



# ARCTIC INNOVATION COMPETITION

[www.ArcticInno.com](http://www.ArcticInno.com)

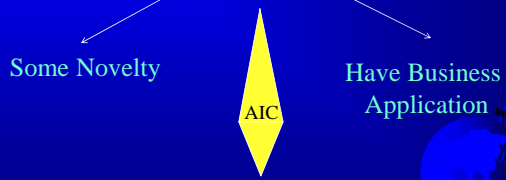
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September 2009

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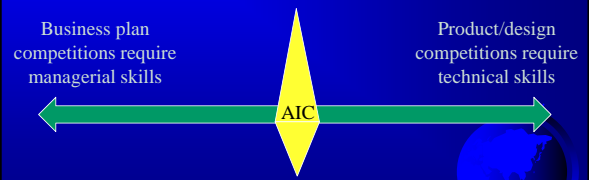
## 1. The AIC: Idea Contest

The first Statewide New & Useful *idea contest*



## A New Type of Competition

A new & useful *idea contest*



## Organization of the AIC

- Organization committee: Faculty, MBA and other students.
- Advisory board: representatives statewide.
- Judge team: Business expertise + technical expertise.



## Current Financial Sponsors

- Fairbanks and North Star Borough
- FEDC
- JEDC
- AEDC
- Northrim Bank
- Fort Knox
- Design Alaska
- Doyon
- UA: Academic Affairs
- UAF
  - School of Management
  - College of Engineering and Mining
  - Provost
  - University Advancement
  - College of Natural Science and Math
  - Arctic Region Supercomputing Center
  - Center for Research Services

## 2. Running The AIC

### Offer Big Cash Prizes

1<sup>st</sup> \$10,000  
2<sup>nd</sup> \$5,000  
3<sup>rd</sup> \$2,500  
4<sup>th</sup> \$500  
\$100 each for over  
10 honorable  
mentions



## Engage the Public

- Open to everyone
- No registration fee
- One registration per person/team
- Easy submission of ideas
- Media promotion

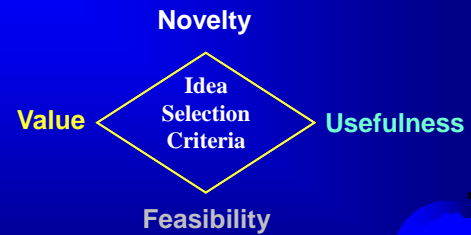


## Protect Submitted Ideas

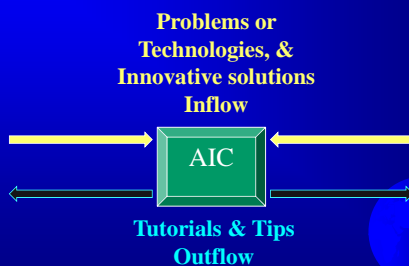
- Do not put sensitive info in the title and summary sections when **submit** ideas. In this way ideas are kept confidential if they are not shortlisted for final presentation.
- Submitted ideas are still protected by the **US patent laws** for one year after disclosing them publicly.



## Clarify Idea Selection Criteria



## Have a Two-way Info Flows Portal



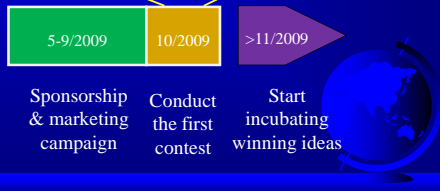
## 3. Participating the AIC

- Mark the important dates
- Make your first step
- Follow certain innovation approach
- Use the AIC website
- Support the AIC



## Important Dates

- Ideas submission by **October 1, 2009**
- Shortlisted ideas are informed by **Oct. 9, 2009**
- Shortlisted ideas presentation on **Oct. 23, 2009**



## Competition on Oct.23<sup>rd</sup> 2009

- UAF Wood Center C/D.
- Each oral presentation about 15 minutes.
- 1<sup>st</sup> round about 20 ideas starting at 3:00pm
- Last round 4 ideas starting at 5:00pm
- Award reception starting at 6:pm.



## Make the First Step

- Believe yourself!
  - Every one has great idea including you!
- There are over 20 prizes
  - You do not need to have a brilliant idea for winning a prize.
  - Entries are from ordinary people.

## Inside-the-Box Approach for Innovation

- Identify a blank spot
- Subtraction
- Multiplication
- Division
- Task Unification

## Identify a blank spot

- In 1982, Howard Schultz joined Starbucks Coffee Company in Seattle as the Director of Marketing. After a business trip to Milan, Italy, he tried to get ownership (including Gerry Baldwin) to offer traditional espresso beverages in addition to the whole bean coffee, leaf teas and spices they had long offered.



## Subtraction/Reduction

- Removes a component of a current product.
  - Undesirable
  - Desirable



## Multiplication

- Make one or more copies of an existing product.
- Alter the copies in some important way.



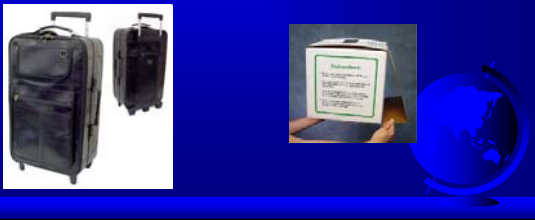
## Division

- Divide existing product into component parts.
  - Physical division-product is cut along a physical line
  - Functional division-product components with different functions are separated



## Task Unification

- Unifying two tasks in a single component
- “Why not just see whether it can be made to double duty?”



## Outside-the-Box Approach for Innovation

- Look for trade-offs
- Reframe problems
- Deal with inconvenience
- Link previously unrelated ideas
- Pursue an imagination



## Look for Trade-offs

- In 1985, the Dell produced the first computer of its own design — the “Turbo PC”, sold for US\$795. This offered buyers prices lower than those of retail brands, but with greater convenience than assembling the components themselves. The company grossed more than \$73 million in its first year of trading.



## Reframe Problems

- An event team first phrased their problem as “how do we increase the number of attendees at our conference?” Finally they changed question to “how do we become a more relevant conference to our target audience”,
- Albert Einstein: “We cannot solve our problems with the same thinking we used when we created them.”



## Deal with Inconvenience

- Disgusted that there was no diaper product that her infant daughter didn't wet through, Marion Donovan developed one herself by using nylon parachute cloth called "boater". It became the first paper diaper which was granted a patent in 1951.



## Link Previously Unrelated Ideas

- P&G has used the electro-static technology used to paint cars to improve the way cosmetics can be applied to skin.



## Pursue An Imagination

- One day Mr. Glen Brazier's 11 year old son drew a picture of a large truck with tracks instead of tires and asked his dad, "Could we make something like this?" Based on his son's imagination, Mr. Brazier spent several years on engineering and prototypes. In 1994, Mr. Brazier gained a patent and MATTRACKS were released for sale to the public.



## Use [www.ArcticInno.com](http://www.ArcticInno.com)



## Present Your Ideas Clearly

- State what problem your idea is dealing with
- Tell us how the identified problem can be solved by your idea
- Describe the end users of your idea
- Remember the four selection criteria!



## Support the AIC



Financial  
& in-kind  
support

Tips for  
reducing  
inefficiency of  
the contest

Networking  
& publicizing  
opportunities

Specified  
problem or  
technology

