

# THE CHALLENGE

## PROMPT

Protect food & degrade on time: You are a group of researchers/entrepreneurs tasked with designing a sustainable, economic food packaging solution that addresses the global need to reduce microplastic pollution & environmental impact:

- Current efforts to develop a solution are inadequate and thus investors/companies/NGOs are seeking radically innovative approaches to packaging that protects food & degrades (ideally within 12 months at ambient temperature)
- Your goal is to obtain funding to develop a solution that will be safe, sustainable & economically viable.
- Your interdisciplinary background suits you well for the task - think outside the box

## DELIVERABLES

Your team has 20hr to research & develop your pitch to convince funders to finance your solution. Two deliverables will be required on Saturday:

- **Pitch: Slides (pdf) - Fill out the google form by 3:45pm (link in slack)**
  - 5 minutes pitch (hard cut-off) - practice!
  - 3 minutes (Q&A) - appendix slides may help
- **Executive Summary: 2 pages max (printed & pdf) -Fill out google form by 3:45pm (link in slack)**
  - Offer more detail to your solution in writing & figures

Key Elements that could be mentioned in both:

- Introduction
- Problem identification
- "Radically innovative" Hypothesis/Solution based on research
- Benefit to environment/consumer/retailer
- Research proposal: Set of experiments; Timelines; Budget; Mitigation strategies

## JUDGING METRICS

Your presentation and abstract will be judged based on these four criteria with equal weighting.

- **Innovative**
  - Is your approach unique / groundbreaking?
- **Feasibility**
  - Technical feasibility: is it scientifically sound?
  - Economic feasibility: will it be marketable & cost-effective?
- **Impactful**
  - How large is the positive impact on the environment?
  - Does your solution actually reduce microplastics in a meaningful way?
- **Rigorous**
  - How methodical is your approach?

## PRIZES

1ST PLACE

**CHF 3000**

2ND PLACE

**CHF 1000**

3RD PLACE

**CHF 1000**

