The Herman and Myrtle Goldstein Undergraduate Student Competition is intended to highlight projects conducted by students from all areas of the textile/apparel supply chain. Projects submitted may include academic research, technology and/or process investigations, and literature reviews. Examples of topic areas can be found [here](#). This competition is designed to enhance the textile education experience for student members of AATCC. The intent is to encourage independent student projects both within the USA and internationally.

### PHASE I: “TEASER/ELEVATOR PITCH” VIDEO SUBMISSION

The purpose of Phase I of the competition is to explain your project in less than 3 minutes in a video format. The goal is to present your project clearly, concisely, and enthusiastically so the judges will invite you to be a finalist in the competition to learn more!

**Guidelines:**
- Explain your project in a 3 minute or less video pitch to an audience that are not experts or specialists in your field
- The video should include a description of the project including background information and the significance of the work completed.
- Describe the project outcomes including any research conclusions, investigation learnings and recommendations.
- Paint a picture for the audience and tell a story or illustrate a scenario.

**Rules:**
- One PowerPoint slide can be used in the background as a visual tool to enhance your presentation.
- Slide should include title of the project and your name. No school names, logos, backgrounds, or items that would identify your school!
- No lab equipment, or physical props are allowed in the video
- Spoken word only (no poems, songs, etc)
- Explain your project using descriptive and understandable language/terms
- Video should be taken solely of the individual; presenter should be dressed professionally
- Do not go over the allotted time
- Entries that do not follow the guidelines will be disqualified at the discretion of the judges

**Submission:**
The video must be uploaded to a video sharing website such as YouTube and finalists must submit form to [patelm@aatcc.org](mailto:patelm@aatcc.org) for judging.

**Judging:**
- **Topic selection** (10 points)
- **Significance of work** (12 points)
- **Background information, (evidence of research)** (8 points)
- **Summary of information and learnings** (14 points)
- **Recommendations** (6 points)
- **Delivery of the presentation** (clear, informative, and convincing) (10 points)

### TIMELINE

The competition is organized into 2 phases.

**Phase I Entries:**
- Due by 12:00 pm US EST January 26, 2021
- Finalists will be notified by February 26, 2021

**Phase II Finalist Entries:**
- Due by 12:00 pm US EST April 19, 2021
- Winners will be notified by June 1, 2021

### AWARDS
- 1st place: US $1,000.00
- 2nd place: US $600.00
- 3rd place: US $400.00

Winners will be announced by June 1, 2021.

### QUESTIONS

Contact Manisha Patel at [patelm@aatcc.org](mailto:patelm@aatcc.org)

### FACULTY NOTE

AATCC encourages faculty to incorporate this project into their curriculum. Faculty members are encouraged to assist students with the coordination of the entry, and to act as liaisons with AATCC for this competition.

### PERMISSIONS

By entering the competition, you agree to allow AATCC to use your entry in print and electronic publications, online media, and press releases. You retain all rights to your project.
Entry Requirements:
- Undergraduate students
  - December graduates may compete as long as ALL work is completed during the undergraduate’s final semester
- Individuals only (no groups)
- Must be an AATCC student member to enter the competition.
  - Join online or submit application (US$35/year)
  - Memberships must be purchased by January 22, 2021. Allow one business day to process.

Phase II: Finalist Written Submission

The purpose of this portion of the competition is to further detail the student’s project findings in a written format.

Applied Technology Paper Guidelines:
The student may seek the advice of persons in industry or academia, but the preponderance of the work should belong to the student and the role of these academic or industrial advisors or any other nonstudent must be no more than advisory. Therefore, nonstudents can only be listed on the byline as co-author with a notation in parenthesis that the nonstudent was an advisor to the work.

The length of the paper shall not exceed 5 pages including all text, figures, tables, references and other matter in the paper. Paper format instructions can be found here.

Review and use the following criteria for sources used in the applied technology paper:
- Has the material you referenced been written by academics, scientists or experts and intended for reading by other academics or expert communities?
- Is the primary purpose of the reference to be informative or is it mostly entertaining and/or sensational?
- Has the work you’re referencing been peer reviewed and are sources provided by the author?

The final date for acceptance of papers is 12:00 pm US EST April 19, 2021. Papers arriving after this deadline are not eligible for consideration in the competition. Papers should be submitted in a Word Document and returned via email to patelm@aatcc.org. A non-exclusive copyright form containing the student and advisor’s signature must be submitted with the written manuscript.

Judging:
A panel of judges will evaluate the papers and select the top 3. Judging will be based on:

Written Paper (40 total points)
- Clarity (12 points)
- Arrangement (12 points)
- Conclusion (10 points)
- References (6 points)

The total number of points achieved on both the video submission (Phase I) and written paper (Phase II) will determine the first, second and third place winners. The maximum points achievable on the video submission is 60 and 40 on the written paper for a total of 100 points.