

# INOV@UTAD

## IDEAS CONTEST

[inova.utad.pt/concurso-de-ideias](http://inova.utad.pt/concurso-de-ideias)

The **INOV@UTAD contest** is an initiative of the University of Trás-os-Montes and Alto Douro that aims to promote qualified entrepreneurship among the young and enterprising public.

The INOV@UTAD contest is intended for the community of UNORTE.PT Universities (UTAD, UPorto, UMinho), namely teachers, researchers, students and alumni of any level of education.

The INOV @ UTAD Competition comprises three components:

- develop projects and ideas, seeking to value concepts;
- valuing ideas with a structured business plan looking to develop spin-offs;
- rewarding the best projects with companies.

The contest takes place in two phases:

**The contest is divided in two phases:**

**Phase 1** the project and business ideas are submitted until September 24, evaluated by a jury and selected according to the evaluation criteria. The teams participate in the INOV@UTAD HACKATHON to be held at UTAD on **September 27**, integrated in Summer Innovation Campus 2018. At the end of the hackathon, there will be selected the teams that go to the second phase of the contest.

**Phase 2** The top 10 project ideas and the 10 best business ideas will participate in a set of 5 workshops to support the development of competencies in order to improve their projects.

The contest INOV @ UTAD will receive **€ 25,000 in prizes**, to be distributed among the three categories of the competition:

- **3 INOV@UTAD Awards - ideas**  
(1st prize 5000 €, 2nd prize 3000 €, 3rd prize 2000 €)
- **3 INOV@UTAD Awards - spin-offs**  
(1st prize 5000 €, 2nd prize 3000 €, 3rd prize 2000 €)
- **1 INOV@UTAD Award - best project with companies**  
(5000 € prize)

**INOV@UTAD HACKATHON** is an initiative integrated in the INOV@UTAD ideas contest, which aims to consolidate ideas with the mentoring of a group of experts in several areas who have supported the competitors in the preparation of the idea presentation.

INOV@UTAD HACKATHON will take place during Summer Innovation Campus, on September 27 at UTAD. During the morning the participants will have the opportunity to prepare their presentation before the jury of the competition and define their stay in the competition. At the end of INOV@UTAD HACKATHON, there will be known the ideas that go to the 2nd phase of the INOV@UTAD Contest.

The hackathon will have the following phases:

Debrief (1 hour)	Development (6 hours)	Dry-run (20 Minutes)	Pitch (10 minutes)
<ul style="list-style-type: none"> <li>&gt; Rules explanation</li> <li>&gt; Team setup</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Concept definition</li> <li>&gt; DEMO / POC development</li> <li>&gt; Pitch preparation</li> </ul>	<ul style="list-style-type: none"> <li>&gt; DEMO</li> <li>&gt; Pitch</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Presentation (5 Minutes)</li> <li>&gt; Q&amp;A (5 minutes)</li> </ul>

During the development phase the following profiles will be available for coaching:

- **Product manager** - How to transform an idea into a product, challenges and techniques. The creation of a start-up and the use of accelerators of ideas as a vehicle for success.
- **UX/UI expert** - The experience of interaction is the key to the success of an idea
- **Technical Architect** - The best approaches, technologies and concepts to transform a winning idea into a success.
- **Presentation skills expert** - Tactics, methodologies and approaches to better tell the story behind the idea. How to survive a pitch in front of a demanding jury.

Each team may request previously or depending on availability at the time the support of each of these profiles in order to improve the idea that is being worked on.

The pitch will be in front of a jury to be presented shortly and will be divided into two parts: a part of 5 minutes to present the idea / demo / concept and another 5 minutes for a question and answer session.

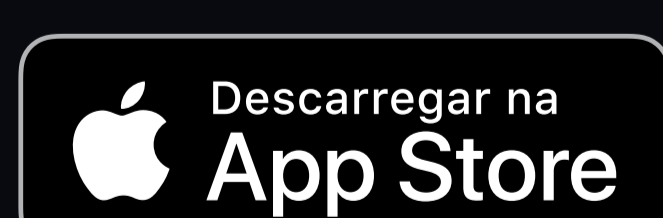
(The 5 minutes for the pitch will be counted and the presentation cannot pass this time limit. The 5 minutes of Q & A may be exceeded if so indicated by the jury.)

# PARTICIPATE

PREPARE YOUR IDEA UNTIL SEPTEMBER 20TH  
AND APPLY IN INOV@UTAD CONTEST!  
<http://inova.utad.pt/concurso-de-ideias/>



DOWNLOAD OUR APP!



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## RULES

**TEAM** /// Each team may only compete with a previously submitted idea and each participant may only belong to one team in the competition · Participation is open to the UNORTE community but also to participants who are not part of this community, provided that the team has at least one member of the UNORTE community as a member · The team leader must be indicated in advance.

**SUPPORT** /// The support of the different profiles available during the event will be requested to the organization · Each support slot is of 30 minutes (maximum time) · If there is a large number of participants the support slot may be changed to 15 minutes · The support will be guaranteed following the entry order of the requests.

**PITCH** /// The number of participants in the pitch can be decided by each team · The pitch will run for 5 minutes and not more than that · The order of presentation will be drawn at the beginning of the event and made known to all participants · There is a 5-minute Q&A period that can be extended for one more minute if any member of the jury allows for it.

**FINAL DECISION** /// The final decision of those who proceed for the second phase will be presented one hour after the end of the presentations and later communicated by email · It is not mandatory that 10 projects of ideas and business projects proceed to the second phase if the jury understands that the quality of the proposals presented is not enough · The INOV@UTAD project, operation NORTE-01-0246-FEDER-000039, is co-financed by the ERDF through NORTE 2020.