

DEAN'S OPEN INNOVATION
CHALLENGE
2024



TIME ^{TO} RECONNECT

Imagine a world where data isn't just numbers
but pathways to unity. Be a part of this challenge!

Powered by Value Creation Office at NOVA IMS

DATA AS A PATHWAY TO UNITY

Welcome to the Dean's Open Innovation Challenge 2024 – an exciting journey awaits the NOVA IMS community, filled with purposeful innovation.

At NOVA IMS, we're on a mission to create impactful solutions for real-world challenges, guided by the powerful idea "Data with Purpose". We believe in the transformative potential of data to enrich society by addressing critical issues. This commitment serves as a solid bridge between our institutional values and the core of this vibrant competition.

In today's digital age, technology unfolds a realm of possibilities alongside its share of challenges. As we welcome innovation, we face issues like privacy concerns, discrimination, societal divisions, and isolation. Solving these requires creative and disruptive solutions. This year's theme **"Time to reconnect"**, invites our community to contribute with smart ideas that tackle important societal problems. In a society moving fast and sometimes divided, our goal is to explore how data and technology can be forces for dialogue, collaboration, and empathy, ultimately bringing people together.

How can we use our skills to create tech and data-driven solutions that bridge gaps and encourage meaningful connections?

Ready to make a lasting impact on society?

Join the Dean's Open Innovation Challenge 2024. Together, let's turn ideas into reality, innovate, and collaborate for a brighter future!



WHO'S IN?

Calling all students, collaborators, researchers, alumni, professors, and partners from NOVA IMS and AD NOVA IMS. This is your time to shine!

No initial idea? No problem! We are all about collaboration. Let the ideas naturally emerge while working with your team.

WHY JOIN?

Entrepreneurial Culture: Foster innovation within the NOVA IMS community.

Social Impact: Make a difference with solutions that tackle real-world problems.

NOVA IMS Support: Accelerate and prototype your winning idea with financial and technical support.

THE CHALLENGE STEP-BY-STEP

Dean's Open Innovation Challenge is more than a competition; it's your opportunity to solve real-world problems through innovative tech and data-driven solutions. In the following pages, we take you step-by-step through the process of competing in this year's challenge.



Discover the theme

- Your innovative journey starts with the theme reveal.
- Every year, our Dean introduces an inspiring theme to fuel your creative spark.
- This year's theme is "Time to Reconnect," challenging you to explore data-driven solutions that foster unity and societal bonds.
- Align your thinking with the theme, kickstarting your journey toward impactful solutions.



Register in the Competition

- Participation is absolutely free.
- Join the competition individually or team up – it's your call!
- No initial idea needed – just bring your enthusiasm for solving real-world problems.
- Hurry! The registration deadline is approaching fast – secure your spot by February 26th, 11:59 pm



Meet your Dream Team

- Solo entrants, no worries – our organizers will curate a fantastic team for you.
- Teams: 3 to 7 members, ensuring a powerhouse of diverse skills and perspectives.
- After registrations close, watch out for a notification introducing you to your dynamic team!
- Aim for diversity! We encourage multidisciplinary teams, uniting NOVA IMS community for expertise.



Get started with the Kick-off Session

- Join us for an inspiring Kick-Off session on March 5th at INE Auditorium.
- Our Dean's welcome speech sets the stage, followed by essential details and rules. Can't make it in person? Tune in online!
- Ensure at least one team member attends, in person, to get all the crucial information.
- From 5pm to 5:45pm, dive into the competition essentials. And guess what? There's a tasty twist—stay for a networking-session with delicious bites and refreshing sips!



Develop your idea with Design Thinking

- Embark on a 3-month journey of ideation and project development with your dream team.
- Dive into Design Thinking with 3 exclusive workshops by NOVA Innovation and Analytics Lab.
- Weekly challenges, tools, and materials will guide your solution development.
- Connect with a dedicated mentor for any queries or uncertainties during the process.
- Mark your calendars – March 7th to May 15th, the Concept Development phase unfolds!

Design thinking workshop sessions

All successful businesses solve a problem. Immerse yourself in the problem, then brainstorm solutions as a team using Design Thinking — an innovative approach to problem-solving.

1 inspiration

March 7th | 12pm to 3pm
NOVA Innovation & Analytics Lab

2 ideation

April 11th | 12pm to 3pm
NOVA Innovation & Analytics Lab

3 prototyping

May 9th | 12pm to 3pm
NOVA Innovation & Analytics Lab



Pitch your idea and Win

A great idea isn't enough to get you to the finals. Your team will also need to carefully craft a persuasive presentation that will really wow the judges.

1 pitchday & selection of top 3 teams

All teams pitch their solutions to the jury. The top 3 projects move on to the next phase.

5 minutes presentation + 5 minutes Q/A
NOVA Innovation & Analytics Lab
May 16th, 5pm

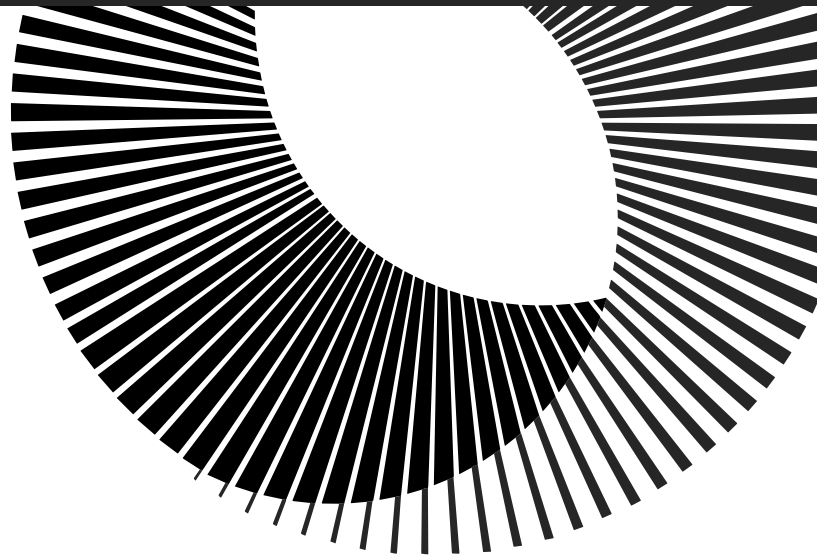
2 final pitch & awards ceremony

The top 3 teams will present their ultimate pitch at the Data with Purpose Summit, followed by the exciting awards ceremony!

5-7 minutes presentation + 5-7 minutes Q/A
May 21st at Data with purpose Summit

MUST-HAVES FOR A WINNING IDEA

A lot of great ideas compete in the Dean's Open Innovation Challenge but only 3 make it to the finals. Why? They have a solution our judges are looking for: **DISRUPTIVE, RELEVANT, FOCUSED, PRAGMATIC.**



AWARDS



COMPETITION PLAN

Event	Schedule	Location	Participation Requirements	Time Commitment
KICK-OFF Kick-Off Session	5th March 5pm to 5:45pm	INE Auditorium, NOVA IMS & Online via stream	At least 1 member per team must attend in person	1 hour
Networking Session	5th March After 6pm	NOVA IMS	Optional	As desired
W1 - Inspiration (Workshop)	7th March, 12pm to 3pm Lunch break: 1pm to 1:50pm	NOVA innovation & analytics Lab	At least 3 members per team must attend in person	3 hours
Weekly Challenge 1	11th to 18th March, 11:59pm	Slack	Optional	1 hour
Weekly Challenge 2	18th to 25th March, 11:59pm	Slack	Optional	1 hour
Weekly Challenge 3	1st to 8th April, 11:59pm	Slack	Optional	1 hour
W2 - Ideation (Workshop)	11th April, 12pm to 3pm Lunch break: 1pm to 1:50pm	NOVA innovation & analytics Lab	At least 3 members per team must attend in person	3 hours
Weekly Challenge 4	15th to 22nd April, 11:59pm	Slack	Optional	1 hour
Weekly Challenge 5	22nd to 29th April, 11:59pm	Slack	Optional	1 hour
Weekly Challenge 6	29th April to 6th May, 11:59pm	Slack	Optional	1 hour
W3 - Prototyping (Workshop)	9th May, 12pm to 3pm Lunch break: 1pm to 1:50pm	NOVA innovation & analytics Lab	At least 3 members per team must attend in person	3 hours
PITCHDAY Pitch & Selection of Top 3 teams	16th May 5pm to 6pm	NOVA innovation & analytics Lab	All team members must be present	1 hour
Networking and Celebration	16th May After 6pm	NOVA innovation & analytics Lab	Optional	As desired
Final Pitch & Awards	21st May	Data with Purpose Summit, NOVA IMS	All team members must be present	1 hour

COMPETITION CALENDAR

Steps	January	February	March	April	May
Applications	19 JAN	26 FEB			
Teams' officialization		27 FEB	1 MAR		
Kick-off			● 5 MAR		
Concept Development (W1, W2, W3)			7 MAR W1	11 APR W2	9 MAY W3 15 MAY
PitchDay					● 16 MAY
Final Pitch & Awards					● 21 MAY

TIME COMMITMENT

Time Period	Date	Time Commitment	Event
Week 1	4th to 8th March	4 hours	Kick-off & Workshop 1
Week 2	11th to 15th March	1 hour	Team meeting
Week 3	18th to 22nd March	1 hour	Team meeting
Week 4	1st to 5th April	1 hour	Team meeting
Week 5	8th to 12th April	3 hours	Workshop 2
Week 6	15th to 19th April	1 hour	Team Meeting
Week 7	22nd to 26th April	1 hour	Team Meeting
Week 8	29th April to 3rd May	1 hour	Team Meeting
Week 9	6th to 10th May	3 hours	Workshop 3
Week 10	13th to 17th May	2 hours	Team Meeting & PitchDay