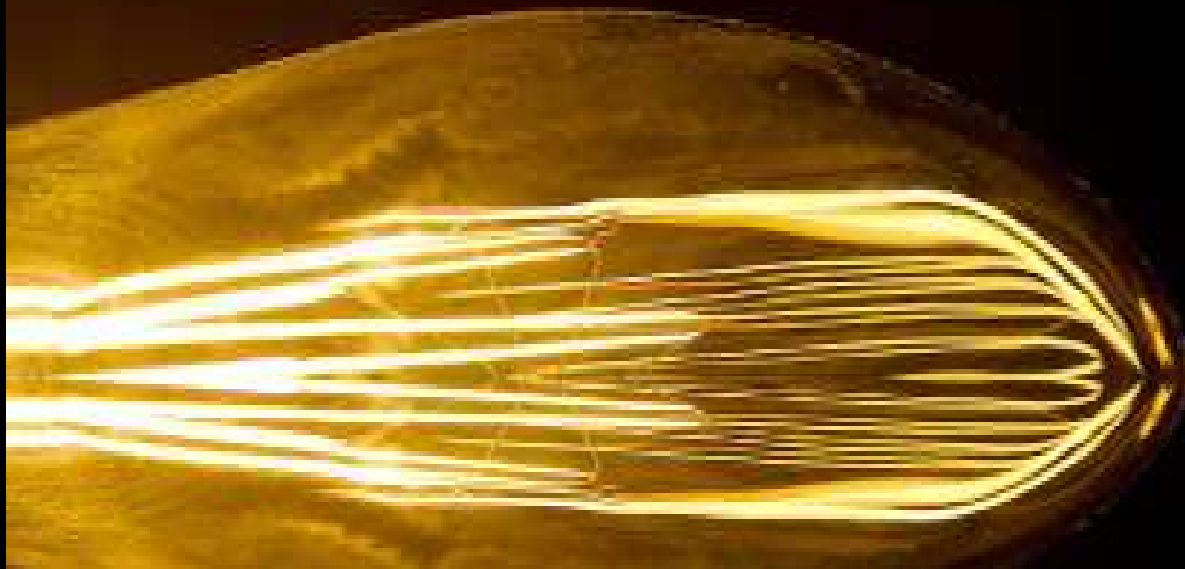


Friday 22<sup>nd</sup> October 2pm - - - - - Saturday 23<sup>rd</sup> October 2pm  
ESTIA - Biarritz / Bidart - FRANCE

The  **H** of innovation<sup>®</sup>

Season 4 - 2010

[www.24h.estia.fr](http://www.24h.estia.fr)



A creativity and innovation challenge in 24h!

# The 24h of innovation<sup>®</sup>

## **What?**

An international challenge based on the stimulating 24h format to develop creative, artistic and innovative concepts of products, services, usages... for companies, labs, associations, entrepreneurship...

## **Who?**

An open event for all the creative people (creators, innovators, researchers, artists, students, teachers, consultants, freelances, employees...) and institutions (companies, labs, associations...)

## **Where?**

A dynamic event created by ESTIA and located at Biarritz on the inspiring Atlantic ocean coast of the French Basque country and simultaneously (videoconferencing) in others places of the world.

## **When?**

Friday 22<sup>nd</sup> of October 2010, the season 4 of the 24h of innovation will start at 2pm.

## **Why?**

A free event for everyone that can enjoy the creative and friendly atmosphere of the 24h at ESTIA (ocean, mountains, food, cultural and sportive animations, live music...)

# How it works?

The official website of the 24h ([www.24h.estia.fr](http://www.24h.estia.fr)) is now open to register participants and collect projects proposed by companies, labs, association, creators, artists...

The Friday 22<sup>nd</sup> of October 2010 at 2pm, the projects will be presented during the 24h opening ceremony

Then, each participant (students, researchers, artists, teachers, consultants, free-lances, employees...) can choose his/her project and team

24 hours later (Saturday 2pm), teams will present their creative results in a show of 3mn in front of a jury of professionals in the field of innovation

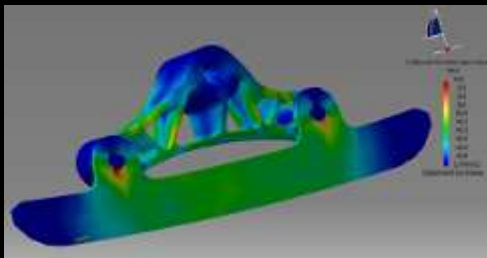
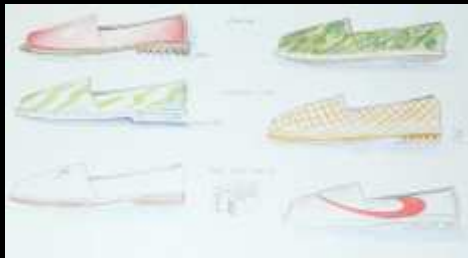
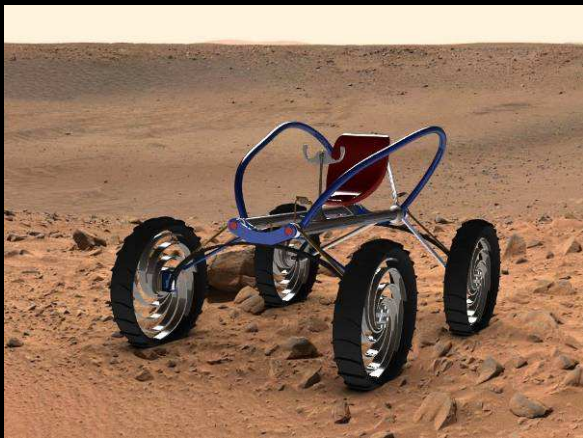
The winner teams receive "the 24h of innovation" awards and they receive prizes offered by the sponsors of the event

# Main partners since 2007



# Examples of results developed in 24h

- Innovative product concepts (Design, CAD, software...) and services,
- Prototypes, demonstrators,
- New usages (storyboard, video...)
- Marketing and communication plans



# Main facts since 2007

- 2007:** Creation of the first edition of the 24h of innovation® by ESTIA and trademark registration.
- 2008:** 2<sup>nd</sup> edition and Winner of the national « Award for engineering schools - Relationship with industry »
- 2009:** 3<sup>rd</sup> edition supported by the “European Year of Creativity and Innovation” by the European Commission. Teams participation at distance (video-conferencing) in France, Spain, Italy, and USA
- 2010:** First edition in May of the 24h of innovation in Canada

|                                 | 2007<br>Season 1 | 2008<br>Season 2 | 2009<br>Season 3 |
|---------------------------------|------------------|------------------|------------------|
| Number of projects received     | 35               | 53               | 80               |
| Number of projects developed    | 15               | 24               | 34               |
| Number of participants in teams | 170              | 185              | 245              |
| Companies                       | 15               | 25               | 30               |
| Jury, Experts, VIP              | 15               | 25               | 35               |
| <b>Total</b>                    | <b>200 pers.</b> | <b>235 pers.</b> | <b>310 pers.</b> |

# Consequences of the 24h of innovation®

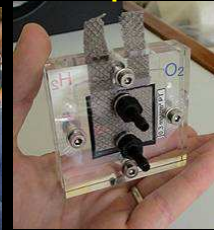
- New ideas, concepts, and patents of products & services for companies
- Collaborative experiences and professional opportunities for participants
- Networking and business opportunities for companies, labs, universities...
- Large dissemination with media fallout (TV, radio, press, web...) and connexions to the website ([www.24h.estia.fr](http://www.24h.estia.fr)) from 80 different countries



- A "worldwide community of practices of the 24h" with social networking (Facebook group, Twitter, movies of the 24h on YouTube...)



# Mindmap of the 24h





FRIDAY OCTOBER 22, 2PM - - - - SATURDAY OCTOBER 23, 2PM  
ESTIA - BIARRITZ / BIDART - FRANCE

THE **24**H OF INNOVATION®

SEASON 4 - 2010

[www.24h.estia.fr](http://www.24h.estia.fr)

More informations: [www.24h.estia.fr](http://www.24h.estia.fr)

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The 24h of innovation® is a registered trademark by

