

Organized by Industrial Development Bureau, MOEA



MOBILEHEROES

2020 通訊大賽

CONNECTIVITY INNOVATION AWARDS

OPEN CALL FOR PROPOSAL

Taiwan: Top-notch ICT Country



Taiwan's ICT hardware market share ranks **World No. 1**



Taiwan has over 80% ICT service penetration rate & Internet usage rate

4G penetration



Household Internet Adoption



Smartphone Ownership



Wireless Internet Adoption



Ecosystem



What is “Mobileheroes”?

Talent discovery

Longest-running ICT contest & platform across Taiwan since 2002

Dynamic topics

Topics are chosen based on current trends to meet needs from the industry

10,000+ talents involved

10,000+ participants have started their careers in ICT industry or created new ventures through Mobileheroes

1

Participants must present actual products / solutions

Minimum requirement is a working prototype

2

Great industry support on this platform

All sponsors for resources (mentors, and juries) are from the industry

3

Encourages cross-domain solutions

Smart Healthcare, Smart Agriculture and more



Recent Mobileheroes in action

After joining Mobileheroes, Alchema launched their successful campaign on Kickstarter to kick off their business. Its founder was also named 30 under 30 in Asia by Forbes for his work in the smart home fermentation space.



The Foxconn Group's software development team joined Mobileheroes with their food ordering service with POS system, where they later became an internet-based startup to partner up with local restaurant chains.

3drens joined Mobileheroes to kick off their project on vehicle intelligence platform. After their journey with Mobileheroes, they moved on to work with telecom operator to implement local government parking and port area monitoring solution.



Gintel Technology joined Mobileheroes to further the development of Cloud Intelligent Aquaculture toxic concentration monitor and improvement system, and to expand their business.



Recent Mobileheroes in the global scene



Speech separation engine to enhance specific human voice



WINNER OF THE QUALCOMM INNOVATE IN TAIWAN CHALLENGE – 2019

LuluPet AI Smart Cat Litter Box



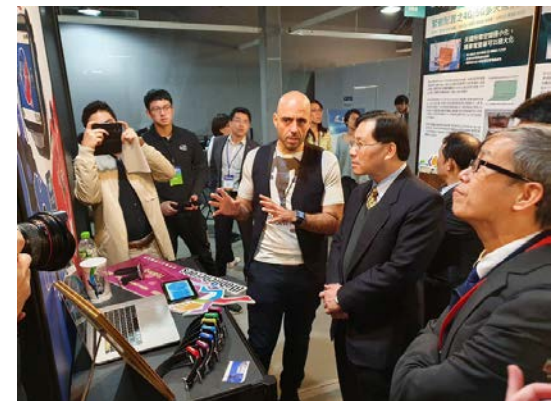
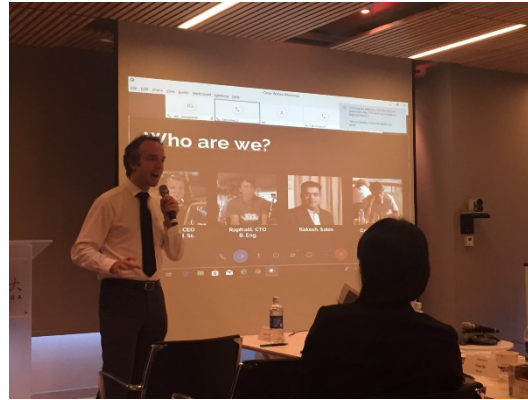
CES 2020 INNOVATION AWARD PRODUCT

Edge Audio/ Whisper Tour Guide Solution



RESORTECH OKINAWA 2020 GRAND PRIX AWARD

We're now calling for global start-ups to join us

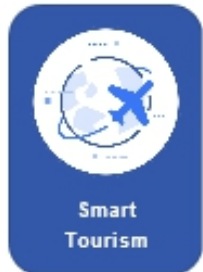
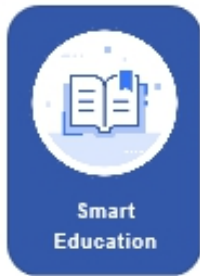


Introducing Mobileheroes 2020



Connectivity Innovation Awards

- ✓ Now calling for IoT product/ solutions that can be applied in the following areas to enable sustainable, smart city development
- ✓ It needs to be at least a working prototype to be considered
- ✓ Short-listers to be selected in June 2020, where final demo/ judging day will take place in November 2020, Taipei, Taiwan



For instance,

- ✓ Mobile digital solutions for consumers' everyday life provided by diverse services AR (augmented reality) or VR (virtual reality) content
- ✓ Using 5G technology, Big Data, Artificial Intelligence or Internet of Things related innovative solutions, such as Smart Manufacturing, Smart Retail, SME Solutions etc. to develop solutions for upstream and downstream integration and business cooperation
- ✓ Smart wearable applications/ devices
- ✓ Application of drones in transportations and communications inspection (ie, roads and bridges)
- ✓ And more!

Things to know about Mobileheroes 2020

Connectivity Innovation Awards



Eligibility

- Participant(s) can join Mobileheroes 2020 as an individual or company/ team (up to 5 people), but only one entry can be submitted

Criteria for short-list selection

Innovativeness

- Does this product/ solution solve or improve an existing problem?
- Are there similar products/ solutions available in the market?

Technology readiness

- Is the proposal currently achievable?
- Does the team have the relevant technology expertise and knowledge to develop this product/ solution?

Business Potential

- Does this product/ solution have enough market relevance and business potential for future growth?

Sustainable development

- Could this product/ solution enable sustainable development in smart cities?

Judging panel

- A judging panel will be formed by industrial leaders across Taiwan's ICT industry

Prizes

- Short-listers will gain access to sponsor resources, workshops, mentorship and more to facilitate development of their product/ solution for the final demo/ judging day in November 2020
- Judging panel will select winners of the Golden Medal Award (USD 30,000 in prize money) and Merit Awards (USD 15,000 in prize money)
- The judging panel reserves the right to make the final decision

Steps to join Mobileheroes 2020 Connectivity Innovation Awards



Mobileheroes 2020 – Connectivity Innovation Awards



Online Registration

- Call for proposals: **NOW – 22 May 2020 at 12pm (GMT+8)**
- For entry, simply submit a proposal (5 pages max.) + a product/ solution demo/ pitch video (under 3 minutes)
- Submissions through **Mobileheroes – Connectivity Innovation Awards** <https://www.mobilehero.com/>



Short-list selection (up to 5-page proposal + demo/ pitch video per entry)

- Judging panel will evaluate on a rolling basis as applications come in, and select the short-lists based on submissions after deadline

Short-list announcement

- Short-listers will be announced upon final decisions made by judging panel in by **June 2020**

Short-lists Selection & Announcement

Short-listers to meet with the judging panel

After announcement in **June 2020**,

- Short-listers will have the chance to meet face-to-face/ virtually with the judging panel for feedback & discussion on product/ solution
- Date & details to be announced

Exclusive resources for short- listers to advance product/ solution development

Between **July – September 2020**, short-listers will have access to

- Leverage sponsor resources (chipsets, cloud service etc.) for product/ solution development
- Join mentors from industry to role-play private board directors and to fine-tune business plan
- Enjoy networking opportunities and more

Final demo/ judging day where winners will be announced

In **November 2020**,

- Short-listers will be present for demo day in front of judging panel & the public
- Top winners will be decided and announced on the day with award ceremony
- B2B match-making to be arranged afterwards

Grand Finale: Final demo/ judging day + award ceremony



Judging panel will join short-lists on the final demo/ judging day, where winners of Mobileheroes 2020 will be announced



What can participants get out of “Mobileheroes”?



Co-innovation and joint business opportunities with sponsor companies



Potential investment opportunities



Business and technology boost by accessing sponsor companies' resources



Global Marketing Exposure

How can this “Mobileheroes” platform help you?



Provide **access** to Taiwan's IoT
& Smart City Ecosystem



Facilitate **cross-domain**
collaboration between stakeholders



Engage international and local
partners to identify **synergies**



For enquiries on Mobileheroes 2020, feel free to reach out to the Organizing Team

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**Connectivity
Innovation Awards**