What is it?

A CONTEXT open only to selected Universities in:

- France
- Switzerland
- Italy

to collect ideas (not biz plan!) and then support the winner team to implement their ideas (till the prototype realization) with ST competences and technologies.

Unlike other apparently similar contests, ST hopes to launch a real industrial project that, beginning with students’ ideas, arrives at the definition of an effective business plan.
The innovation domain: SPORT

- Baseball
- Basketball
- Cricket
- Cycling
- Diving
- Triathlon
- Athletics
- Equestrian
- Climbing
- Swimming
- Sailing
- Hockey (field)
- Football/soccer
- Golf
- Boxing
- Canoe/Kayak
- Gymnastics
- Tennis
- Skating
- Weight Lifting
- Volleyball
- Windsurf

Winter sport

- Skiing
- Ski Jumping
- Skiing-Alpine
- Snowboarding
- Skating
- Biathlon
- Bob
- Hockey (ice)
- Luge
The innovation domain

- Ideas collected should involve innovative systems-products related to the world of sports (all sports are allowed), including both indoor and outdoor sports.

- Requested ideas should AVOID systems for monitoring the state of wellbeing of athletes during physical activities (such as heart monitoring) BUT must be related to innovative systems that, can be applied to:

  1. Individual/personal sports equipment (rackets, balls, ...)
  2. Technical sportswear (helmet, rucksack, ...)
  3. Fixed/settled equipment (sport facilities)
The involved Universities

- **Italy**
  - **Milano**
    - Politecnico di Milano
    - Università‘ Statale di Milano -Scienze Motorie

- **Switzerland**
  - **Lausanne**
    - EPFL - Ecole Polytechnique Federale

- **France**
  - **Grenoble**
    - Université Joseph Fourier
The schedule

Scouting & Project Design

Phase 1

Oct. '10

Project Set-up

Phase 2

Jan 1st

Idea collection

Phase 3

April 1st

Up to top 10 best Ideas selection

Phase 4

June 30th

Prior art check

Phase 5

Sept. 5th

Idea/ biz concept reinforcement

Phase 6

Dec. 22nd

Winners selection

Phase 7

Febr. 20th

Platform definition

Phase 8

June 30th

Submission to the financial sponsors (biz angels, incubators)

Incubation

2010

2011

STMicroelectronics

Innovation Cup

2012
Students’s awards

1’ Round (Sept. 2010)
Up to 10 best ideas selected by the Jury, after the prior art check:
✓ Money x team: 1 K Euro

2’ Round (Febr. 2011)
• 1st Prize
  a. Money: 30 K Euro
  
  b. ST support in the development of the project idea
  
  c. International ST internship in Milan/Catania or Grenoble/Crolles

• 2nd Prize
✓ Money: 15 K Euro
Join us at:

www.st-innovationcup.com