

APRIL 25. - 27.

NEWSLETTER

TRIBÜHNE LEHEN

INNOVATION DAYS

DIGITALE INNOVATION UND TRANSFORMATION

1 Stelle deine Idee vor
25/04/2018, 17 Uhr

2 Arbeitet im Team an der Umsetzung
48 Stunden

3 Überzeuge die Jury im Pitch
27/04/2018, 17 Uhr

Registration, pitch preparation and further information.

innovationdays.org ■ innovationdays@sbg.ac.at ■ facebook.com/inndays



UPDATE - IMPORTANT DEADLINES:

- Registration until Friday, 20th of April 2018 on: <https://tinyurl.com/innovationdays-registration>
- Preparation of idea pitches until Tuesday, 24th of April 2018. Please select an innovation challenge, prepare your pitches and send it to: florian.fecher@sbg.ac.at

About the Innovation Days 2018 in Salzburg

The Innovation Days connect students and entrepreneurs with companies to foster innovation and collaboration. In a 48-hour workshop participants pitch ideas, form teams, and build prototypes that will transform companies and communities.

Why participate?

- **Gain experience:** Innovation is something you get better by doing it. This is your opportunity to gain hands-on experience by solving novel challenges.
- **Learn with others:** You will work with a team of different skillsets and mindsets to come up with innovative solutions.
- **Build opportunities:** Interact with companies to explore career opportunities and build your network. The best teams get awarded.

Where do the Innovation Days 2018 take place?

The Innovation Days 2018 take place in the TriBühne Lehen, Tulpstraße 1, 5020 Salzburg

When do the Innovation Days 2018 take place?

From Wednesday, the 25th April 2018, 5 pm. until Friday, the 27th April 2018, 5:00 pm.

Who can participate?

Everybody.

How can I participate?

Please visit eventbrite and register for the Innovation Days 2018 until 20.04.2018: <https://tinyurl.com/innovationdays-registration>

Are there any fees for participation?

No.

Which companies are participating and what are the innovation challenges?

Following companies will provide digital innovation challenges on which the participants can choose to work on during the Innovation Days. You will find both problem statement and respective video below.

- **W&H Dentalwerk Büromoos GmbH**
 - **Innovation Challenge:** Find solutions on how to tackle the new balance of power within healthcare (patient – payer – performer) from a standpoint of a medical device manufacturer.
 - Innovation Challenge will be specified soon. We keep you updated on Facebook: <https://tinyurl.com/facebook-id2018> and www.innovationdays.org
 - **Corporate Video:** <https://tinyurl.com/w-h-dental>
- **Sony DADC**
 - **Innovation Challenge:** How can Sony DADC exploit the potential of uberisation within the 3D printing industry? Identify market opportunities, requirements and develop a business concept that Sony DADC could adapt and expand.
 - **Challenge Video:** <https://tinyurl.com/sondydadc>
 - **More information:** <https://tinyurl.com/sondydadc-info>
- **Stieglbrauerei zu Salzburg GmbH**
 - **Innovation Challenge:** How can we position the "Stiegl Freundeskreis" for our gastronomy customers and/or our "Stiegl Bierversilberer" (sales representatives)?
 - **Challenge Video:** <https://tinyurl.com/stieglbrauereisalzburg>
 - **More information:** <https://tinyurl.com/stieglbrauereisalzburg-info>
- **Bausparkasse Wüstenrot AG**
 - **Innovation Challenge 1:** How can our customers be helped faster and easier?
 - **Innovation Challenge 2:** With which services can we score in order to restore their daily lives as quickly as possible?
 - **Innovation Challenge 3:** What services can we provide to help our customers avoid damage?
 - **Challenge Video:** <https://tinyurl.com/w-stenrot>
 - **More information:** <https://tinyurl.com/w-stenrot-info>
- **INTERSPAR Gesellschaft mbH**
 - **Innovation Challenge 1:** How can our exclusive wine & spirits online shop weinwelt.at become more attractive for young people under xy age?
 - **Innovation Challenge 2:** How can we improve our search function into an automatically learning system? (Synonyms and spelling mistakes: Tomate - Paradeiser; Butter - Buter)
 - **Challenge Video:** <https://tinyurl.com/interspar>
 - **More information:** <https://tinyurl.com/interspar-info>

Do I need a business idea?

We highly appreciate everyone who is pitching his or her idea. However, an idea is not a must for participation. In case you do not have any idea you can join a team which already has one. Alternatively, you can pitch your idea on the first day and find your own team.

When I have an idea, what do I need to consider?

In case you have an idea on how to solve one of the innovation challenges above, please prepare a one minute pitch presentation for the Wednesday, the 25th of April 2018. The pitch can but don't need to be supported by Powerpoint. In case you create a Powerpoint presentation, please send it to florian.fecher@sbg.ac.at until the 24th of April. Please also provide a short description of your idea during the registration on eventbrite.

Does my idea have to perfectly fit the categories and problems presented by the corporate partners?

Basically, everybody can freely decide if an idea is related to the presented problems. However, the probability to win will be higher if the problem is directly tackled to a category.

Which student disciplines and universities are expected to participate?

So far, students with business, design and technical background will take part. We keep you updated on Facebook: <https://tinyurl.com/facebook-id2018> and www.innovationdays.org

Do I need a team?

No. The best ideas arise when new, interdisciplinary teams come together. On the name tags you can see the discipline of each person. Every team should keep one representative of each discipline (Business Administration, Design, Engineering). In this sense, please notify, that it is not possible to form your team ahead.

Do I need something else?

Fun, openness and everything you need to be creative. Your laptop and writing things might be useful. We provide you with food, drinks and refreshments during the three days.

How will the presentations of the ideas be evaluated?

A jury of representatives of corporate partners and the Universities will evaluate the ideas. Criterias include: innovation character, problem solving, concept development and potential of realization. In addition, the jury's decision is mandatory and binding, a possibility of appeal is not provided. It is also possible that none of the presented ideas will be awarded.

What is in it for me?

The 1st winner team gets 2.000,00 €, the 2nd winner team 1.000,00 € and the 3rd winner team 500,00 € to further develop their ideas (e.g. prototyping) and other attractive prizes.

What happens with my idea?

The participant agrees that the corporate partners of the Innovation Days 2018 are allowed to use the ideas derived from the Innovation Days 2018, developing and realizing them. By using (developing and realizing) the ideas there is a possibility, however, not an entitlement for any further cooperation with the corporate partners.

If the corporate partners continue working with the ideas on their own, the participant cannot derive any claim regarding compensation or remuneration. It is exclusively up to the contestants to protect or ensure the protection of intellectual property of any proposal or application to the Innovation Days.

Is there anything else to consider?

The participant cannot derive any claim (particularly no fees or reimbursement of expenses) against the organizers of the Innovation Days 2018 by participating at the Innovation Days 2018 and by preparing and presenting the idea. Photos, voice and video recordings of the participant can be taken at any time during the event. The participant agrees that his/her name, idea, photos, voice and video recordings can be made available online as well as offline. The organizers are not liable for the correctness of statements made by judges and other in the Innovation Days

involved persons. The organizers are not responsible, if participants violate the rights of third parties. The Innovation Days can be canceled at any time without declaring any reasons.

Where do I get further information?

Please subscribe to our Facebook group to get more information before, during and after the Innovation Days:
<https://tinyurl.com/facebook-id2018>. Find further information on www.innovationdays.org.

Who can I contact in case of urgent questions?

Univ. Prof. MMag. Dr. Katja Hutter
Universität Salzburg

Florian Fecher, MSc
Universität Salzburg
florian.fecher@sbg.ac.at