



Ericsson Innovation Award 2018

About the Ericsson Innovation Awards



- › The Ericsson Innovation Awards is a global student competition that allows university students to partner with Ericsson experts to envision the future of ICT.
- › The purpose of EIA is student recruitment, millennial brand awareness, innovation thought leadership and employee engagement.
- › Each year, we challenge students with a theme that is relevant and impactful.



2009

The global innovation competition initiated as The Ericsson Application Awards



2015

The scope was broadened to focus more on innovation. The competition became exclusive for students.



2016

The Future of City Life theme, along with strong university partnerships garnered an increase from 270 teams to 843 teams.



2017

The Future of Food theme and increased social media brought in 907 submissions and a greater alignment with Nobel for the grand final.



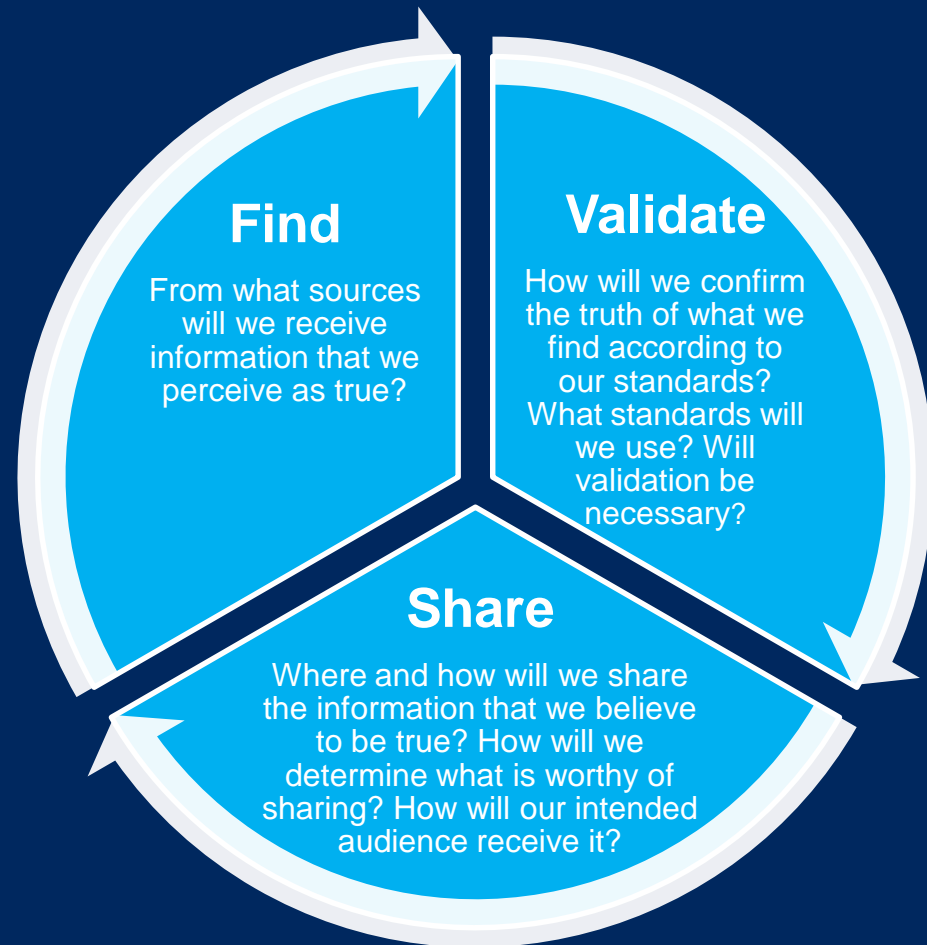
2018

The Future of Truth allows us to align with Nobel. We will launch in Sep 2017.

The Future of Truth



How will we find, validate and share information in the age of ICT?



Our theme is based on the **2017 Nobel Week Dialogues**. However, we're focusing on truth as it relates to ICT.

Considering truth in connection to ICT:

Augmented, Virtual & Merged Realities

Digital & Social Media

Artificial Intelligence

Machine Learning

Privacy & Security

Health & Education

The Future of Truth aligns to 5 of the Consumer Lab Top 10 Consumer Trends for 2017.

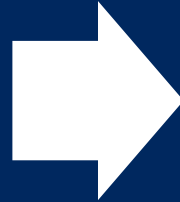
Competition Design



Regional Competition

- Region Consists of all teams in China, Hong Kong, Taiwan, Japan and Korea
- Teams selected based on their answers submitted to the competition website
- Top 5 selected to be final regional competition
- Virtual Regional Presentation
 - Top 5 will present their ideas & information they submitted to Regional judges

Regional Prize: \$1000, 800, 500 USD

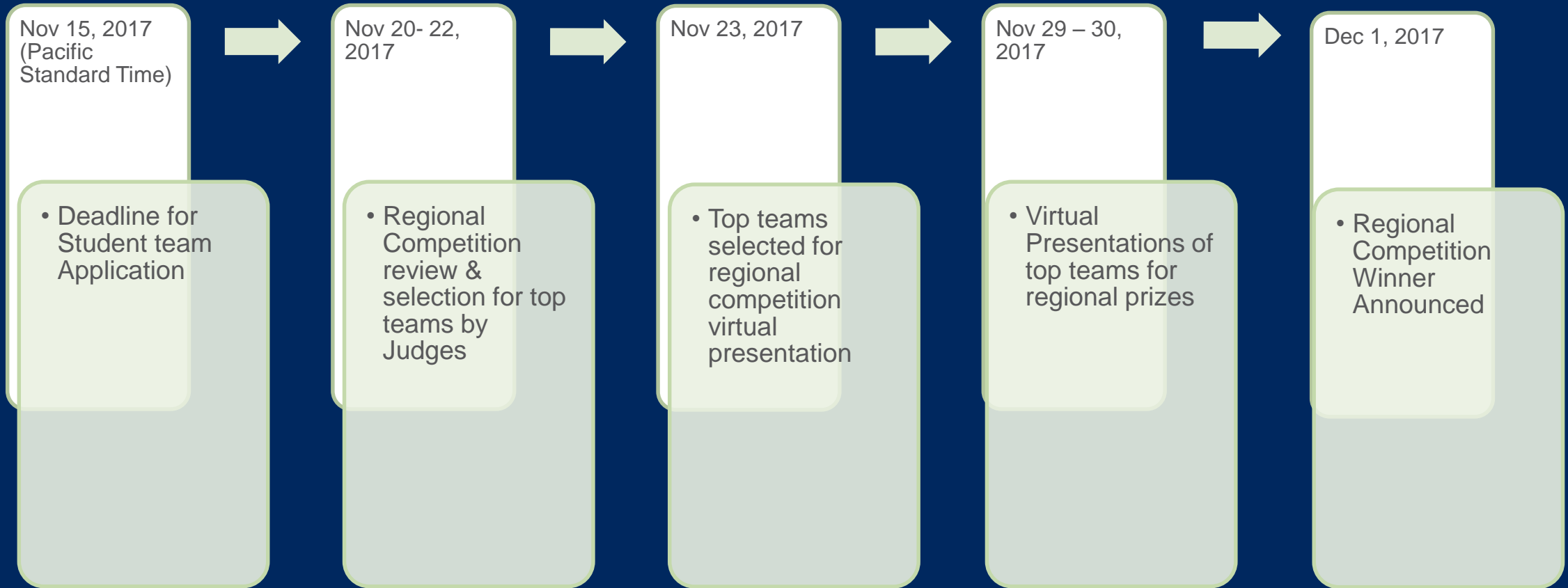


Global Competition

- 6 Regional winners guaranteed a spot in the top 15 for the Global competition portion
- Additional teams from each region recommended by the regional Judges (not guaranteed)
- All top 15 teams will get mentorship from Ericsson Global mentor to further develop their project
- Top 4 teams select for the final Competition

Global Prize: 25,000, 10,000, 5,000,
2,000 EURO

Regional Competition Timeline



Timeline & how to submit



- › Student Team Registration & Submission Deadline: Nov 15, 2017
- › Submission requirements (Your team must answer all these questions to complete the registration)
 1. Names and contact information of 2-4 team members who are current university students.
 2. Complete the Innovation Molecule Idea Submission – Must answer the following:

Registration Link: www.ericssoninnovationawards.com

Innovation Molecule Idea Submission



All team must answer these questions in the Online Form in order to complete their registration

Questions	Word Count	Required?
Which of these areas of truth does your product or service address – Find, Validate or Share?	Select one area	Mandatory
Briefly describe the problem you idea will solve Who is the Beneficiary or customer or your product or solution? How will it benefit them?	Max 170 words	Mandatory
What is your innovative idea to impact the future of truth?	Max 200 words	Mandatory
What is innovative about your solution?	Max 300 words	Mandatory
What Sets it apart from other products or services already available on the market?	Max 300 words	Mandatory
Technical Overview Document (This document can serve to explain your idea in greater detail. You may include technical specifications, diagrams or customer information..)	This document may not exceed 2 pages	Optional



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The Future of Truth



在通信技术的时代，我们如何成为影响未来的关键改变者？

如果你有好的创意，你的团队将有机会赢得：

25,000欧元的创新基金（约合**人民币19万**）

经验丰富的导师指导，更有机会来到瑞典首都斯德哥尔摩向行业专家阐述你的创意！