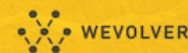


THE ROCK ENGINEERING CHALLENGE

Case Study



Goal

Wevolver ran the **ROCK Engineering Challenge** to create awareness and generate demand for OKdo's **ROCK** single board computers:

1. Reach a large number of engineers with a focus on professionals.
2. Gain market insights into the target audience and what they want to use the ROCK boards for.
3. Build relations with the target audience and acquire leads.



Results

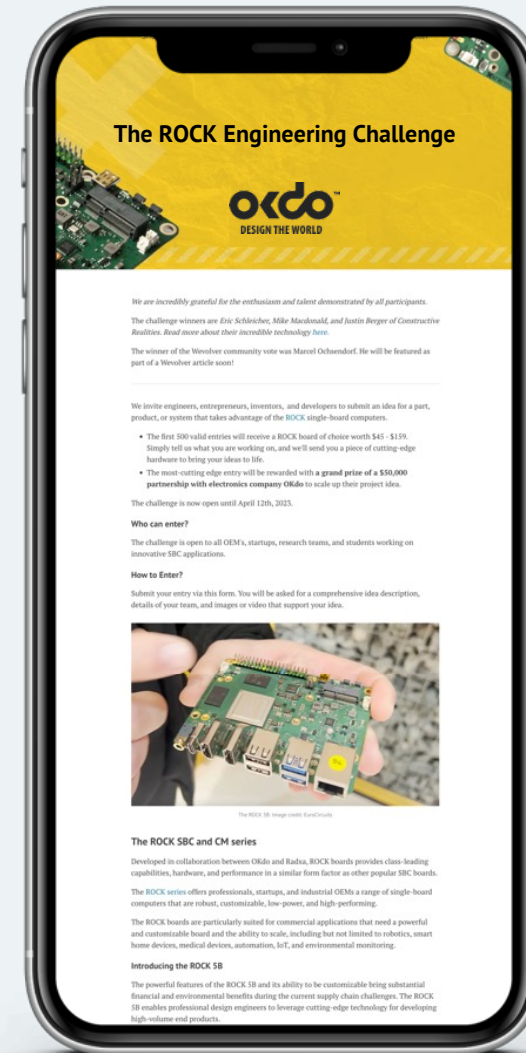
- **160 Qualified submissions**, from leading edge companies to PhD researchers
- **1 new startup formed** as a result of the challenge.
- **Over 150,000 engineers reached**, including many of the world's most innovative tech companies.
- **Large amount of content** for further marketing and PR activities.



Setup



1. **Infrastructure:** Challenge landing page + submission form.
2. **Content:** Series of in-depth articles on the ROCK's technology and its application.
3. **Updates:** Mid-challenge update blog post, Finalist announcement, and winner announcement.
4. **Promotion:** 50+ Social media posts.
Press releases at the challenge launch and at the winner announcement.
5. **Engagement:** Direct outreach to key individuals in the community.
Supporting participants.



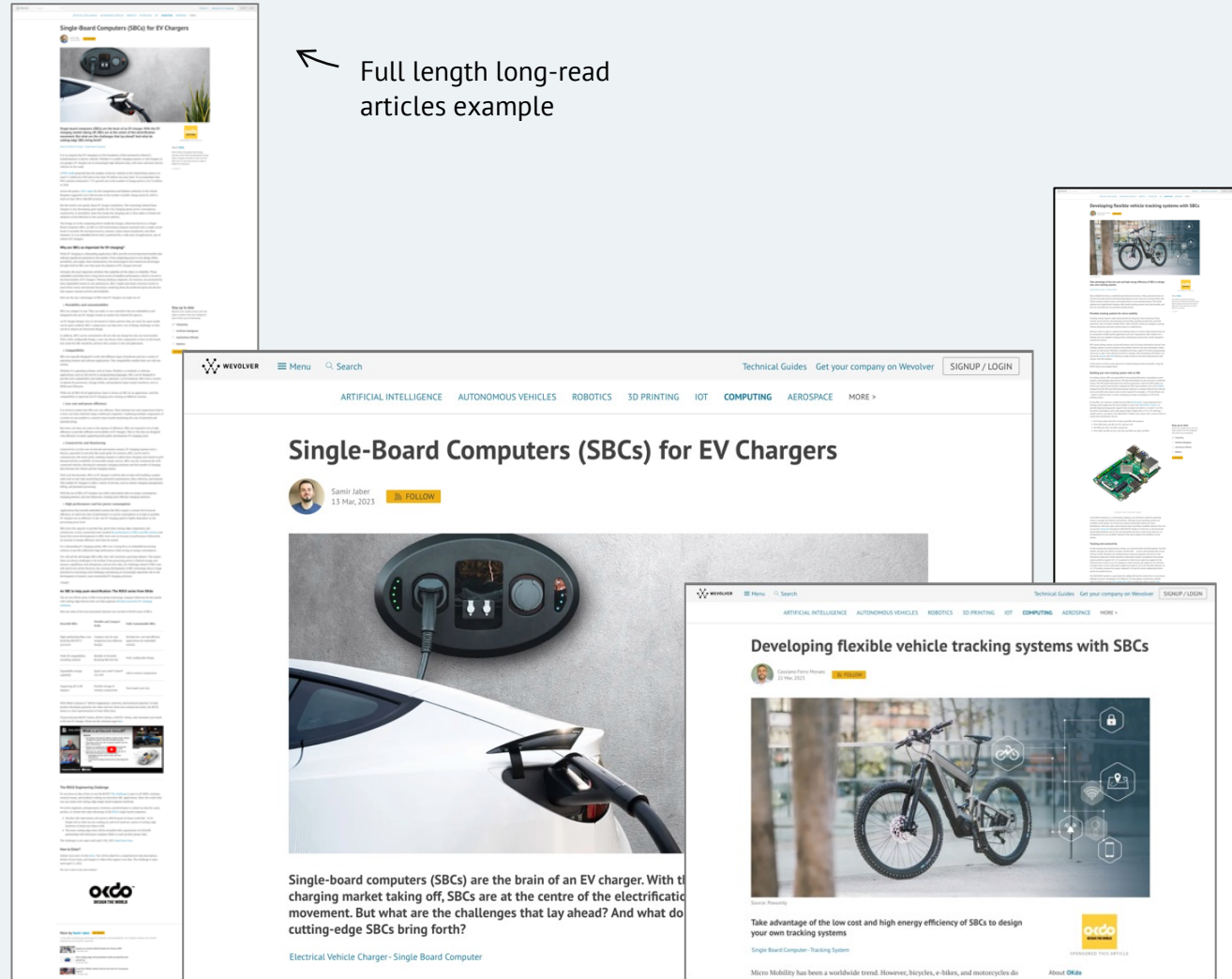
Content

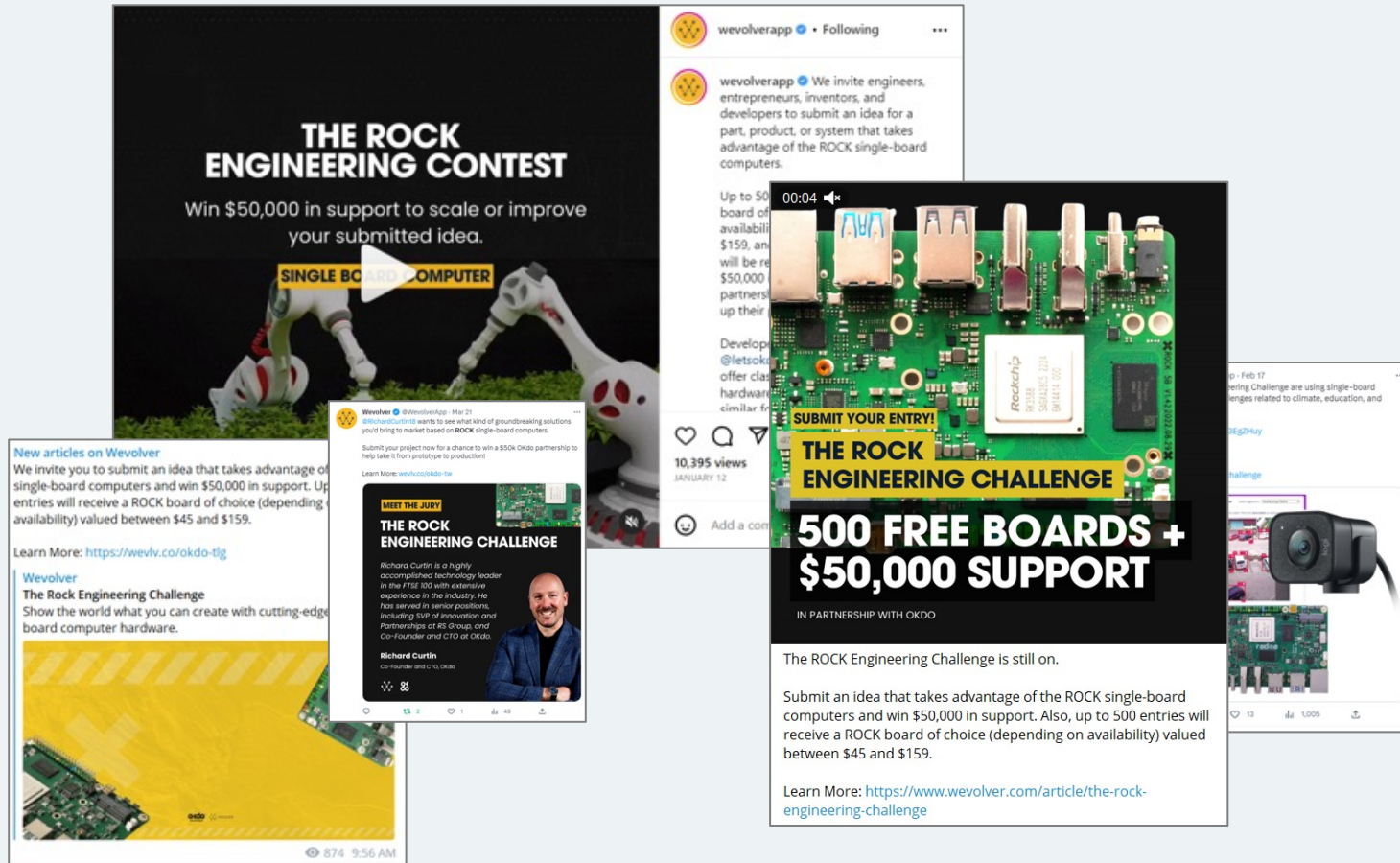
A series of informative, long-read articles educates the engineering community and draws attention to the challenge.

We create post blog updates and social media updates to keep the community informed during the challenge and inform about finalists and winners.

After challenge we update the community about the progress of the winners.

← Full length long-read articles example





Promotion

Continuous presence on all major social media channels create massive awareness.

Direct outreach to individuals and groups in the community who we know are a fit further increases participation.

We provide press releases to reach the media.



High-Quality Submissions

Two examples of in total 160 valid submissions.

We support participants during the challenge and help organize the jury process to provide everyone a great experience and run a smooth campaign.



Constructive Realities developed a line of Time of Flight (ToF) 3D cameras, capable of on-device depth data processing using ROCK board. These compact cameras have AR/VR, IoT, robotics, and industrial products applications. An API allows users to process depth data and enables IoT functionality.

































The University of Maribor participated with Farmbeast; an advanced, fully autonomous field robot that performs tasks like crop spraying, weed termination, and crop inspection. Equipped with numerous sensors, Farmbeast addresses challenges in agriculture such as efficiency, variability, and environmental impact.



We reach thousands of the world's most innovative companies

During and after the challenge we provide detailed reports that show you are reaching the right audience, and that provide market intelligence about who is interested in your technology.

 Arm  San Jose, CA Semiconductors	 NVIDIA  Santa Clara, CA Computer Hardware	 General Electric  Boston, MA Mechanical or Industrial En...
 Boeing  El Segundo, CA Aviation & Aerospace	 CERN  Meyrin Research	 Volvo Cars  Gothenburg Automotive
 Stmicroelectronics Northern Europe  Coppell, TX Semiconductors	 RATP Smart Systems  Noisy-le-Grand Transportation/Trucking/...	 Massachusetts Institute of Technology  Cambridge, MA Higher Education
 Murata Electronics Oy  Vantaa Electrical/Electronic Manufa...	 Intel Corporation  Santa Clara, CA Semiconductors	 Relativity Space  Long Beach, CA Aviation & Aerospace
 National Institute of Informatics  Tokyo Research	 University of Cambridge  Cambridge Higher Education	 Qualcomm Inc. Cdma Technology  Hyderabad Wireless



A small sample of the many companies reached during the ROCK Engineering Challenge



How engineers stay cutting edge