

The essential innovation conference for the outdoor sports industry
Lancaster University Management School

Innov_ex - design innovation award

“for new designers of equipment and apparel
for use in the great outdoors”

Innov_ex is unique and the only innovation conference targeting the outdoor trade. Innovation is a key driver of the competitiveness of firms and nations, but what does it mean for the outdoor trade? The future health of the outdoor trade depends on the next generation of innovators and this prize is to encourage new designers.

Prizes:

- » A cash prize of £500
- » The second part of the prize is up to twelve months business mentoring

Entry is open to:

- » Current Undergraduate, Masters and PhD students
- » Recent graduates (from last 3 years)
- » New independent designers (established in last 3 years)
- » Past Judges have included Graham Thompson, Gear editor, TRAIL Magazine and Sam Fountain, MD of Sheewee (1999 winner of the The Dyson Product Design Award)

The OIA, in sponsoring the Innov_ex student prize, is genuinely investing in the future of the outdoor industry



Judging

The judging panel will be selected from outdoor journalists, outdoor testers, designers, manufacturers and retailers.

Criteria for judging

Student should demonstrate:

- » Research into related past inventions
- » Does student understand users?
- » Does the student understand ‘what is needed’ and ‘what is possible?’
- » Are product benefits clearly defined?
- » Display/poster at conference

for more details and an entry form
see overleaf

Sir Chris Bonington,

Chairman of Berghaus, President Outdoor Industries Association
said of the 2008 Innov_ex Conference:

“I found it fascinating and even more important I think it is going to influence the out door trade in what they do in future.”

How to enter:

Complete and return the form, along with the outline of your innovation, by 15 April 2010. You will shortly be notified whether or not your innovation has been accepted for the 2010 competition.

NB Where innovations are under development but not at the prototype stage we will consider outlines for entry for future Innov_ex competitions. Please indicate whether 2010 or 2011 entry

Your outline should explain:

1. What your innovation is and why developed
2. Choice of materials and why appropriate
3. Clearly define the product benefits
4. Demonstrate understanding of the following:
 - a. How does it relate to past innovations, what does it add, how has it been influenced past, what research has been undertaken to establish what has gone before?
 - b. Who are the users, what are their needs how does the innovation meet these needs
 - c. How does it relate to available technology? Is it possible?

Acceptance will secure you a free place at the Innov_ex Conference (for year of entry) to display your innovation, and the opportunity to discuss it with leading outdoor specialists.

You will need to bring to conference:

- » Design and prototype
 - » Poster explaining the innovation
- You will be allocated display space at the conference and will have opportunity to discuss your innovation with judges and conference delegates

Deadline for submission: 15 April 2010

Read about past prize winners on
www.innovation-for-extremes.org

Entry forms should be sent to:

Mary Rose

Institute for Entrepreneurship
and Enterprise Development,
Lancaster University Management School,
Lancaster
LA1 4YX

or m.rose@lancaster.ac.uk

..... complete this form and return to Mary Rose (address above)

name	
address	I wish to be considered for (please tick one)
	<input type="checkbox"/> 2010 conference <input type="checkbox"/> 2011 conference
email	
if student or recent graduate:	if new independent designer:
degree course	company name
university/college address	company address