THE CURIOSITY CUP FAQ

1. What are the key dates?

Dec. 1, 2023 – Jan. 31, 2024: Teams register to participate in the Curiosity Cup.

Dec. 15, 2023: Paper submission portal opens.

Feb. 21, 2024: Paper submissions due. All registered teams will receive an email in December with instructions for submitting their papers.

March 6, 2024: Up to 15 teams are announced to proceed to round two.

March 27, 2024: Video presentations for round two participants due.

April 16 – 19, 2024: Top two teams (winner and runner-up) in each of the three domains are announced at SAS Innovate.

2. Who is eligible to apply?

- Participants must be at least 18 years old and enrolled as a part-time or full-time student at the time the round one paper entry is submitted (or graduated no earlier than Oct. 1, 2023).
- Teams must consist of two to four students and one advising faculty member (professor).
- The faculty member serves in an advisory role only. All work must be completed by the students.

3. How do I participate?

Register your team online by Jan. 31, 2024. Note: On the registration form, you must indicate a team lead. The team lead is the primary contact for your team and will receive all communications.

4. What data can I use?

You may use any publicly available data set that interests you and has real-world significance. This data set must be accessible by anyone. Data sets must be anonymized and must not include any personally identifiable information or confidential information. When registering for this competition, teams should include the name of the data you plan to use and the URL where the data lives so it can be verified. Please see the official rules for more details.

5. What software can I use?

You can use university-licensed SAS® software or no-cost SAS software for learning, such as SAS OnDemand for Academics or SAS® Viya® for Learners via the internet. SAS Viya for Learners users must follow the SAS-documented upload process and terms.

6. What should the final paper include?

Students are expected to write a paper that defines the problem, describes the analysis performed, and presents the results in a way that can be used in business, science, government, education, health care, etc. Students will be judged on the broad accessibility of results, so papers should be appropriately technical but still understandable to non-analytics audiences. The paper must be two to five pages long. Papers over the page and appendix limits will not be reviewed. The paper must be written in English and contain the following components:

- Introduction.
- Data.
- Problem.
- Data cleaning/validation.
- Analysis – must include a statement of the SAS software product(s) used.
- Visualization (graphs, charts, etc.).
- Generalization.
- Suggestions for future studies.
- Conclusion.

Optional: Teams may opt to include an appendix of up to two additional pages. The appendix will not count toward the two-to-five-page paper length requirement. The appendix may include supporting details such as mathematical proofs, sample calculations (referred to in the text), supporting figures (tables, graphs, charts or images), data (raw, summary or data dictionary), lists of words, the questionnaire used in the research, a detailed description of an apparatus used in the research, etc.

7. What do the teams win?

Prizes are awarded to each member of the team. There will be one winning and one runner-up team in each of three domains: data preparation, data analysis and data presentation.

Each student member of the **top** team in each domain may select one of the following prizes:

Winning Teams:
- Apple iPad Air, 5th Generation (approximate MSRP: US$499).
- Bose SoundLink Revolve+ (approximate MSRP: $329).
- Beats Studio Pro Wireless Headphones (approximate MSRP: $349).
- Ruko F11PRO Drone (approximate MSRP: $299).
- Nintendo Switch with Neon Blue and Neon Red Joy-Con™ (approximate MSRP: $299).
- Panasonic LUMIX FZ80 4K Digital Camera (approximate MSRP: $399).
- Meta Quest 2 – Advanced All-In-One Virtual Reality Headset (approximate MSRP: $299).
- Each student from a winning team will win a SAS® content subscription of their choice. With 27 guided learning paths to choose from, content subscriptions provide a digital-first approach to learning. Subscriptions are designed to help you master new skills online, with hands-on practice during virtual lab hours and easy access to online course materials. Each subscription contains all the courses needed to master that skill. Visit learn.sas.com to explore the options.
- Recognition: press release, highlight on the Curiosity Cup webpage and a digital badge to share on professional networks.

Runner-Up Teams:
- Each student from a runner-up team will win a SAS content subscription of their choice. With 27 guided learning paths to choose from, content subscriptions provide a digital-first approach to learning. Subscriptions are designed to help you master new skills online, with hands-on practice during virtual lab hours and easy access to online course materials. Each subscription contains all the courses needed to master that skill. Visit learn.sas.com to explore the options.

- Recognition: press release, highlight on the Curiosity Cup webpage and a digital badge to share on professional networks.

*Prizes are subject to availability. In the event of a supply shortage, a comparable prize option of similar value will be offered.

Only one first-place prize will be given to an individual winner regardless of the number of domains in which their respective team places first. If you are on a team that wins first place in more than one domain, you may only claim one first-place prize.

See official rules for more details.

8. Where can I find helpful tips?

An email will be sent to registered teams with detailed instructions for submitting your paper. Find great tips from teams, get reminders and participate in discussions when you join our Curiosity Cup **Community forum**. Want to gain access to SAS? Join **SAS Skill Builder for Students** for training, software and more!

9. Do all students need to be from the same university?

Yes, all students on a team must be from the same university.

10. What criteria will be considered in choosing the round two participants?

The evaluation rubric is on a 10-point scale and includes the following items:
- **Data preparation (25%)**
  - Was the source of the data adequately documented?
  - Was the data cleaning process adequately explained?

- **Data analysis (25%)**
  - Were appropriate analytical methods used and adequately explained?
  - Was use of SAS software described?

- **Data presentation (25%)**
  - Were appropriate and attractive tables, graphics or visuals provided?

- **Impact and conclusions (25%)**
  - Were the problem(s) clearly defined and objectives of the study precisely given?
  - Were results provided for a general, nontechnical audience?
  - Were coherent and compelling findings and recommendations for future study given?

Each of the four components will be scored from 1 (vague, not given, poorly explained) to 10 (outstanding, one of the best). Submissions will be reviewed by judges (employed or designated by the sponsor) who have qualifications sufficient to apply the criteria to the submissions.

11. Can I enroll as an individual?

No, this is a team competition.

12. Can I participate on more than one team?

No. Students may only participate on one team; however, a faculty adviser may serve as the adviser for more than one team.

13. Can I change or add team members?

Yes, but no more than four team members are allowed. Send an email to **curiositycup@sas.com** to request changes.

14. What is the role of the advising faculty member?

The faculty adviser should assist in the same context like a major professor for a master's student working on a thesis. The faculty adviser can provide suggestions and advice, critique, review, and serve as a coach. All work must be done by the students.