

OBJECTIVES

- Finalized structural plans describing city's features and enhancements
- Develop a virtual reality simulation of your sustainable city
 - Simulation must include infrastructure, utilities, residential plans, and sustainability plans
- Establish the main industry that your city will thrive on
 - Most cities have key industries they rely on economically. For example, Texas is big on oil & gas, Silicon Valley in California is known for its technology, and Iowa is mostly known for its agriculture.
- Continue developing communication strategies & product marketing/promotional tactics
 - How is your city superior to other cities?
 - How does your product/technology offering compliment the decision committee's critical needs?
 - How will you create and ultimately communicate that "it factor" within your product that the decision committee will be begging to acquire?
- Develop an initial rendition of a 3-5 minute elevator speech while touring the city's features
 - Consider your main audience to be members of your target market coming in for a demonstration to evaluate your design for possibility of investment

AVAILABLE TOOLS

- ☐ Virtual Reality Software of your choosing
- ☐ Team Zoom meeting room
- ☐ Team Google Drive

DELIVERABLES

- Complete a 5 minute virtual tour of your city to be delivered. Keep in mind we are looking for a tour and not necessarily snapshots.
- Your tour should highlight the following:
 - **Infrastructure:** Does it contain all aspects of infrastructure such as soft infrastructure (healthcare system, financial institutions, law enforcement), hard infrastructure (roads, highways, bridges, transit buses, vehicles), and critical infrastructure (facilities for shelter and heating, telecommunication, public health, etc.). How are you highlighting important infrastructure components (i.e. is there appropriate signage for health facilities)?
 - **Utilities:** Does your city contain water processing, gas, and power facilities? Are utilities equally distributed among the entire city?
 - **Residential Plans:** Are residential plans structurally-sound (i.e. are they made out of the appropriate material based on your city's characteristics and sustainability goals)? Will they provide structural and aesthetic longevity? Are ergonomics being considered in the interior?

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- o **Sustainability Plans:** How innovative are your sustainability plans demonstrated in your city (i.e. do you have facilities focused on clean energy and consumables - oxygen, food, and portable water, etc.)? Are your sustainability plans feasible?
 - Order for tours will be announced at **9:00 PM EST** via the XEC Ballroom Zoom room. Tours will be held from **9:05PM-10:00PM EST**.