



INTERNATIONAL INNOVATION CHALLENGE



I+dea launches an International Innovation Challenge to gather knowledge from entrepreneurs and universities with the aim to sort out some of the most demanding challenges for industry.



The aim is to offer the opportunity to present innovative solutions to the challenges and to create a small open Innovation event with the best approaches presented. The winners will also have an award and the possibility to collaborate and Implement their proposal in a real case scenario.

i+dea is a Research and Development Centre which has a mission on developing knowledge in the Food industry and generate innovative solutions jointly with our clients to satisfy the consumer needs, acting responsibly through the Food value chain.



1. Challenge

The subject of competition is the challenges at two different categories:

- CHALLENGE 1st

Development of a new indulgent product with a cereal base (Biscuits, Cereals Breakfast, Bars, and/or Bakery) with a sustainable solution (in costs, and at environmental level) in the elimination or reduction of the sugar content in a minimum of 30% with respect to products of the same category, with a clean label, that maintains the organoleptic characteristics during shelf life.

- CHALLENGE 2nd

Technological solution for the adaptation and/or replacement of part or all of the processes necessary for the production of products based on cereal (Mixing, rolling, extrusion, fermentation, baking, dosing, decoration, etc.) that allow us to improve the consumption of resources , efficient flexibility, respectful with the environment, as well as to elaborate current and future products.

2. Participants

They will have access to the first edition of the IIC, Entrepreneurs or Start Ups willing to share their activities in order to solve the proposed challenges; and Universities that through their graduate students and / or undergraduate students can offer aligned projects.

In the case of Universities, the candidatures must be individual.

The participants guarantee that they are the owners of the intellectual property of the submitted proposals, which allows the publication, diffusion, reproduction, distribution of their work that does not affect third parties.



3. Award

- The award of i+dea's IIC consists of the possibility to collaborate and scale up their idea with the help of I+dea of the possibility to collaborate (entrepreneurs) or a year trainee vacancy in I+dea (Students). Also the group of finalist will be awarded a payed trip to i+dea installations in Spain to present their propositions in an Open Innovation Event.
- I+dea could declare "empty" or to grant a partial concession of the award if there is the consideration from the jury that there is not enough quality on the overall proposals.
- The award has to be used to the professional improvement of the knowledge or capabilities of the participants area of business.
- The proposals that will not be awarded will be at disposal of the candidates for their retirement or will be destroyed after a month of the final event.

4. Documentation and presentation of candidacy

- A written proposal of no more than ten pages in English.
- A executive summary of no more than two pages.
- Short description of why the candidate thinks they should be winner of the award.
- Specific use of the award if granted.
- Curriculum Vitae of the participants, or in the case, of the company participating.

5. Timing and presenting candidacies.

The deadline for presenting the proposals will be the date 1st of February 2019.

The documentation should be emitted in digital to the following e-mail:
innovation@imasdea.org

6. Additional criteria

There will be taken into consideration the following criteria:

- The differentiating aspects of the proposal.
- Quality of the presentation of the proposal.
- Knowledge of the implantation of the innovation into a real case scenario.
- Sustainability and costs of the innovation presented.
- Applicability and exploitability

7. Jury

The jury will be designated by i+dea. It will be integrated by a number of members not above 10 members and will be selected using criteria based on scientific, academic, institutional, or business driven background. Ensuring an objective jury to select a fair finalist.

Their members will be of public knowledge and published at the same time as the kick off of the Challenge.

The results from the jury will be public and will be communicated to all participants in a transparent manner on the website of the IIC.

The award will be granted in an Open Innovation Hub at i+dea where the best finalist will be invited. The person representing the winner's candidature compromises to assist. The expenses and placement of the finalists assisting at the event will be provided by i+dea.

8. Intellectual property

If the winner and its proposal content protected by intellectual or industrial property rights via the channels provided for this purpose, they will hold the intellectual property rights related to these works, or shared with the university or enterprise signed to, the Company will be granted with exclusivity on exploitation of the results..

9. Guarantees

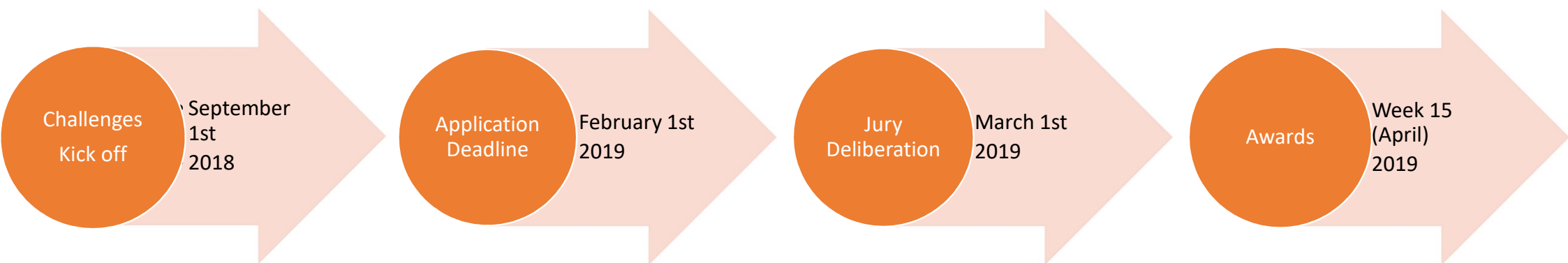
I+dea guarantees the confidentiality of all candidatures and works presented to the Challenge and will follow the legislation in terms of respect of the Intellectual Property and the Organic Law of Data Protection for individuals.

The presentation of the candidature implies the acceptance of all the norms stated by the Challenge.





Timeline of the contest





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