



SANTA CLARA UNIVERSITY

# Maker Product Design Challenge

Design, Pitch, Fabricate & Sell  
\$5K Grand Prize



**CIOCCA CENTER**  
AT SANTA CLARA UNIVERSITY

**KEEN**  
ENGINEERING UNLEASHED



## Competition History & Features

- Competition started in 2011
- Unique Experience
  - Conduct a comprehensive design, fabricate, and sell product development cycle for a simple but real-world product
  - A real client, real customer value, real sales, and real revenue!





## This Year's Challenge

## Partner: CrossFit LLC



*Courtesy CrossFit LLC*

- A global fitness company with a purpose to make the world healthier. It does this through a proven training methodology, education, and a worldwide network of locally owned gyms.
- Challenge: Design commemorative gifts for the 20<sup>th</sup> Anniversary of the CrossFit Games.
- Potential to be given to CrossFit Games athletes and VIPS. Potential sales via the CrossFit Retail Store.



## Challenge Activities

- **Phase A:**

- Conceive, design and pitch a product concept that meets CrossFit objectives, branding requirements, cost constraints and which produces customer value!
- Top teams advance to Phase B

- **Phase B:**

- Fabricate 25 units in the maker lab for sale in the Campus Bookstore or other approved sales venue.
- Top team wins the Grand Prize of \$5,000!

- **Post-competition option for fabrication of ~100's of units**



## Teams

- **Teams of 3-8**
- **Registered students during Winter & Spring quarters**
  - Undergraduate & graduate students
  - All Schools and the College
- **Interdisciplinary teams advised since tasks include:**
  - Conceptual and aesthetic design                      Costing & Pricing
  - Engineering & Fabrication                                      Marketing & Sales
- **Register team by deadline**



## Resources

- **Competition Web Site**

- Documents
- Updates/Announcements
- Questions & Answers

- **Key Documents**

- Competition Challenge Description
- CrossFit Brief – History, Brand Guidelines, Web Resources

- **Communications**

- Email, Digital Signage, Etc.



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### Innovation and Entrepreneurship

#### Contests and Competitions

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The challenge is on.

Innovation Competitions keep things lively around the School of Engineering! Each quarter, student teams put their entrepreneurial mindsets and creative problem-solving skills to the test vying for cash prizes. Contests involve local industrial partners (BMW, Intel, nVIDIA, NASA, to name a few), alumni, and a talented group of innovators and entrepreneurs from Silicon Valley.

#### 2026 Maker Product Design Challenge

Celebrating the 20<sup>th</sup> Anniversary of the CrossFit Games

\$5,000 Grand Prize!

Your challenge, if you choose to accept it, is to form a student team and design, make and sell a physical commemorative item to celebrate the 20<sup>th</sup> anniversary milestone of the CrossFit Games. This challenge requires design teams to conceive, pitch, produce and sell 25 units of their product. The competition has two phases. All teams will submit a Phase A design proposal. The top three teams will be selected to move to Phase B, which consists of production and sales. The grand prize is \$5,000. In addition, after the competition, one or more contracts to produce several hundred items for use by CrossFit may be awarded. If you are looking for a teammate, please contact [Anne Mahacek Hunter](#).

*Competition Announcement Details Coming Soon!*

[Announcements & Updates](#): Teams should consult this page routinely for news, updates and advice regarding the competition.

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SCU Innovation and Entrepreneurship  
Contest and Competitions Webpage



## Key People

**\*Competition Coordinator**     **Anne Mahacek Hunter**  
POC for students

CrossFit Liaison

Dauids Woods

Maker Lab

Anne Mahacek Hunter

Demilade Kunle-Kunbi

Bookstore Manager

Jamell McDowell

Competition Manager

Chris Kitts



## Key Dates

Mar 9	Registration Deadline
March 23	Phase A Submissions Due
April 1	Phase B Teams Selected
May 1	25 Units Delivered & Sales Begin
May 11	Sales End
May 15	Phase B Submissions Due
Week of May 25	Award Announcement

