

McCafe On The Go

McDonald is looking for a scientific and innovative solution to the lack of space that today's world is inevitably set out to face in the future. You need to design a **mobile coffee kiosk**, that has the functionality of a normal McCafe kiosk, i.e., a proper waste management and resource supply (such as water, electricity).

You are advised to think in a way that is practical and takes into account things that you would observe in daily life .

Task

Design a 3D Model of an efficient and functional McCafe mobile coffee cart with better water storage and drainage system & proper power supply

Must-have Elements in a Cart

- **Coffee Machine counter:** A Counter where the coffee is made which is comprised of chiller, trash bin, coffee grinder, LCD TV (for menu details etc.) and a hood, and obviously, the coffee machine.
- **Sink counter:** Comprised of VitaMix, Water storage and drain system, LCD TV(menu board) and a hood.
- **Point of Sale counter:** Counter where all the billing is done. Has a McDonald's signage, tray table, UPS, Cash Drawer and DB, storage built in.

Guidelines:

- Participants should specify material which will be required for each part of design by taking factors such as strength into consideration
- The dimensions of the Mobile Cart are such that it's base completely fits in the area of dimensions 3250 mm X 2750mm (l x b)
- Come up with efficient design having proper water storage and drainage system of around 100 Litres of water
- **Participants have to submit a detailed abstract with micro detailing comprising all 2D section views of model, 3D model file, innovative solution for proper water storage and drainage system and power supply in mobile cart**
- You can use any 3D Modelling software for designing Mobile Coffee Cart

Specifications

- The coffee machine weighs 66 kg.
- Coffee machine has dimensions of 4 Ft * 1.5 Ft
- Grinder’s weight - 4.5 kg
- Vitamix weight - 2 kg
- Chiller Weight- 50 kg

Participants have to make Coffee Kiosk structure not a coffee machine, vitamix, grinder or any other components of kiosk. Above specifications are just for help of participants to design.

● **TIMELINE**

Last Date of Registration	10th November 2018	Participants need to register before this date
Final Project Report Submission	10th November 2018	Submission of final project report has to be submitted before this date
Declaration of Result	20th November 2018	Declaration of shortlisted teams for final presentation at Techfest, IIT Bombay on the basis of final report and the supporting materials
Improvisation Stage	20th November to 4th December 2018	Shortlisted participants are to improve upon their model and prepare a presentation for the final round
Final presentation & video submission	5th December 2018	Participants have to submit the final presentation to be displayed during the Techfest before this date
Grand Finale	14th-16th December 2018	Final presentation of Design

- **SHORTLISTING**

Top teams would get the chance to present their model/idea in the Final Round at Techfest, IIT Bombay which is from 14th -16th December 2018. Participants will get a slot for presenting their model/idea to the Judges based on which they will be evaluated.

- **ELIGIBILITY**

1. Individuals or teams from the following categories are allowed:

- a. Students/research scholars of the authorized institutions (students have to show their Valid College ID).
- b. Up to 3 years old college pass-outs.

2. A team is allowed to have a maximum 4 members.

3. If the participating team feels that their idea requires more participants in their team, they can forward their request, with suitable reasons, to mc_cafe@techfest.org with the subject "**McCafe On The Go: Team number increase request**".

- **REGISTRATION AND SUBMISSION**

The Participants have to register on the official Techfest Website and fill all the necessary details.

www.techfest.org -> Competitions -> McCafe On The Go -> Explore More -> Register -> Fill all your details -> Your team will be formed and now you can add other team members

Abstract Submission:

Teams are required to submit one report to mc_cafe@techfest.org.

- **PROJECT REPORT SUBMISSION**

The project report should be mailed to mc_cafe@techfest.org with the subject "McCafe On The Go" Project Report: <Team Id>

(for eg. "McCafe On The Go" Project Report: **Mc1234**). Teams must follow the following details for the submission:

- The abstract must be submitted in PDF format only
- Font: Arial
- Size: 11
- Spacing between two lines: 6 pts
- Spacing between two paragraphs: 10 pts
- Bottom margin: 1 inch

- **GENERAL RULES**

1. Every team has to register online on official Techfest website for the competition. A Team ID will be allocated to the team on registration which shall be used for future references.
2. A team can register and submit the final abstract at any point of time before 31st October 2018.
3. **The decision of the organizers or judges shall be treated as final and binding on all.** Techfest has all the rights to verify the identity and accuracy of the details provided by the participants.
4. No responsibility will be held by Techfest, for any late, lost or misdirected entries.
6. The idea/design presented by the teams should be original (not protected by means of patent/copyright/technical publication by anyone else).
7. Note that at any point of time the latest information will be that which is on the website. However, registered participants will be informed through mail about any changes on the website.
8. All modes of official communication will be through the Techfest e-mail.

- **CERTIFICATE POLICY**

Only those teams that are shortlisted for the finals and also also give a final presentation about their work during Techfest 2018-19 would be awarded an e-Certificate of Participation. The top 3 entries from this event would be provided with Certificate of Excellence

- **PRIZES**

The prize money will be awarded via NEFT and will be processed within 30 working days. Winners have to mail the following information (immediately after the announcement of results) to rohan@techfest.org

FORMAT OF MAIL

Subject: McCafe On The Go, <Team ID> - <Your Position> (example- Competition Name, 1003 - 3rd Position)

Body of mail:

1. Account Holder's Name
2. Account Number
3. Bank name and Branch name.
4. IFSC Code

Note:

IP Rights- Design of the participants of the competition will be taken up by Hard Castle Restaurants Pvt. Ltd. and all its affiliates and winners will be given prize money. Hard Castle Restaurants Pvt. Ltd. and all its affiliates have the rights to implement the idea on industrial and manufacturing level.