

DEAN'S OPEN INNOVATION CHALLENGE 2025



What if data wasn't just figures, but a map for a more balanced lifestyle? Let's shift minds together!



Changing habits starts with a single thought.

WHAT IT IS?

The Dean's Open Innovation Challenge is an annual competition in which participants create solutions that drive meaningful change in society.

Each year, NOVA IMS's Dean, unveils a theme, inviting all NOVA IMS community to collaborate and develop impactful solutions.

This year's theme, "**Mindshifting**", challenges us to explore innovative solutions that use technology and data to improve the way we live, work, and learn.

DATA AS A MAP FOR A BALANCED LIFESTYLE

Welcome to the Dean's Open Innovation Challenge 2025 – an exciting journey awaits the NOVA IMS community, filled with purposeful innovation.

At NOVA IMS, we're on a mission to create impactful solutions for real-world challenges, guided by the powerful idea "Data with Purpose". We believe in the transformative potential of data to enrich society by addressing critical issues. This commitment serves as a solid bridge between our institutional values and the core of this vibrant competition.

In today's world, achieving balance and wellbeing is a growing challenge, impacting individuals, communities, and organizations. Stress, burnout, and stigma around seeking support, reduce our quality of life, productivity, and satisfaction in personal and professional settings. Limited access to affordable and inclusive resources often worsens these issues. However, recreational activities, healthy environments, and initiatives that promote emotional and social balance play a vital role in fostering resilience, enhancing wellbeing, and building thriving communities.



This year's theme "**Mindshifting**", invites our community to develop innovative and sustainable solutions that improve the way we live, work, and learn. Teams are encouraged to propose practical ideas to balance personal and professional life, create supportive environments, and expand access to recreational or emotional resources.

Can data-driven solutions propose practical approaches that spark change and build a healthier, more supportive future for all?

Join the Dean's Open Innovation Challenge 2025. Together, let's turn ideas into reality, innovate, and collaborate for a brighter future!

WHO'S IN?

Calling all students, collaborators, researchers, alumni, professors, and partners from NOVA IMS and AD NOVA IMS. This is your time to shine!

No initial idea? No problem! We are all about collaboration. Let the ideas naturally emerge while working with your team.

WHY JOIN?

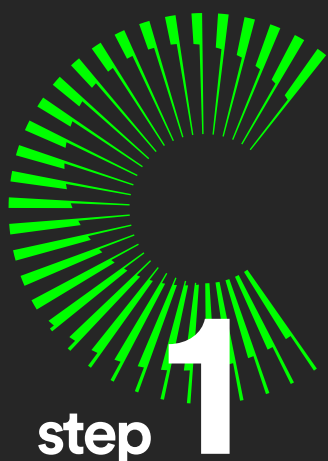
Entrepreneurial Culture: Foster innovation within the NOVA IMS community.

Social Impact: Make a difference with solutions that tackle real-world problems.

NOVA IMS Support: Accelerate and prototype your winning idea with financial and technical support.

THE CHALLENGE STEP-BY-STEP

Dean's Open Innovation Challenge is more than a competition. It's your opportunity to solve real-world problems through innovative tech and data-driven solutions. In the following pages, we take you step-by-step through the process of competing in this year's challenge.



Discover
the
theme

step

- Your innovative journey starts with the theme reveal.
- Every year, our Dean introduces an inspiring theme to fuel your creative spark.
- This year's theme is "MindShifting for better lives", challenging you to explore data-driven solutions that propose practical approaches that trigger change and build a healthier, more supportive future for all.
- Align your thinking with the theme, kickstarting your journey toward impactful solutions.

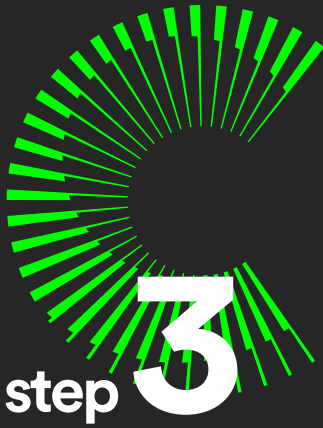


Register
in the
Competition

step

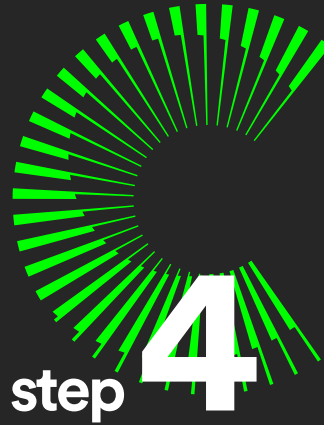
- Participation is absolutely free.
- Join the competition individually or team up – it's your call!
- No initial idea needed – just bring your enthusiasm for solving real-world problems.
- Hurry! The registration deadline is approaching fast – secure your spot by February 24th, 11:59 pm





Meet your Dream Team

- Solo entrants? No worries – our organizers will curate a fantastic team for you.
- Teams will have 3 to 7 members, ensuring a powerhouse of diverse skills and perspectives.
- After registrations close, watch out for a notification introducing you to your dynamic team!
- Aim for diversity! We encourage multidisciplinary teams, uniting NOVA IMS community for expertise.



Get started with the Kick-off Session

- Join us for an inspiring Kick-Off session on February 27th at INE Auditorium.
- Our Dean's welcome speech sets the stage, followed by essential details and rules. Can't make it in person? Tune in online!
- Ensure at least one team member attends, in person, to get all the crucial information.
- From 5:00 pm to 6:00 pm, dive into the competition essentials. And guess what? There's a tasty twist—stay for a networking-session with delicious bites and refreshing sips!



Develop your idea with Design Thinking

- Embark on a 2-month journey of ideation and project development with your dream team.
- Dive into your ideas with two exclusive support workshops by NOVA Innovation and Analytics Lab.
- Connect with a dedicated mentor for any queries or uncertainties during the process.
- Mark your calendars – February 28th to April 29th, the Concept Development phase unfolds!

Working Lunch Sessions

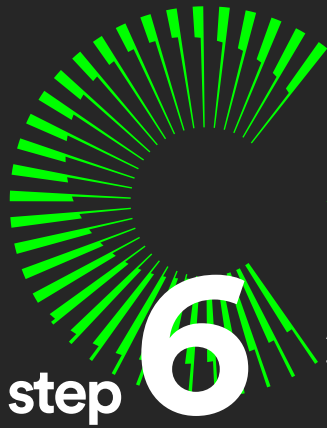
Successful solutions start with understanding the problem. During these working lunch sessions, dive into the challenge using Design Thinking techniques and prepare to showcase your innovative, impactful ideas.

1 Refine your idea

March 20th | 12:30 pm to 2:30 pm
NOVA Innovation & Analytics Lab

2 Pitch to impress

April 21st | 12:00pm to 2:30 pm
NOVA Innovation & Analytics Lab



Pitch your idea and Win

A great idea isn't enough to get you to the finals. Your team will also need to carefully craft a persuasive presentation that will really wow the judges.

1 pitchday & selection of top 3 teams

All teams pitch their solutions to the jury. The top 3 projects move on to the next phase.

5 minutes presentation + 5 minutes Q/A
NOVA IMS – INE Auditorium
April 29th, 5:00 PM to 6:30 PM

2 final pitch & awards ceremony

The top 3 teams will present their ultimate pitch at the Data with Purpose Summit, followed by the exciting awards ceremony!

5-7 minutes presentation + 5-7 minutes Q/A
May 7th at Data with Purpose Summit

MUST-HAVES FOR A WINNING IDEA

A lot of great ideas compete in the Dean's Open Innovation Challenge but only 3 make it to the finals. Why? They have a solution our judges are looking for: **DISRUPTIVE, RELEVANT, FOCUSED, PRAGMATIC.**



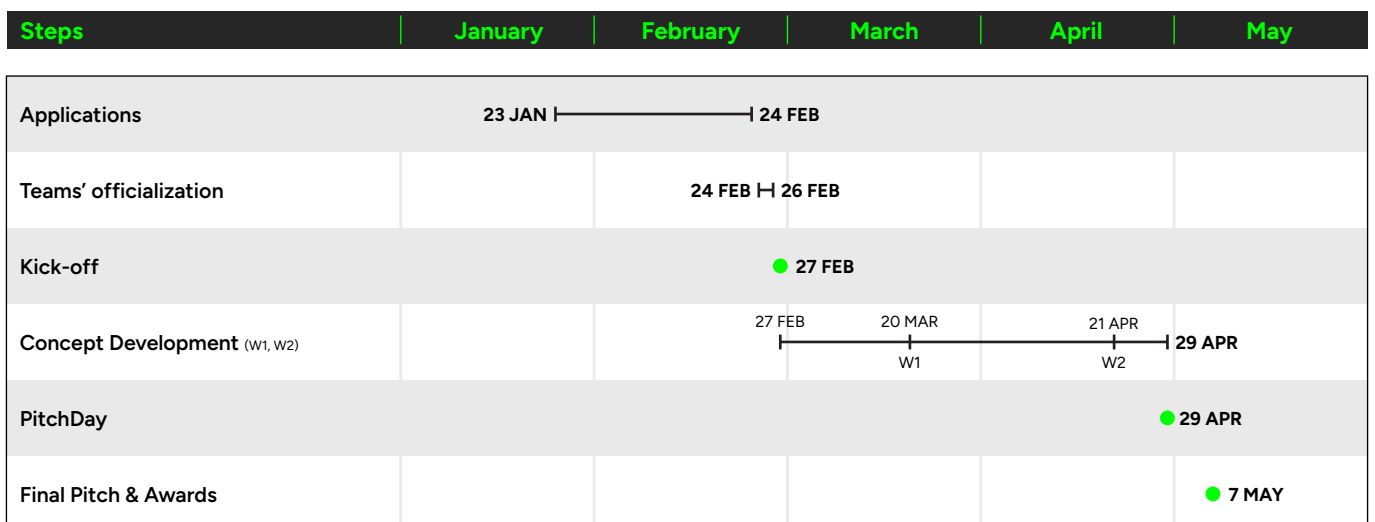
AWARDS



COMPETITION PLAN

Event	Schedule	Location	Participation Requirements	Time Commitment
KICK-OFF Kick-Off Session	February 27 th 5:00 pm to 6:00 pm	INE Auditorium, NOVA IMS & Online via stream	At least 1 member per team must attend in person	1 hour
Networking Session	February 27 th After 6:00 pm	NOVA IMS	Optional	as desired
W1 - Refine your idea (Workshop over lunch)	March 20 th 12:30 pm to 2:30 pm	NOVA innovation & analytics Lab	At least 3 members per team must attend in person	2 hours
W2 - Pitch to Impress (Workshop over lunch)	April 21 st 12:30 pm to 2:30 pm	NOVA innovation & analytics Lab	At least 3 members per team must attend in person	2 hours
PITCHDAY Pitch & Selection of Top 3 teams	April 29 th 5:00 pm to 6:30 pm	INE Auditorium	All team members must be present	2 hours
Networking and Celebration	April 29 th After 6:30 pm	NOVA Innovation & Analytics Lab	Optional	As desired
Final Pitch & Awards	May 7 th	Data with Purpose Summit, NOVA IMS	All team members must be present	1 hour

COMPETITION CALENDAR



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MINDSHIFTING
FOR BETTER LIVES