

# COLLEGE OF ENGINEERING HOSTS UNIVERSITY'S FIRST

# CREATOR

## CHALLENGE SERIES

By Bonnie Dickson

**LAST YEAR**, the UC Davis Student Startup Center engaged with more than 400 students for the university's first Creator Challenge Series. The student maker competition is designed to help students successfully develop their entrepreneurial and startup ideas into a viable business or product.

"Events like this are what make the culture of innovation and entrepreneurship here at Davis," said Liz Tang, director of the Student Startup Center at UC Davis and the lead coordinator of the Creator Challenge Series.

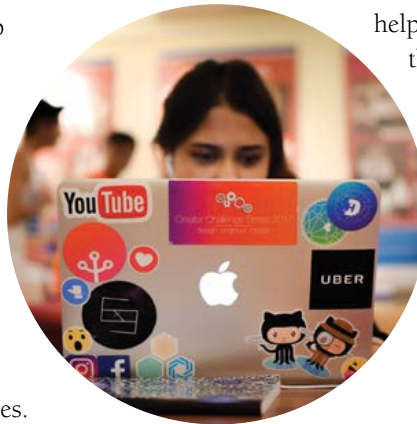
The 2017 competition kicked-off with an Ideathon, where students participated in a series of skill-building workshops to learn about new and emerging technologies. The culminating events for the series are the 24-hour Create-a-thon, where student teams designed and built a minimum viable product to pitch to potential investors, and the Sharkathon, where the top teams are invited to pitch their business plans and projects to potential investors.

The team JAPA, short for Just a Parking App, developed a real-time, mobile app to help users locate available parking spots on campus. The team won first place in the competition and are now working with UC Davis Transportation and Parking Services to develop and launch their app at the main UC Davis campus and at the UC Davis Medical Center in Sacramento.

Another team, Ccolor used augmented reality to correct three types of color blindness. The app can also be used as a tool to

help color-seeing users create platforms and materials that are accessible for users who are color blind. The app is currently available on Apple's mobile app store.

The 2018 Creator Challenge Series will begin on April 28 at the UC Davis ARC Ballroom. If you are interested in participating in the 2018 series as a mentor, contact Liz Tang at [ectang@ucdavis.edu](mailto:ectang@ucdavis.edu) or visit [www.startup.ucdavis.edu](http://www.startup.ucdavis.edu).



Photos courtesy of the UC Davis Student Startup Center



Team JAPA further developed their prototype at the 2017 Create-a-thon.

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