

OBJECTIVES

- Develop design options and enhancements for your team's final creation.
- Start to develop a virtual reality model demonstrating some of the features you would like to bring forward in your final design.
- Develop a communication plan to give the decision committee a glimpse into your product concepts.
- Begin the strategic path for marketing and branding your product to the decision committee (i.e., logo design, brand strategy, catalogs, brochures, trade show displays, website design, etc.
- While it is still early in the competition, begin to bring forth aspects of your design that will showcase your city's:
 - Innovation of design/features
 - Industry leaders of your city
 - Sustainability
 - Feasibility of construction/development

REQUIRED SPECIFICATIONS

- The sky's the limit on your design, but cost must not exceed \$15B
 - Ensure to include price per square footage for construction between residential, commercial, and industry. Reference published rate for construction indexes.
- Keep in mind this competition thrives on the creativity and passion you bring forth in the layout and ultimate differentiation of your city's design.

DELIVERABLES

- In a 5 minute presentation, be ready to demonstrate the following:
 - Describe your design firm and what differentiates you from the competition
 - Selected design of the city for proposal and include any special features (concept blueprints, etc)
 - A preliminary schedule for your city's inauguration
 - Preliminary budget with associated construction rates and research completed
 - Highlight your research on competitive features of other cities
 - Reasons behind critical differentiating feature enhancements
 - Who is your target market?
 - What about your city will make it appealing for people to move there?
 - Highlight marketing strategies and how these will be executed
- Presentations will begin at **4:00 PM EST**.
 - Presentation order will be published at 3:30PM EST via Zoom Ballroom Chat.
- All requirements in this challenge will need to be uploaded to your Google Drive by **4:00 PM EST** under the 'Challenge Submissions' folder. Any modifications made after this time will cause a deduction of 1 point per minute to your team's overall score.
 - The packaged files should be saved in a file named (IN ALL LOWERCASE) **<team_color>_<team_name>_Challenge 2.<ext>**, where <ext> is the file format.