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| **Registration**To join the challenge, [register in the “Energy-Environment” section of the Coopérathon](https://cooperathon.com/inscription/canada/) before October 5, 2018. Be quick! Until October 5, students benefit from a preferential rate! |
| **Course of the contest**The Urban Living Challenge offers the option of creating multidisciplinary teams of undergraduate and graduate students. The members of these teams enrolled in faculties of engineering, administration, arts and sciences will be able to develop a project under the specific theme of mobility in a perspective of sustainable development. This competition will take place in two phases and will take into account the academic calendar and the obligations of the participants. |
| **Phase 1: Cooperathon**The first phase of the Urban Living Challenge is part of the [Cooperathon](https://cooperathon.com/) produced by Desjardins Lab, a competitive platform that allows the co-creation of innovative projects with high social impact. This event corresponds to a 25-day course split into five stages allowing, in turn, the training of teams, the analysis and understanding of the prescribed theme, the definition of a problem and finally the development of a solution that should be the subject of an implementation plan. This five-week platform also offers about ten hours of specialized training in the field of entrepreneurship. |
| **Phase 2: Validity of the concept**The second phase of the Urban Living Challenge will follow the presentation of the Cooperathon. Presented at the winter session, this phase is the final stage of the competition and will allow teams to demonstrate the validity and viability of the concept (development of proof) proposed in Phase 1. |

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| **Mentoring, evaluation and incubation of projects**To ensure the smooth running of each of these phases, each team will be sponsored by an MBA student who will primarily guide the thinking and design process. The [Smart City Office of Montréal](http://villeintelligente.montreal.ca) will also provide assistance to students by offering them with various open data packages available to the City of Montréal, for example.In each phase of the Challenge, projects will be evaluated and a jury composed of research professors and partners from different backgrounds (for example municipal administration, organizations and associations, professional circles) will award them a mark. Only the teams with the highest score will be allowed to proceed to the next stage, with the exception of the last phase, which will crown the winning team(s). |
| **Key dates*** September 10, 2018:[McGill information session.](https://www.mcgill.ca/centre-montreal/channels/event/information-session-cooperathon-2018-289428)
* September 18, 2018: [HEC Montréal information session.](https://www.eventbrite.ca/e/seance-dinformation-cooperathon-hec-montreal-tickets-50107227065)
* September 20, 2018: [Pitch and networking](https://www.eventbrite.ca/e/soiree-pitch-reseautage-cooperathon-energie-mtl-pitch-networking-night-tickets-48693132470?aff=ehomecard).
* September 21, 2018: [Student associations evening, Complexe Desjardins.](https://www.eventbrite.ca/e/57-cooperathon-tickets-50072994675)
* September 26, 2018: [2018 Cooperathon kick-off.](https://www.eventbrite.ca/e/billets-lancement-cooperathon-2018-kick-off-47972473961?aff=ehomecard)
* October 5, 2018: [Registration deadline.](https://cooperathon.com/inscription/canada/)
* October 21, 2018: Cooperathon semifinal.

November 1, 2018: Cooperathon final round. |

## **Evaluation criteria**

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| **Problem definition** **(40%)** | * The problem shows a deep understanding of an urban mobility problem;
* The problem highlights a challenge that is clearly defined and integrates the dimensions of diversity and inclusion;
* The problem reflects an understanding of the target users’ needs (Montréal market communities);
* The problem is understood as part of the ecosystem in which the proposed challenge fits.
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| **Proposed solution (50%)****1) Innovation** | * The proposed solution is distinct or fundamentally different from existing approaches;
* The proposed solution comes from an interdisciplinary approach;
* The proposed solution presents a strong value proposition.
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| **2) Social impact** | * The proposed solution demonstrates potential for large scale application;
* The proposed solution improves the lives of the target users (Montréal tenant communities);
* The proposed solution helps Montreal communities to be resilient, to develop their ability to adapt to current social and ecological conditions.
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| **3) Viability** | * The proposed solution contains a detailed plan for the deployment and sustainability of the proposed solution, particularly in economic terms;
* The proposed solution is technologically viable;
* The proposed solution can be quickly and easily implemented with limited investments;
* The proposed solution is viable within the regulation framework of Ville de Montréal.
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| **Team dynamism (10%)** | * The team is composed of students from different disciplines (interdisciplinary team);
* The team has identified or is engaged in some form of cooperation with potential partners;
* The team has validated its assumptions with the target users.​​​​​
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