。

数据使用规范

请确保你的项目所使用的所有数据均通过合法渠道获取。任何包含个人信息的数据必须进行严格的匿名化处理，以保护个人隐私。严禁使用任何涉及国家秘密的数据，尤其不得来自或涉及航空航天、军事、国防等敏感领域。如因数据涉密引发国家安全风险，你将承担相应法律责任，组委会有权取消你的资格。

Conrad Challenge China Rules & Regulations

康莱德创新者大会中国站规则与条例

社区规范与标准

作为康莱德创新者大会中国站的一部分，康莱德创新者大会中国站组委会已创建并向康莱德创新者大会参与者提供了多种相互交流以及与康莱德创新者大会中国站工作人员（“服务”）互动的机会。这些包括康莱德创新者大会中国站网站/微信公众号/视频号以及康莱德基金会和休斯顿太空中心赞助的社交媒体和沟通渠道。作为参与康莱德创新者大会和使用任何这些服务的条件，您同意遵守这些社区规范与标准。我们保留自行决定或禁止任何做出不当或冒犯性行为、或违反本社区规范与标准准则的用户参与康莱德创新者大会沟通和社交媒体社区的权利。康莱德创新者大会中国站组委会及其合作伙伴和服务提供商对任何用户创建的内容或其他活动概不负责。网站上的所有活动也受网站服务条款的约束。

1. 诚实沟通

- 所有信息应准确（事实）、真诚（观点）、尊重且符合法律要求。
- 禁止任何形式的威胁、骚扰、欺凌或仇恨言论。

2. 尊重自己与他人

我们要求所有康莱德创新者大会参与者尊重自己和他人：

- 任何利用服务威胁、骚扰、跟踪或辱骂参与这些服务的其他人的行为都是不可接受且严格禁止的。
- 严格禁止宣扬或鼓励暴力、欺凌、普遍残忍、偏见、种族主义、非法活动、仇恨或亵渎言论的帖子。
- 切勿使用服务分享或索取任何带有性暗示或淫秽性质的图片或其他内容。
- 禁止虚假冒充康莱德基金会和休斯顿太空中心或康莱德创新者大会的员工、代理人、经理、主持人或您自己以外的任何其他人。

3. 保护您的隐私

- 切勿在线分享受保护的个人信息（如登录凭证、密码、身份证号等）。

4. 无歧视政策

• 康莱德创新者大会中国站组委会致力于创建包容性社区，增加多样性，支持受压迫和少数群体人士，反对种族主义，消除歧视。康莱德创新者大会中国站组委会在其所有项目和活动中禁止基于种族、肤色、民族、宗教、性别、国籍、年龄、血统、残疾、退伍军人身份、性取向、婚姻状况、父母身份、性别认同或性别表达的歧视。无垃圾信息政策我们禁止利用我们的服务发送“垃圾邮件”或参与与康莱德创新者大会没有合理关系的离题讨论。垃圾信息包含向平台多个渠道（包括社交媒体评论或网站群组）发送重复且无关的帖子。这类内容通常与群组主题无关，或涉及与康莱德创新者大会及中国站组委会宗旨无关的煽动性、挑衅性言论。所有垃圾信息或无关讨论将被删除，发帖者可能面临被踢出社交媒体社区及/或康莱德创新者大会活动的处罚。

所有大会参与者须严格遵守中国现行法律法规和活动要求，禁止任何危害国家主权、安全和发展利益的一切行为，不得制作展示和传播违法信息或发表政治性争议言论，维护国家安全。任何违规行为将损害个人形象并承担相应责任和法律后果，影响活动声誉将立即终止参与资格。我们希望每一位参与者能成为践行和平、友爱和团结的使者。

Conrad Challenge China Rules & Regulations

康莱德创新者大会中国站规则与条例

提交材料授权

本人不可撤销地授权康莱德创新者大会及其代理人（包括康莱德创新者大会中国站组委会）：

为任何目的以各种媒体形式使用、修改、复制、展示、发布和分发这些录制品，包括但不限于网站、评审、出版物、广播、展示、社交媒体、市场营销和公共关系、会议以及任何其他媒介。

本人同意本人的言论、回应或作品可用于评审。任何评审报告将不包括您的姓名或任何可识别信息，但您可能被引用或您的作品图像可能出现。这些报告可能会与休斯顿太空中心和康莱德创新者大会的工作人员、利益相关者和同事共享。

关于保密与专利的说明

当您为参与康莱德创新者大会活动构思、设计和创建创新产品时，您正在创造属于您的知识产权。当您开始开发您的产品时，您应该考虑是否希望通过专利或保密协议来保护您的知识产权。您可能希望与广大公众分享您的想法，并决定不为它们寻求任何特殊的法律保护，选择权在您手中。然而，您应该记住，风险投资家和其他投资者在决定是否投资于产品的商业化努力时，通常会考虑创新产品中的知识产权是否已被保密或在专利申请中主张。

因此，康莱德创新者大会要求所有创新阶段的评委对他们在审阅团队提交的作品时了解到的任何技术或商业信息保密。但是，您在康莱德创新者大会创新峰会或其他相关线上活动中展示的所有信息不被视为机密。这些材料旨在让公众和潜在投资者对您的想法产生兴趣！

肖像、形象和声音授权

如果我参加康莱德创新者大会线下决选峰会或其他相关决选活动，本人授权康莱德创新者大会中国站组委会、其合作伙伴及其各自的被许可人、设施运营商、继承人和受让人（“康莱德被许可人”）在活动期间使用本人的肖像、形象和声音。具体而言，本人授权康莱德被许可人在本人参与期间及与参与相关的情况下，全部或部分地使用本人的姓名、形象、肖像、声音，并对本人进行录像和拍照，以及录制本人的声音、动作、谈话和声音，包括任何技术演示和任何音乐作品的表演。本人同意，康莱德被许可人应为其各自录制品的独家所有者，并有权在全球范围内永久不限次数地对录制品或其复制品的全部或任何部分进行版权登记、使用及许可他人以任何方式使用。为明确起见，本人明确放弃本人就本人出镜可能拥有的所有精神权利。

本人进一步同意，康莱德被许可人可以在全球范围内所有媒体中，永久不限次数地使用及许可他人使用本人的姓名、声音、形象以及任何关于本人的传记材料，用于推广、广告、宣传和开发康莱德创新者大会。本人进一步声明，本人在参与期间所作的任何陈述据本人所知均为真实，且这些陈述或本人的出镜不会侵犯任何第三方的权利。

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Design Tomorrow, Today

