The Selection Process
Students are selected through a thorough selection process

Average commitment: 1,5 hours per day, 5 days a week. Meetings are typically organized after 17.00
Dates are subject to slight changes

20.02.2018
1. Roadshow

20.02 – 27.02.2018
2. Application period

05.03 – 06.03
3. Interviews

07.03
4. Team composition

08.03 – 14.03
5. Warming Up

- On campus face to face presentations of the Innovation Olympics to students of all Departments of UniTrento
- Sponsor Companies can attend the presentations and introduce their “Innovation Challenge” (not compulsory)

- Interested students can apply online to participate in the Innovation Olympics
- Students introduce themselves and briefly explain their skills and motivation

- Students who pass the first selection step may be invited for an interview or directly admitted in the Innovation Olympics

- Students get the final acceptance notification and Teams are composed according to the “diversity” criterion (skills, interests, discipline, gender, nationality etc)
- Students cannot choose their team or company

20.02.2018

20.02 – 27.02.2018

05.03 – 06.03

07.03

08.03 – 14.03

- Mentor meeting
- Team building seminar
- Reading materials, market analyses and company reports introduce students to the company, the industry
The Innovation Olympics

Students - supported by a mentor - follow a five-step 10-week process to identify the next industry trends and develop a sound Business Concept for the Company.

1. Innovation Intent
   - Agree on where and where not to innovate;
   - Define growth targets and strategic thrusts for breakthrough innovations;
   - Understand investment profile.

2. Opportunity Insights
   - Identify insights and trends around the company, competitors, partners;
   - Organize and structure ideas in a Business Opportunity Map.

3. Fields-of-Play (FoP)
   - Use lateral thinking and brainstorming to develop new ideas;
   - Offer a wide range of proposals, from more traditional to really disruptive ideas;
   - Organize ideas into applicable Fields of Play.

4. Business Concepts
   - Focus on the assigned FoP;
   - Turn the FoP into a sound and applicable Business Concept;
   - Conduct some initial due diligence to validate the priority concept.

5. Business Case
   - Fine-tune the Business Concept;
   - Summarize the business concept in a compelling, visually stimulating and insightful way;
   - Meet your organization’s internal conditions for new business development.

Official presentation: Company attends

Official presentation: Company is welcome