



MORPHEUSCUP

EUROPEAN UNIVERSITIES & GRADUATE SCHOOLS DIGITAL CHAMPIONSHIPS

Team Brochure

LUXEMBOURG
19 & 20 MAY 2015

ABOUT THE MORPHEUS CUP

750 European Universities & Graduate Schools Digital Championships invited to participate

50.000 euro in prize money

100 teams selected for the final in Luxembourg

20 compulsory and optional events, to enable all skillsets to shine

10 subjects that can be chosen for the team project

5 judges from different backgrounds: technology, marketing, business, funding, media

2 outstanding days meeting 4,000 entrepreneurs, startups and investors in Luxembourg

0 charge for taking part



WHY PARTICIPATE

- Compete with hundreds of European students
- Meet major players in the digital world
- Submit your ideas to the European Commission and 200 investors
- Champion your project to experienced investors
- Make contacts with companies that are recruiting
- Spend some unforgettable time in Luxembourg

PRIZES

As well as developing your spirit of and thirst for adventure, visibility for your school/university and the hundreds of new people you will meet, we are setting aside funds and consequent grants for the winners:

€ 50,000 prize fund, comprising:

€ 20,000 in cash

€ 10,000 on training (business, languages, technology, entrepreneurship)

€ 10,000 on materials & support (materials, design, legal & finance)

€ 10,000 on fun (travel, accommodation, culture, etc.)

ENTERING A TEAM

Each school can enter one or several teams, up to a maximum of 5. Each team comprises three students. A team name must be chosen, along with a tagline in English.

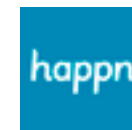
TEAM



Julie DEMARIGNY
VP International
Warner Bros Digital



Didier RAPPAPORT
CEO, **Happn**
Co-founder, **Dailymotion**



Fabio GALLO
Digital Business
Development Manager
FCBarcelona



Ulrich GRABENWARTER
Head of Strategic
Development-Equity
European Investment Fund





REGISTRATION

Registration is free of conditions and cost, and must be validated no later than 27 March 2015. Teams are responsible for their own transport and accommodation costs. The organiser provides the materials necessary for the competition, supplies event t-shirts bearing the name of the school and country represented, and takes care of on-site catering and support for the teams. For any teams that request it, a find-a-sponsor kit is also made available to facilitate the steps you will take to cover the costs for your team (transport, hotel).

SELECTION

All teams will be eligible to be selected for the final, provided that they have:

- **a full team**
- **a completed application**
- **committed to submitting a project by email to the panel of judges no later than 15 April 2015**
- **ensured that they can be present for the whole day on 19 May 2015, with attendance on 20 May 2015 optional**

PREPARATION

During the period leading up to the European championships, the teams will be asked to read the specialist press and keep up-to-date with innovations coming out of the world of research, the major players in business and technology, the latest startups, etc., so as to enhance their knowledge of the wider digital world.

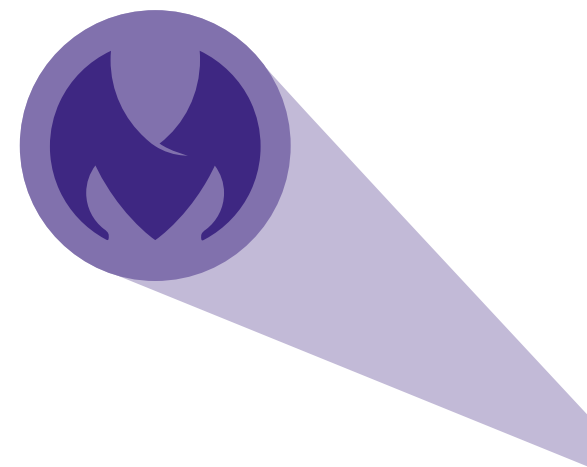
It is also recommended that they practice for classic events and tests relating to knowledge, logic, creativity and speed. However, some of the tests including elements of gaming or disruptive approaches, may take on very unexpected forms on D-Day, so as to enable each team to aim for victory, regardless of the specific features of the subjects they are studying.

On this subject, it is recommended that teams be made up of people with relatively varied skillsets, with some events being for teams and others offering the chance to nominate a team champion for an individual event.

PROJECT SUBMISSION

Participants are also requested to submit a public-interest project, which will go before the judges, but will also be presented to the European Commission and a selection of 200 European investors. This project must be submitted in the format of a teaser slideshow, containing a maximum of 10 slides. It should relate to a simple solution to a complex problem, a disruptive digital approach to achieving a choice of one of the following 10 goals:

- Educational** Development of digital education in Europe towards even greater excellence
- Social** Fostering of cultural and language exchanges between Europeans
- Sharing** Improved support for the poorest and wealth distribution
- Environment** Defence of nature and resolution of major environmental problems
- Business** Re-industrialisation and development of a protected and competitive digital ecosystem
- Research** Approach encouraging competition, co-working labs and entrepreneurship
- FinTech** Anticipation of major challenges combining finance and technology
- Mobility** Solutions linked to motor vehicles, multimodality, traffic management
- Energy** Competition on energy efficiency and the related circular economy
- Healthcare** Pooling of knowledge, access to treatment and patient care





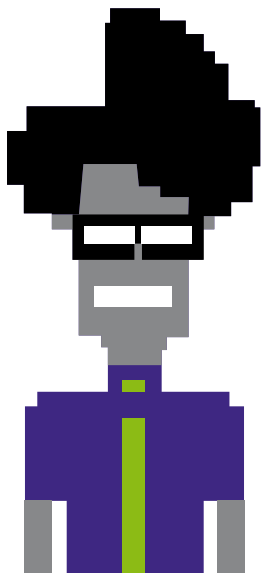
PROJECT SUBMISSION (CONT.)

A team of experts will be in charge of choosing the winning project, and the prize will be awarded independently of how the team does in the events of the Morpheus Cup. It could be an approach to policy, economics or technology, a startup, or simply an idea to put into practice with the partners available on the market.

This project is treated confidentially and must reach the Morpheus Cup's panel of judges no later than 15 April 2015. It can be public or confidential, and may or may not be accompanied by a request for each team to present it to investors.

Funding and Public-Private Partnerships

Each team can mention whether its project requires specific funding or partnerships, and the type of meetings desired outside the event.





WHERE AND WHEN

Teams whose participation has been validated and that have submitted a file/project will be considered to take part in the grand final, subject to the availability of places.



Place and Date

The first Morpheus Cup will be held on **19 May 2015 in Luxembourg**, at the New Conference Centre Kirchberg (NCCK). The event will take place in parallel with **ICT Spring Europe**, one of Europe's largest B2B web events, bringing together 4,000 digital leaders, entrepreneurs, startups and investors from 62 countries.

On 19 May, the special prize-giving ceremony will be held, followed by the Morpheus Cup Party. On 20 May, it is possible to organise employer meetings or to attend (full access) the second day of ICT Spring, offering conferences and an exhibition area on the fields of Digital Strategy, Security, Customer Experience and Startups/Venture Capital villages.



Working Language

The working languages of the Morpheus Cup are English, French and German.



Permitted Equipment

The use of smartphones and laptops is permitted.





THE EVENTS

To give teams studying different subjects or specialisms a fair chance in the competition, everyone takes part in the same modules in the morning and splits off into their optional/specialist subjects in the afternoon, followed by verbally pitching their project to the whole panel of judges. Here is an overview:

TEAMS



- Disruptive approaches test
- Problem solving test
- Gaming tournament
- Customer experience tournament
- Secret “artificial intelligence” event

Thematic Events: 4:00 pm (teams, for selection)

- | | |
|--|--|
| <input type="checkbox"/> Monetisation special event | <input type="checkbox"/> Telecom special event |
| <input type="checkbox"/> Business Plan special event | <input type="checkbox"/> Crowdsourcing/funding special event |
| <input type="checkbox"/> Coding special event | <input type="checkbox"/> Web Design special event |
| <input type="checkbox"/> Digital Marketing special event | <input type="checkbox"/> Hacking & Security special event |



INDIVIDUALS (choice of one member)

- Logic test
- Digital knowledge test
- Live startup quiz
- Drone piloting event
- Virtual reality event



THE VARIOUS AWARDS UP FOR GRABS

Morpheus Cup Winner 2015

One single winning team from the 10 grand finalists.



Best European Students Project

Winner of the Best European Students Project by category.
Categories: Education, Social, Sharing Economy, Environment, Business, Research, FinTech, Mobility, Energy, Healthcare

Morpheus Cup performers

Winners of special awards linked to the best performances in the thematic events (afternoon)

Monetisation students team of the Year

BusinessPlan students team of the Year

Coding students team of the Year

Digital Marketing students team of the Year

Telecom students team of the Year

Crowdfunding students team of the Year

Webdesign students team of the Year

Hacking & Security students team of the Year





I AM REGISTERING A TEAM

School

Address

Postcode

Country

City

Tel.

Email

Leader

Responsible for company relations

Responsible for students

Specialities taught

Qualification level (years since completing secondary school)

.....

Team

File requested by

Nom de l'équipe

Tagline

Special event

Fill in this pdf and send it to mathieu@morpheuscup.com or register directly online at morpheuscup.com.



I AM REGISTERING A TEAM

Mr/Ms
First name
Statut
Tel.
Email
Tshirt size

Surname

Mr/Ms
First name
Statut
Tel.
Email
Tshirt size

Surname

Mr/Ms
First name
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Email
Tshirt size

Surname

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