

Creativity and Innovation Day

6th May 2025

Venue: A128 & A130, College of Engineering (H07), Qatar University

Poster Guidelines

1. Only (under/post-graduate) university students in Qatar are eligible. Please **DO NOT** include your supervisors' or instructors' names on the list of authors.
2. The poster must be in English.
3. The poster should include the [business model canvas](#), which you can download via this link.
4. There is no restriction on the poster's font, color, or theme. Be as creative and innovative as long as the content is clear to the audience.
5. Please **PRINT** your own **A1** poster in a **portrait** format.
6. You have 3 – 5 minutes to present your poster.

Poster Content

- Briefly outline the motivation and context of your innovative work.
- Clearly articulate the need or research/problem question addressed.
- Describe the proposed solution or innovation
- Summarize the key findings or outcomes
- Estimate broadly the cost and key resources of your innovation.
- Explain the impact of this work on research, practice, and market.

You may wish to articulate all of the innovation, target customers, methods, cost, and conclusions as the four keys of the value proposition of your innovation by using the following sentence:

For {write a description of your target customer}, who {write a short statement of the “need” or problem the target customer has} we offer {write a summary of your creative solution or innovation} that {write how it solves the problem or meets the need}.

KEYWORDS: *include up to 4 keywords*