



MORPHEUSCUP

EUROPEAN UNIVERSITIES & GRADUATE SCHOOLS CHAMPIONSHIP

THIRD EDITION - APRIL 28TH 2017

Students

«The Morpheus Cup takes this level of competition to another level» **FORBES**

«Des participants de tous horizons» **LE MONDE INFORMATIQUE**

«Ein Feuerwerk an Ideen» **TAGEBLATT**

«Le plus grand des championnats interuniversitaires» **CAPCAMPUS**

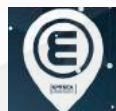
«An unique opportunity for students to demonstrate their talents» **YOUNG ACADEMIC**

«Die Jury zählt zu ihren Mitgliedern namhafte internationale Persönlichkeiten» **HEUTE**



European
Commission

UNDER THE HIGH PATRONAGE
OF THE EUROPEAN COMMISSION



ABOUT

Morpheus Cup is the unique European Universities & Graduate Schools' Championship and a hands on opportunity to show the world of employers.

- Launched in **2015**
- Engaged already **100+ campuses**
- Attracted more than **500 competitors**
- Gathered **19 countries** so far
- Convinced **40 europeans employers**
- Sponsored by **innovative brands**
- Judged by **worldwide personalities**
- Supported by the **European Commission**
- Fostered **600 Projects & Startups**

THE 2017 CHAMPIONSHIP (3RD EDITION)

European students are invited to compete for:

- * a Best Project Award individually or by team (2-3 people) before the event by submitting 10 slides on a project related to one or several of the 14 topics suggested (in this case attending the event on April 28th is no mandatory)
- * the Morpheus Cup by team (2-3 people) during one day of innovative challenges and experts games in order to win one or several awards.



A GRAND JURY OF INTERNATIONAL PERSONALITIES

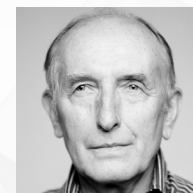
The 2016 finalists were invited to pitch in front of famous women and men from different sectors & countries :



Dr. Philippe POULETTY,
Co-founder,
Truffle Capital



Jelena DJOKOVIC,
National Director,
Novak Djokovic Foundation



Vaclav SMIL,
Distinguished Professor Emeritus
Faculty of Environment at the
University of Manitoba



Chanda GONZALES,
Senior Director,
Google Lunar Xprize



Olivier SCHAACK,
Creative Director,
Canal+

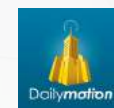


Jean-Jacques DORDAIN,
Former ESA Director



Andrew BARTON,
Director, Technical Operations,
Google Lunar Xprize.

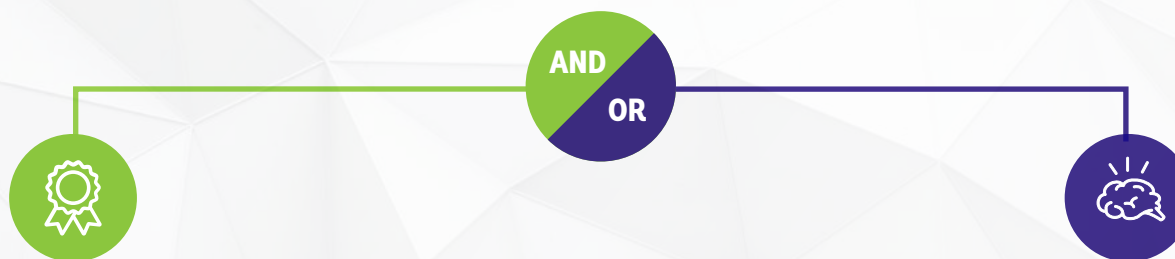
The 2015 jury members included :



**AN INCREDIBLE EXPERIENCE FOR THE EUROPEAN STUDENTS
WHO PRESENTED THE BEST PROJECTS AND STARTUPS IN 2016.**



STUDENTS CAN CHOOSE TO COMPETE IN



THE MORPHEUS PRIZE

- Engages entrepreneurial spirit
- Solves Humanity top issues
- Focuses on one of the 14 challenges
- Structures your project & startup's idea
- Send us a 10 slides presentation

- > Remote competition
- > Individually or by team
- > Best individual/team projects qualified to pitch in front of an international jury
- > 14 awards to win

THE MORPHEUS CUP

- Assesses global (culture & creative) or specific (marketing, design IT, finance...) skills
- Needs to show abilities in suggesting innovative solutions in a short timeframe
- Is organised by skills and covers different tracks
- Offers a unique experience to meet employers features a mix of games, quizz, hackathons, exhibition and party

- > Live the competition on April 28th in Luxembourg
- > by team (2-3 people)
- > Massive interactions at a European scale
- > 13 Awards + 1 Campus to win the Morpheus Cup



1/ MORPHEUS PRIZE FROM SEPTEMBER TO APRIL

€25,000 WORTH OF PRIZES

> FOR STUDENTS

- willing to present their ideas & startup's project
- looking for fundings or partners
- who cannot afford travel & accommodation until Luxembourg
- looking to be recognized by experts from their sector

You can present a tech solution, a mobile application, a new solution/ product or a new business strategy, etc. This will be presented as an entertaining presentation of maximum 10 slides to be sent prior to the event. Each category will recognize the work of a team. Among the 14 teams awarded, the best one will receive €10.000 in cash and the necessary support to deploy the project.

Deadline to submit your project: April 12th

> FOR SPONSORS

- ownership of a category and a prize
- challenge can be a part of the cursus evaluation in some campuses
- receive great ideas and connect to great student thinkers
- sector leadership, foster innovation in their market
- great innovation image & employer branding tool
- low budget but human investments

CATEGORIES TO CHOOSE FOR YOUR PROJECT

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Below are the categories suggested but as sponsor you can also choose to create another one:

6 GENERIC PRIZES

- **Tech prize**
Artificial Intelligence, Coding, Cybersecurity, Space, Telecom
- **Business Prize**
Business, Ecommerce, Food, HR, Luxury, retail
- **Finance Prize**
Blockchain, Fintech, Insurtech, Payments, Regtech
- **Marketing Prize**
Advertising, Design, Gamification, Marketing, Surveys
- **Life prize**
Charity, Climate, Education, Healthtech, SmartCity, Tourism
- **Science Prize**
All science-related project & papers

8 SPECIAL PRIZES

- **Green Datacenter Design Beat the Heat !**
Invent any system, project or strategy to reuse the heat from computer servers in a smart way - Proposed by CERN & Luxconnect
- **Media Innovation Prize**
Imagine an innovative solution delivering the best video experience to consumers for content anytime/anywhere, using satellite and terrestrial distribution - proposed by SES
- **Data Analytics Prize**
How can Data Analytics revolutionize functions and the business development within companies (presentations can be implemented in each function of a company: human resources, health sector, IT sector,...)
- **Talent Prize**
Using new technologies and social media, present project and innovative solution to create the modern recruitment industry.
- **Circular Economy Prize**
Present a concrete application of a circular economy process integrated within a company.
- **Internet of Things (IoT) Prize**
IoT is a phenomenon that's disrupting established industries and individual consumers. As an example this has already been witnessed with a taxi service being disrupted by Uber and the hotel industry landscape changed with Airbnb. What new opportunities can IoT bring in today's world ?
Proposed by Vodafone
- **Nanomaterials Prize**
Find a new use of nanomaterial or nanotechnology and present an innovative solution from its creation to its use.
- **Logistics Prize**
A special prize proposed by Cargolux



2/ THE MORPHEUS CUP ON APRIL 28TH

€25,000 WORTH OF PRIZES

> FOR STUDENTS

- willing to live a great experience
- promoting their campus
- compete in their favorite field
- meet other European students
- engage talks with employers

A gold, silver and bronze award will be offered to the Top 3 individuals in the Top Minds challenges and an award will be given to each best performers. The campus who will collect most points thanks to the participation of its students in both challenges will receive €10.000 in cash.

> FOR SPONSORS

- suggest a great experience
- solve specific business issues
- speak & create content or videos
- strengthen links with specific campuses
- interact & engage talks with candidates

FULL DAY OF COMPETITION FOR EUROPEAN STUDENTS ON APRIL 28TH, 2017

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Top minds (Plenary - Morning)

A generic track based on culture and creativity. This is the cultural, creative part of the game. Each student will have to answer a multiple choice exercise as well as artistic and creative games.



Best Performers challenges (Afternoon)

Those challenges have been built up for students who want to acknowledge their skills and be recognized as experts in their field. It is a unique occasion to gather the finest brains around your issue.

Architecture Games

A specific track for students engaged in that field

Finance Games

banking, fintech, investments & wealth management.

Business Games

For MBAs and natural entrepreneurs

HR

Rethinking the workplace needs passion and specific skills

Coding Games

A great hackathon for developers

Life Sciences

A series of mini challenges to solve for life science students

Design Games

Artistic but applied to real business

Mathematics in Physics

Let's get rational but in the most innovative way

Digital Marketing Games

Creativity and marketing skills needed

Engineering Games

Imagination and technical knowledge

3/ **EXPERIENCE** BONUS POINTS THROUGH STAND'S CHALLENGES

> **FOR STUDENTS**

- compete onsite for the Morpheus Cup (Games)
- participate in the Morpheus Prize and be qualified for the final
- discover companies and meet with employers

Each team will collect points through the different challenges but they can also collect some bonus points through the stands

> **FOR SPONSORS**

- who have booked a stand to provide an experience or run meetings
- who have ordered a specific content creation campaign
- willing to pay a visit (literally)

Create your animation and gain exposure for your brand in attracting tomorrow's talents.



CONTACT

MARKETING. EVENTS. PUBLISHING.

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