

— COMPETITION GUIDE —

INGENUITY CUP 2021

Groundbreaking Innovation in 40 days



 **World
Innovations
Forum** —

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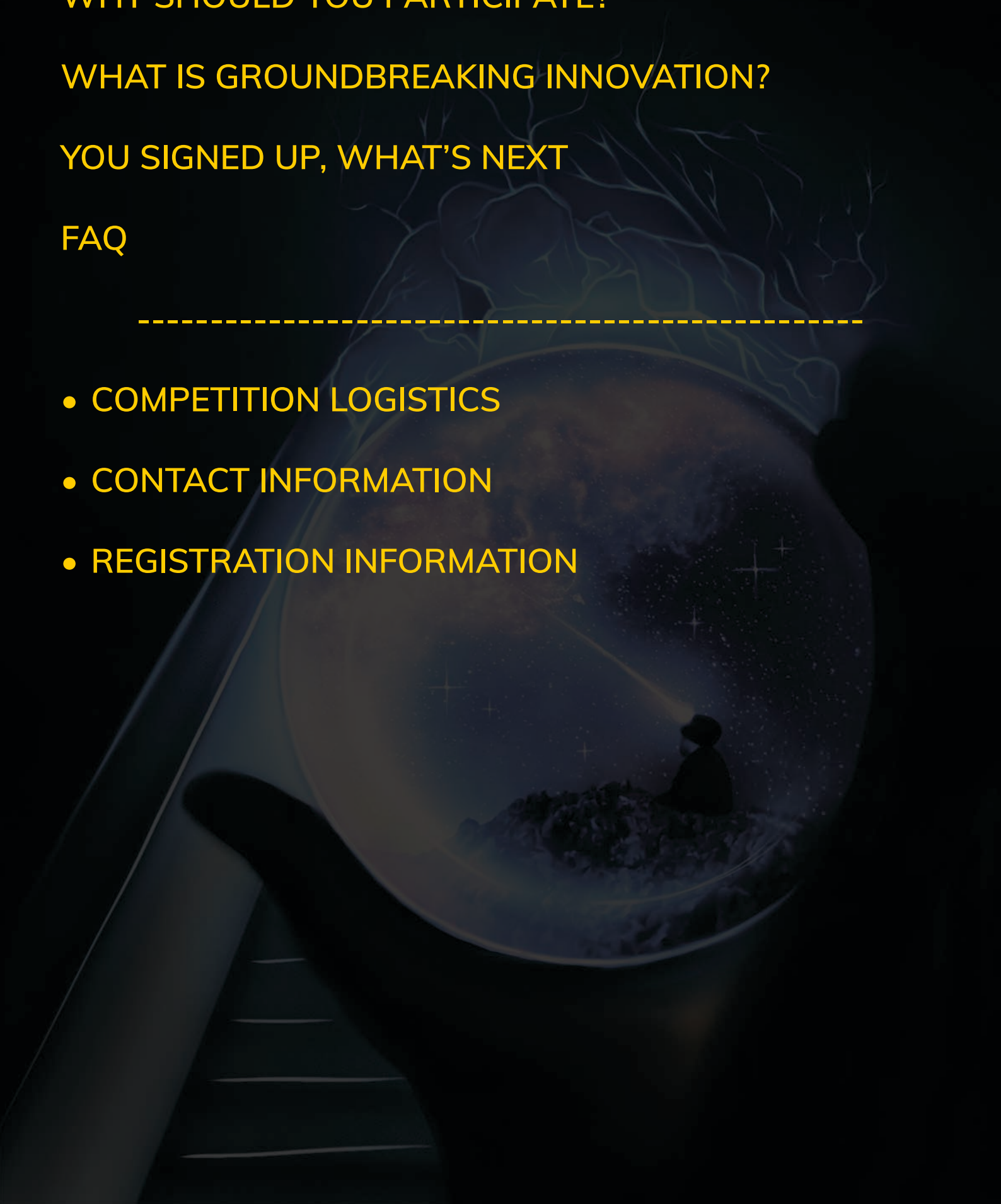
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PURPOSE & OBJECTIVE

We want to demonstrate to the world that innovation and ingenuity is one of humanity's signature strengths. Moreover, it must not be an accidental idea but we can consciously develop innovation at will.

The founders of the World Innovations Forum Foundation and BlueCallom have been very successful founding, growing and exited four innovative businesses with disruptive business models. They are also the sponsors of this competition to help the next generation do this with even better tools and methods. The next generations will experience a major shift in the work culture away from repeatable jobs and moving towards creative jobs in a more flexible work environment. We must start pushing for more creative work environments.

Unfolding the human potential for ingenuity

WHY SHOULD YOU PARTICIPATE?

- The goal of the Ingenuity Cup is to develop a groundbreaking innovation in 40 days.
- Each team is supported by an Innovation Coach and provided with complementary training to learn how leading 'Unicorn' companies created their ideas.
- Teams will attend a one-week Deep Innovation Design bootcamp.
- Compete with other inventive, global teams and gain international innovation experience.
- All participants gain global exposure and attention.
- On June 22, the winning teams are announced with prizes!
- All teams will be winners one way or the other.
- Registration Link: <https://wiforum.org/widay-contest-reg/>

WHAT IS GROUNDBREAKING INNOVATION?

A groundbreaking innovation has the following characteristics:

- Worldwide, there is no other solution like this.
- It solves a clearly defined problem that has either not been solved at all or only with an obvious less attractive solution.
- It addresses a large existing market or addresses a virgin not yet existing market.
- The solution significantly elevates the way people do things.
- There are reasonable arguments why the competition will want to follow the concept or create their own groundbreaking innovation.
- There is a likelihood that the innovation will displace older less attractive solutions and cause employees to rethink the value of their job and career path (the price of progress).
- The majority of potential customers/users will initially either doubt that the solution is possible and/or think that it will never take off.

AFTER YOU SIGNED UP

1. CONDUCTING AN INTERVIEW

We will invite you to an interview with some of our team members to discuss your goals and expectations. It's also a good time to discuss any questions of yours.

2. GETTING OFFICIALLY APPROVED

After the interview you will get officially approved to join the competition. Should for any reasons you decide to not start or we decide it's not a fit, your fee will be reimbursed 100%.

3. PARTICIPATE IN THE INNOVATIONS DAY ONLINE EVENT

April 21 we will introduce all competing teams in a public online event.

4. JOIN THE COMPETITION KICK OFF EVENT

April 22 we conduct an online event with all participating teams, Innovation Rockstar Meeting.

Explore possible questions and walk you one more time through the program and introduce you to coaches that will be available for your support.

5. DEEP INNOVATION DESIGN TRAINING

On April 26 we start an online one week Deep Innovation Design Champion. All competing teams will participate for free. The training is Mon - Fri half a day. Exact times will be provided after you are approved. The times vary from morning in Europe or California and afternoon on the US East Coast and Asia.

6. COMPETITION START TO FINISH

May 3 - We jointly kick off the first week with a two hour session on how to involve your prospect or customer base into the innovation process, helping you finetune your idea or find an idea in the first place.

May 10 - We start a two week ideation marathon using the neuro ideation principles including Brain-Up, Analogous Ideation, Ideation Confluence, CallomBurst and ideation vision.

May 25 - We help you form your “Innovation Summit” for whatever you are working on to build the foundation for execution. This week you will also perform your idea validation.

May 31 - Now we will work on how you get your idea funded internally in your corporation or externally from startup investors.

Jun 7 - This week some of your team will begin to build a first prototype (MVP). Others will prepare the go-to-market strategy.

Jun 14 - Now we will help you build the Innovation to Market plan. The value of your innovation grows with market acceptance or remains to be zero value.

Jun 22 - Today you will present your solution to the public. By now you learned to not fear any competition and not being fearful to share your solution publicly.

7. VOTING AND WINNING

On the final date, June 22, the public will vote, invite all your friends, prospects and network. They will represent 49.5% of the votes. Unfair? We don't think so. The stronger your online presence is, the more likely you will be successful ($G = I * E^2$).

Another 49.5% of the votes will come from a jury of innovation experts, entrepreneurs and innovation leaders. The remaining 1% will make the difference in case public votes and jury votes are not in synch. This 1% is reserved for all participating teams of the competition. In other words the organizer cannot select the winner alone.

8. PRIZE DISTRIBUTION

We will send the prizes to the winner by mail. Make sure we have a valid address.

9. 2025 SPACE AWARD

The winner of this contest will compete with the winner of the four upcoming Ingenuity Cup contests in 2022, 2023, 2024, and 2025 for the 2025 SPACE Award and be able to win a flight into space with one of the first commercial space travel providers. If you win that, You will go at roughly 100,000 feet, 3 times the height of any commercial airline, and look at our planet from space. The ride will go from legendary Kennedy Space Center in Florida. A \$150,000 value. And a once in a lifetime experience, that will broaden and blow your mind.

FAQ

Q: SKILLS -- What skills should the team have to join and be successful?

A: The ideal team is a highly diverse team. For instance a mixture of subject matter experts, business background, financial background, marketing, sales, and maybe other talents. Innovation is not about engineering or science it is about finding solutions.

Q: COST -- Will there be any cost I have to cover during the 40 day competition?

A: No, You get the training and the tools you need. All you need to have is a laptop and an internet connection.

Q: OWNERSHIP -- Will we be able to keep the innovation as our own and leverage it in our own company?

A: Absolutely. The contest is to show how virtually anybody can create potential multi million dollar businesses in 40 days. Neither the WIForum foundation nor its sponsors will claim any rights - see also "Agreement" under "Competition Details."

Q: TIME -- How much time do I need to invest in this competition?

A: As much as you can, Consider it your once in a lifetime opportunity to learn to innovate and create what was thought to be only randomly possible. If you can do it full time. If you can do it part time it is ok too.

Q: PRESENCE -- Are there any in person events that I will be required to attend?

A: No, everything is online

Q: TRAINING -- What is involved in the Team Education week? How much time do I need to complete that week? Will all my teammates be required to attend?

A: It is a one week training and you should allocate half a day each day for the training. It starts at 9am European time or afternoon Asia time.

Q: NO TEAM -- I think my idea is very innovative and I work best on my own. Why do I have to have 5 team mates?

A: There is no known case from the past 25 years that a solo innovator had been successful. And to the contrary, all great teams that made it through the idea process and entered the market had shown amazing successes.

Q: JOINING ANOTHER TEAM -- Is it possible to join an innovation team that has already been created?

A: Yes, absolutely and we are happy to make introductions. The decision to join is by the team however.

Q: NO IDEA -- I don't have an innovative idea. Can I still participate?

A: If you have no idea but want to solve a defined problem that you have in mind, you should still join as we can help you create the idea from scratch.

Q: LINKEDIN PROFILE -- Why do I need to provide my personal LinkedIn Profile URL on the registration form?

A: We'd like to get to know you, we want to make sure that we don't get spam or faked accounts and you will want to authenticate yourself using the innovation tool you will work with.

Q: NO ORGANIZATION -- I don't have an organization URL to complete the registration form. What can I do instead?

A: Leave it open

Q: TIMING -- I work for a corporate company and don't have enough time to get this approved with my manager. Will there be a competition next year that I can apply for?

A: Yes, there will be a competition every year. Still try to make it happen this year. Innovation is all about timing, speed, an open mindset and getting things progressed as fast as possible.

Q: SPACE AWARD -- How can I find out more about this 2025 Space Award Competition?

A: We will share more details latest on April 21.

ADDITIONAL INFORMATION

A hand holding a crystal ball. Inside the crystal ball, a small figure of a person is sitting on a rocky surface, looking up at a starry sky. A beam of light from one of the stars illuminates the person. The background of the entire image is dark with faint, glowing, branching patterns resembling lightning or neural connections.

COMPETITION LOGISTICS

TEAM APPLICATION

Innovation is a team business. It takes teamwork to make a dream work. Get a handful of people together and build your dream. You will learn during this experience that it is possible - 95% guaranteed. Register with your team of 5 to 500 people to collaborate on your project. You get all the necessary tools from the organizer.

START DATE

Your project on April 21. It needs to be completed by June 17.

WINNING

Win by delivering one of the best groundbreaking innovations, selected by public voting 49.5% a jury of innovative minds 49.5% and all contestants (1%). The award ceremony will be on June 22. In addition to the top three winners, all contestants will win during a fantastic competition of amazing innovative minds, meeting extraordinary people, and getting global awareness for their effort. See further below the definition of a groundbreaking innovation.

PRIZES

For the top 3 teams.

- The winning team will receive:
 - The Ingenuity Cup Trophy
 - A cash prize of at least \$20,000
 - And a place in the 2025 Ingenuity Cup Space award competition
- The second and third places will win a smaller trophy
 - In the Corporate class
 - Top three winners will have an hour meeting with their CFO.
 - In the Startup Class
 - Top 3 winners will be introduced to roughly 600 international investors.
 - Startup class winners will be introduced to our corporate partners for possible collaboration.

TOOLS & TRAINING

We will provide you with some of the best and most advanced tools and training by BlueCallom, the anchor sponsor of this competition, providing the latest Neuro Innovation Management software for free and training, ensuring teams have the same level of understanding in innovation methods and techniques.

AGREEMENT

For any registered company, the IP belongs to the company that participates in the contest whether it's a startup or a global enterprise. For teams that simply get together like students or friends, the IP can be used by any team member on their own, or collectively by all team members together, or any part of the team. Students need to provide a release note from their university in case they have any IP regulations the teams are bound to.

Anybody who joins a team within the open innovation contest, will agree to not claim any intellectual property rights on any idea or any other contribution they made.

REGISTRATION INFORMATION

PROGRAM SELECTOR: WIDay 2021 Competition - Innovation Team

ORGANIZATION TYPE AND FEES:

- Individual group \$10
- Startup \$20
- SME \$100 | up to 1,500 employees
- Enterprise \$250 | 1,500+ employees

*The fee helps to make sure we get serious applicants and is a small token to organize the contest.

CONFIRMING THE REQUIREMENTS

- Yes, I confirm reading the requirements
- Our team will be 5 or more
- We welcome additional team mates from outside

NAME (First and Last)

EMAIL

COUNTRY

PERSONAL LINKEDIN PROFILE URL

ORGANIZATION NAME

ORGANIZATION URL

JOB TITLE

INNOVATION PROJECT INFORMATION

- Team names and email address
- Tell us more about your project idea (if any) and expected outcome

PAYMENT

SUBMIT

CONTACT INFORMATION

If you have further questions, please contact:

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wiforum.org/widay/

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