

Philips launches competition in search of a new wave of Einsteins

We have just launched the “Innovation Open”, a new competition encouraging innovative ideas around specific business-relevant topics.

From the competition entries, ten finalists will be invited to Amsterdam to attend an innovation masterclass given by Philips experts, and will have the opportunity to present their innovations to Philips executives. Three winners will be awarded a share of *€50,000 in cash prizes* as well as an *innovation coaching session with Philips experts*. Students may even have the opportunity to see their idea become a reality, through the potential licensing or sale of their innovative technology.

Please help us to challenge your students or other inventor communities to see how what they may already be working on could be a winning solution in one of our product categories. More information about the competition and categories is on the website:

<<http://www.philips.com/innovationopen>>

I have also attached some materials that may be helpful in spreading the word:

- Poster which can be printed and placed in key areas on campus
- Email insert that can be sent out to students (see below)
- Youtube video to help inspire and motivate <http://bit.ly/SDuVAm>
- Infographic with key learnings from past innovations
- Top innovation tips

The competition *submission window closes* *October 28th 2012*, so please help us make your students aware of this opportunity. If you have any questions, please feel welcome to contact ourselves or Laura Erickson (laura.erickson@philips.com) who is managing the competition