

The 2026 Santa Clara University Maker Product Design Challenge

Design - Make - Sell

Fame, Fortune, and a **\$5,000** Grand Prize!

Client: CrossFit



20 YEARS OF THE CROSSFIT GAMES



OVERVIEW:

This year marks the 20th Anniversary of the CrossFit Games — and CrossFit is bringing the Games back home to where it all started in the Bay Area. The 20th anniversary of the Games marks two decades of cultural and community impact. It reflects:

- The evolution of fitness into a shared, community-driven experience
- Greater accessibility to training and competition for all abilities
- The blending of health, sport, and storytelling

This milestone is about honoring the past while looking forward, recognizing how fitness, media, and community continue to evolve together.

THE CHALLENGE:

To commemorate this milestone of the CrossFit Games, CrossFit is partnering with Santa Clara University to design, make, and sell commemorative gifts. Teams will work in the University

Maker Lab to design commemorative gifts that leverage CrossFit's unique history. These gifts have the potential to be given to athletes who qualify for the CrossFit Games, to be given to VIPs, and to be sold via the CrossFit Retail Store.

For this competition, student teams will design and fabricate 25 units of a CrossFit commemorative gift for limited sales via the Santa Clara Bookstore or another approved venue. In addition, teams will provide a fully-costed quote to CrossFit for an option to produce in bulk in 100 unit increments for actual use; CrossFit anticipates an actual demand of 450 units to support their needs for the Summer 2026 CrossFit Games. Upon completion of the competition, CrossFit may elect to place an order for one or more of the gift concepts at their discretion, pending final pricing and product design. Production and delivery of such bulk orders are NOT part of the competition and will be managed through the Maker Lab program (students from the associated teams may participate in this process, but they are not required to do so).

Additional information about CrossFit and the CrossFit Games are provided in an Appendix of this competition announcement. In addition, representatives from CrossFit will be available during the competition to provide student teams with more background information about the CrossFit organization and the Games.

THE COMPETITION:

This challenge requires design teams to conceive, pitch, produce and sell 25 units of their product. The product concept must be acceptable to the CrossFit organizers their branding criteria. A significant portion of fabrication must be performed within the Maker Lab with the fabrication plan acceptable to Maker Lab staff. Units sold in the Campus Bookstore must comply with packaging and display criteria approved by Bookstore managers; if another venue is approved the relevant criteria for that venue must be followed. Representatives from CrossFit, the Maker Lab, and the Bookstore will be available to answer questions from the design teams early in the concept formulation process.

The competition has two phases:

- **Phase A:** All teams will submit a Phase A design proposal/pitch relating to their product concept. The top three teams will be selected to advance to Phase B.
- **Phase B:** Teams selected for Phase B will continue to pursue their product development activity through design refinement, production, and sales. Teams will be provided with the supplies required to fabricate their 25 units, within reason, and as approved by the Competition Coordinator. Results from Phase B will determine competition winners.

A distinguished panel of evaluators will serve as judges for the Phase A and Phase B product reviews. This may include selected faculty and staff as well as innovators, designers and entrepreneurs from throughout Silicon Valley.

Upon completion of the competition, one or more products may be selected for bulk production (~ hundreds of units) at the discretion of CrossFit. Production and delivery of these units will be

managed by the Maker Lab program, and students from the associated teams may participate in this process, although they are not required to do so.

This competition is being supported by our partners from CrossFit, the SCU Maker Lab, the SCU Campus Bookstore, Ciocca Center for Innovation and Entrepreneurship, the School of Engineering's Innovation and Entrepreneurial Thinking program, and the Kern Family Foundation through the KEEN program.

WORDS OF WISDOM

Product design involves applying creativity and innovation in the development, fabrication, and delivery of items that delight and cost-effectively bring value to others. This competition provides a fun and real-world opportunity for student teams to flex their product development skills in a variety of ways. While the products may ultimately be simple, teams will be engaged in a complete end-to-end development process, from understanding your customers and stakeholders, through conceptual design and detailed engineering, through fabrication on the order of tens of units, through sales, and ultimately to the creation of value for real clients who purchase and/or use your products. To our knowledge, there is no other university in the world that routinely conducts a competition of this type.

While you will have significant latitude for developing creative product/gift concepts, be cognizant of cost and of adhere to requirements regarding branding, fabrication, and sales. Be responsive to the directions provided by our CrossFit sponsors and consider the experience that those using your product will have. Know your customer segment – given the desires of CrossFit, do you need to develop a product for all of their constituents (athletes, VIPs, fans) or might you focus on only a subset of these? Consider validating your ideas via multiple rounds of feedback in which you engage customers with descriptions, visualizations and prototypes of ever-increasing fidelity. Obtain a solid understanding of the cost sensitivity our CrossFit partners have, understand that higher value products can command higher prices, and realize that retail pricing can be 2-4x the actual cost of producing a product.

Most importantly, have fun! This is a very unique, real-world opportunity and a chance for you to show off your capabilities!

COMPETITION DETAILS

Key Contacts & Resources

Competition Web Site:	https://www.scu.edu/engineering/about/innovation-and-entrepreneurship/contests-and-competitions/
Competition Manager:	Dr. Kitts Coordinates overall competition, establishes rules, and is the final authority on all aspects of the competition. Student teams should NOT contact Dr. Kitts – rather, they should contact the competition coordinator, listed below.
Competition Coordinator:	Anne Mahacek Hunter, amahacek@scu.edu Primary point of contact for students teams for all competition process steps such as registration, submissions, general questions, etc.
CrossFit Point of Contact:	David Woods
Maker Lab Points of Contact:	Anne Mahacek Hunter, amahacek@scu.edu TA Demilade Kunle-Kunbi, dkunlekunbi@scu.edu
Campus Bookstore POC:	Jamell McDowell

Competition Timeline & Deadlines: These may change based on progress with the project, Maker Lab and bookstore schedules, etc. Teams should frequently consult the competition web page for updates.

- Feb 24 Full competition details are released, and teams may begin to register for the competition.
- Mar 9 Competition registration deadline at 11:59 pm; complete the registration form at <https://forms.gle/PJNSVr9HmCQDU1TX9>. You will need to enter your team roster (full names, student ID numbers, years, majors), provide a product/team name, and identify a single team member as the competition point of contact.
- Mar 23 Phase A submission packages due NLT 11:59 pm; email package as a single .pdf file to amahacek@scu.edu
- Apr 1 Top teams selected for Phase B are notified and may begin Phase B work
- May 1 25 units provided by noon, and bookstore sales begin

May 11	Phase Bookstore sales end
May 15	Phase B submission package due NLT 11:59 pm; email package as a single .pdf file to amahacek@scu.edu
Week of May 25	Award announcement; date and venue to be determined.

COMPETITION PHASE DETAILS

The competition will be conducted in two phases.

Phase A- Concept & Plan: Teams shall consist of 3-8 currently registered students (undergraduate or graduate, any major, any college/school). An unlimited number of teams may participate in Phase A. A judging panel will select the top 3 teams (or more at the discretion of the panel) to proceed to Phase B.

Phase A entries should include the following:

- A cover sheet with product name and a list of all team members (name, year, major);
- A brief description of the extent to which the product concept has been reviewed or is consistent with guidance from CrossFit staff, Maker Lab staff, and Campus Bookstore staff;
- A product concept summary (1 page max) that describes the product and describes how it addresses CrossFit objectives and why it will be valued by recipients/customers/clients;
- Conceptual design sketches/drawings (2 pages max) that visually indicate the look and structure of the design; no physical prototype submissions are permitted);
- Information to validate that your product concept will provide value, perhaps through interviews, surveys, benchmarking, etc.
- A fabrication plan (1 page max) that describes fabrication tasks and indicates ones to be performed in the Maker Lab; note that there should be a significant amount of fabrication and that at least 50% of fabrication tasks should be performed in the Maker Lab;
- A prototyping materials list and budget for acquiring all materials needed to produce 25 prototype units of the design, if selected for Phase B of the competition; within reason, teams will be provided with the necessary materials;
- A marketing/sales plan (2 page max) that includes an initial cost estimate for potential bulk production (in increments of 100 units), a pricing strategy for selling 24 items in the Bookstore (or other sales venue), a description of planned advertising activities, and packaging/display considerations for the Bookstore (or other sales venue).

Judging will be based on the quality of the Phase A submission package, to include the design (concept, applicability, aesthetic, quality, novelty, etc.), the manufacturing approach, the price point and costing analysis, the marketing/sales plan, and the quality/experience of the team (ability to perform the broad set of tasks required for success).

Phase A Considerations:

- The general expectation for products produced for this competition is a tangible item that can be held, worn, used and/or displayed by an individual; any deviation from this concept may be possible – and highly innovative - but certainly should be discussed with the competition personnel. A set of multiple items may be permitted if they complement each other and collectively meet the cost objective. Items should be easily stored and appropriately packaged.
- As a promotional item, consider the use of appropriate colors, words, and logos; such use should conform with all CrossFit marketing/branding requirements.
- Think carefully about your design to ensure that it won't be misinterpreted in embarrassing or insulting ways.
- The competition manager team reserves the right to halt production/sale of any item that may be deemed inappropriate or inconsistent with the University objectives or the CrossFit brand.

Phase B: Production & Sales: - Teams selected to compete in Phase B will produce and sell their product. Teams will produce 25 items; 24 of these will be sold in the Campus Bookstore (or other approved venue), and 1 will be provided to the judging panel. Bookstore items typically require appropriate packaging and display, all of which is the responsibility of the product team. Teams will have an opportunity to meet/communicate with competition stakeholders (from CrossFit, Maker Lab, and the Campus Bookstore) in order to refine their concepts and plans. Students requiring Maker Lab training will be provided this opportunity. Maker Lab personnel will also be available to assist in the use of Lab resources; this may include suggestions relating to the design for manufacturability elements of the design.

Phase B submissions should include the following:

- A cover sheet with product name and a list of all team members (name, year, major); one team member must be designated as the Team Point of Contact;
- An updated product concept summary (1 page max) along with a close-up photo of one product;
- Design description, to include design/engineering drawings of all parts, a bill of materials, and any other relevant design information regarding possible mechanical, electrical and/or software elements;
- Photos of aspects of the fabrication process, to include 'students in action';
- An expense summary including all expenses, vendors, receipts with a total cost for prototyping the necessary 25 units;
- An updated cost analysis per unit based on a bulk order in increments of 100 units, to include a quote for producing 100 unit increments, which can be honored if CrossFit wishes to exercise it. The quote should include all costs (no profit) to include all materials (and any external services) for the product and its packaging, student labor for production (quoted at \$20/hr), etc.; Machine time (e.g., # hrs of 3d printer time, laser cutter time, etc.) should be included as a number of hours (rather than an equivalent cost);
- A summary of advertising and sales activities to include copies of any advertisements, photos of final unpackaged products, photos of products packaged for sale, and photos of products on sale in the bookstore;
- Provide a photo of all team members in the Maker Lab with at least one unit of product.

Phase B Considerations:

- Team members performing fabrication tasks should ideally have all required training prior to the start of Phase B;
- Fabrication in the Maker Lab should be possible during Lab open hours (~35-40 hrs/wk are available); although it is not guaranteed, additional open hours to support competition fabrication may be arranged;
- Items may require packaging for Bookstore sales (or for other venues); this may or may not be necessary when given/sold to CrossFit customers;
- Bookstore revenue will not be provided to the student team.

COMPETITION RULES & PROCEDURES

Teaming:

- Teams of students may enter, with 3-8 students per team. All team members must be enrolled SCU students during the Winter and Spring 2026 quarters. Interdisciplinary teams are encouraged. It is noted that one of the Phase A judging criteria considers the broad set of skills required for a successful team. Consider having a team with students who are designers, marketers, fabricators, communicators, artists, etc. Consider having a blend of undergraduate and graduate students from across the university.
- Students interested in participating but who don't have a complete team may contact the Competition Coordinator for possible introduction to other students interested in teaming.
- Students may only participate on a single team;
- A minimum of five teams must enter by the end of the Phase A deadline, or the competition will be cancelled; registered teams will be notified when the five-team minimum requirement has been met;
- Santa Clara University and/or CrossFit reserve the right to cancel the competition without making any award in case legal, risk, logistic or other challenges arise.

Competition Activities:

- Teams may begin work on their entry as soon as they register - they do not need to wait until the registration deadline; students may be added and removed from the team until the Phase A package has been submitted (students who have contributed to the Phase A package may not be removed);
- Competition communications will be administered via email and the competition web page; each team's point of contact should check both routinely for updates;
- Designs must meet any criteria established by the CrossFit team, the Maker Lab, the Campus Bookstore, and all other impacted organization within the university; teams are encouraged to review their concepts with appropriate personnel prior to submitting their Phase A entry;
- As with product development in the real world, elements of this competition may change over time. Teams should refer often to the competition web site for any news or updates regarding the contest, rules, advice and answers to questions; email updates will also be sent to designated team points of contact;
- Students agree to participate in any surveys regarding the educational nature of the competition with the knowledge that aggregate results may be published;

Judging and Awards:

- Teams agree to abide by the decision of the judging panel and competition administrators regarding competition rules, results, and any approved changes/exceptions;
- The grand prize amount is \$5,000; payments will be equally distributed to stated team members. Honorable mentions may be awarded at the discretion of the judges and the competition coordinators;
- Depending on student status and award amounts per student, cash prizes may be subject to tax withholding and may be paid via a university check. Prize funds may be provided in the form of gift cards.
- Payments may require 4-6 weeks for processing;

LEGAL REQUIREMENTS AND CONSIDERATIONS

Because this competition involves the creation and use of intellectual property, there are several issues to address:

- Students will properly use and acknowledge the use of any existing copyrighted material or media within their entry; and
- Each participant in the competition will sign an agreement, which sets out an intellectual property license and release of liability waiver. Basically, it means that you give SCU and CrossFit a license so we can use your entry / design in any way for up to 1,000 product units, and that you will cover us if anybody else sues SCU or CrossFit for using that entry / design; and
- Coordination of form signatures will be administered for each entrant by the Competition Coordinator.

APPENDIX – All About CrossFit

HISTORY & CONTEXT

What Is CrossFit?

[Video: Let Me Tell You About CrossFit](#)

CrossFit, LLC is a global fitness company whose purpose is to make the world healthier. It does this through a proven training methodology, education (world's leading educator of fitness professionals), and a worldwide network of locally owned gyms (world's largest network of gyms) that use fitness as a community-driven approach to staying strong, healthy, and resilient together.

CrossFit defines fitness as work capacity across broad time and modal domains, meaning the ability to perform many different physical tasks well, over time. This methodology is infinitely scalable, making it effective for people of all ages, abilities, and backgrounds.

CrossFit's mission is to Forge Elite Fitness, where *elite* does not mean exclusive or professional-only. Instead, elite is relative; each person is pursuing the highest expression of their own health and physical capacity. In practice, elite fitness looks like strength and independence that last into old age, resilience against injury and disease, and the ability to live freely and actively for life.

At its core, CrossFit prioritizes:

- Measurable, repeatable results
- Coaching and education, not just exercise
- Community as the driver of long-term behavior change

Programming is built around a mix of strength, endurance, gymnastics, skill, adaptability, and mental resilience

The CrossFit Games:

[Video: What Are the CrossFit Games?](#)

[Video: History of the CrossFit Games \(as told 14 years ago\)](#)

The CrossFit Games are CrossFit's premier competition and one of the most demanding athletic events in the world.

- Launched in 2007 as a small grassroots competition in Aromas, California
- Expanded into a global qualification system that is open to anyone

- Top 30 men, top 30 women, and top 20 teams in the world will qualify to compete at the CrossFit Games. The winners are crowned “The Fittest on Earth®.”
- Tests strength, endurance, gymnastics, skill, adaptability, and mental resilience
- Emphasizes unknown challenges rather than fixed events
- Divisions include: Individual, team, age-group (teens & masters divisions), and adaptive.

The Games helped shape modern fitness culture and established CrossFit as both a training methodology and a professional sport.

RESOURCES

- Brand Guidelines & Links to Logo Files – to be provided to competition teams individually, and not to be shared publicly.
- [CrossFit Games website](#)
- [CrossFit Games Instagram](#)