

Will you uncover the next **BIG IDEA** that makes a real difference?

BIRMINGHAM MADE ME is now seeking applications for its Student- Business Collaborative Project - '**HACKING THE FUTURE 2014**'. By exploring in your team, you will build a **BIG IDEA** to showcase at the **BMM Expo**, Millennium Point, from 1st - 9th May, 2014.

You will need to get together with a couple of friends and sign-up by choosing one of the **Six Challenges** themed around **LIVE – PLAY – MOVE**.

It all kicks-off with the 'Discovery Project 1' with ½ day workshops on **20th or 21st January** (depending on your chosen challenge). In February, your team will then have the option to progress and pitch for the 'Idea Collaboration Project 2'. If successful, your team will collaborate with member companies*, BCU experts and the BMM exhibition team to enable you to showcase your ideas.

This is an amazing opportunity to get creative, develop your entrepreneurial spirit and solve problems collaboratively with industry and build essential employability skills.

HACKING THE FUTURE 2014
**BIRMINGHAM
MADE ME**

DISCOVERY PROJECT 1

20th January to 11th February

Workshop sign-up deadline Mon 13th Jan.

This is a short project. Discover your team's big idea by attending two workshops. Your team's first workshop will be on either the 20th Jan or the 21st Jan (depending on which challenge you choose). On the 11th Feb your team can then decide if it wants to pitch to get on the 'Idea Collaboration Project 2'.

IDEA COLLABORATION PROJECT 2: 3rd March to 9th May **Pitch required on 17th or 18th February**

Successful teams will collaborate with other teams and attend the "idea surgeries" with BMM member companies and BCU experts. You will also work with BMM exhibition team. The teams' ideas will form the heart of the BMM Exhibition on the 1st to 9th May, 2014, where awards will be presented to the best projects.

SIX CHALLENGES

Overall goal: To create positive impact on peoples' lives by harnessing 'sustainability' and 'well-being' behaviours through design.

LIVE.

Home Living: Look beyond the obvious and encourage sustainability and well-being behaviours in the home.

Challenge 1. Motivate, inspire home energy efficiency in heating or food storage/preparation.

Challenge 2. Motivate, inspire healthy eating while selecting, preparing and cooking food.

PLAY.

Interactive Packaging/Communications: Explore ways that packaging can be used to create dynamic engagements for sustainability and well-being.

Challenge 3. Connect, play and share with friends through packaging/comms.

Challenge 4. Apply mass customisation to packaging to inspire wellbeing behaviours.

MOVE.

Wearable Tech or Urban Interventions: Explore new ways for us to move in and around the city for a more sustainable and happier city.

Challenge 5. Gameify the commute for sustainable impact.

Challenge 6. The serendipitous commute – create well-being journeys.

BIRMINGHAM MADE ME

HACKING THE FUTURE 2014
SUSTAINABILITY AND WELL-BEING

Why take part?

These two projects will help you to build communication and creativity skills, develop team work skills and get you engaged with rapid prototyping and collaborative problem solving.

Your will get:

- Idea development and rapid prototyping workshops (Project 1 & 2)
- Mentoring & coaching (Project 1 & 2)
- Collaborative idea development at 'idea surgeries' with member businesses and BCU experts (Project 2 only)
- Prizes awarded to best teams (Project 2 only)
- Platform to co-create with consumers at the 2014 BMM Expo (Project 2 only)

DEADLINE

Sign-up to 'Discovery Project 1' by MONDAY 13TH JANUARY.

Get one team member to complete a few simple questions by following this link

www.f6s.com/hackingthefuturediscoveryproject1

*To find out more about BMM member companies please visit the BMM website

www.birmingham-made-me.org/who-we-are/supporters/

