



**2025**  
**INNOVATIVE**  
**SOLUTIONS FOR**  
**SUSTAINABLE**  
**DEVELOPMENT**  
**GLOBAL**  
**COMPETITION**





# COMPETITION BRIEF

## Competition Theme:

*Impacting Communities Through Sustainable Innovations*

A Cintana ASU initiative that challenges creative thinkers and would be entrepreneurs and budding visionaries to create compelling innovations and prototypes related to the Sustainable Development Goals (SDG's), which would impact our communities, making a positive difference in today's world.

This is a wonderful opportunity for entrepreneurs and innovators to showcase their creativity and come up with unique solutions to the challenges of today's world.

The best idea from each Cintana Alliance University will receive recognition by getting a chance to compete in Arizona while having the opportunity to visit Arizona State University. All teams will be asked to present their ideas and prototypes, which will then be evaluated by a panel of experts.

# This competition will be divided into two Rounds:

1

## Home University Round

Each participating university will choose the best idea or project among all local submissions. The winners from each participating university's local competition will travel to Arizona to compete in the final round.

2

## Final Round

Winners of the first round will pitch their idea during the final round of the competition, held during the 2025 Summer Experience Program at Arizona State University (ASU) in Tempe, Arizona. This round offers an exciting opportunity to participate in the ASU Summer Experience program while competing for the grand prize.

### The SDG submission categories for 2025 are as follows:

- **ENERGY:** Renewable (Alternative) Energy, Sustainable Energy Consumption
- **FOOD:** Sustainable Food Production, Food Recycling and Food Waste
- **HEALTH:** Health, Safety or Wellness
- **CLIMATE:** Climate Action, Climate Change, Environment





Teams will be required to submit a short proposal and present their Business case and a prototype/minimum viable product/ product concept.

Submissions must be truly **innovative and offer the industry/ community something that is not widely available.** Proposals are encouraged to include **sustainability, it's impact to communities and leverage on technology.**

Entries must be submitted in **English** only and using the template provided.

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## WHY PARTICIPATE IN THE COMPETITION:

If you aspire to be an innovator, an entrepreneur or an influencer, this is the competition for you. Through participation in this competition, you will be able to nurture skills in :

- Innovative thinking
- Entrepreneurship
- Creativity
- Critical Thinking
- Research
- Resiliency
- Teamwork
- Communication
- Pitching your ideas
- Presentation

Besides the above, you will get a chance to visit **Arizona State University**, visit “state of the art” facilities on campus and meet key leaders at the University.

In addition to this, through this competition you will learn how to pitch your ideas and engage with the audience. Most importantly, you will get to meet and forge new friendships with new global friends from other Cintana Alliance Universities around the world.





## IMPORTANT DATES

- Deadline to submit your exciting ideas: **24/11/2024**
- Deadline to submit final projects: **29/11/2024**
- Selection of the best team: **04/12/2024**

**ACI' s Submit Power Point Presentations** and additional supporting documents 10 business days prior to team arriving at ASU *in the provided PPT Template*

**October 2024**

Launching ASU **Global Competition**

**January 10, 2025**

Hard Deadline to submit Local Winners to Cintana. As soon as they are selected - Letters of invitation to apply for US Visas will be provided to all finalists.

**June - July 2025**

Competition in Arizona (will take place during the ASU Cintana Summer Experience in Tempe).

**IDEAS AND PROPOSALS SHOULD BE BASED ON ANY OF THE 17 SDG'S**

## 17 UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS





## Prizes

### **ROUND 1 PRIZE:**

Participants will present their projects at their local institution to a panel of judges. The winners of Round 1 will earn up to **3 Scholarships** to participate in the 2025 ASU Summer Experience in Tempe, Arizona, where they will be able to participate in Round 2 and compete for the Grand Prize.

### **GRAND PRIZE:**

Finalists from each local institution will present their project or product prototype in-person to a panel of judges during the 2025 ASU Summer Experience program.

**First Prize:** \$5,000 for project development and implementation + Access to Senior Management Advisors & Mentorship

**Second Prize:** Access to Senior Management Advisors & Mentorship

*\*\*The Grand Prizes are to be used exclusively for the project development and implementation.*





# COMPETITION METHODOLOGY

- All undergraduates of Cintana Alliance Universities are eligible to participate in the contest.
- Such participating students are hereafter referred to as “*Applicants*”.
- Each student can only participate in one team.
- Each team is made up of at most 3 members.
- A University team can only submit one application, pitch for one idea.
- Each team must fulfill the criteria of the competition.
- By participating, the *Applicant* agrees to be fully and unconditionally bound by competition rules and represents and warrants that it meets the eligibility requirements. In addition, the *Applicant* agrees to accept the Organizer’s decisions relating to the content of this Contest as final and binding.
- The Organizer has the right to verify the eligibility of each *Applicant*. Entries that are incomplete or do not adhere to the rules or specifications may be disqualified at the sole discretion of the Organizer.
- If the *Applicant* uses fraudulent methods or otherwise attempts to circumvent the rules, its submission may be removed from eligibility at the sole discretion of the Organizer.
- *Applicants* from each participating University should request the submission template and submit their full application at their local international office.
- Language of communication, submission and presentation is the English Language.



## Recommendation for the team presentation:

*We recommend that the team's presentation include the following sections  
(Use Pitch Deck Guidelines and Template)*

- Team purpose
- Description of the innovative idea/proposal/service
- What problem are you solving and what is the opportunity
- Theme relation
  - How it relates to the chosen SDG's
  - How it relates to the theme of Impacting Community Through Sustainable Innovations
  - How it will impact the community
- The market
- Competitive landscape
- Business Model
- Financial Model
- Business Model Canvas
- Future plans
- Any other relevant information



## Format of Final Product

*We recommend that the team's presentation include the following sections*

The final product may be demonstrated in any of the following manner:

- The complete working MVP (Minimum Viable Product) that can be used as proof of concept, or
- A visible prototype of the proposed solution e.g., software, animated applications or products that work on preset commands expressing the functionality of the product.

