

iPANEL: SoftCOM 2019 Innovation Challenge

“I believe in innovation and that the way you get innovation is you fund research and you learn the basic facts.”

— Bill Gates

The basis of every innovation is a deep understanding of a problem domain, differentiation between customer needs and wants, and finally knowledge in the solution space. Rapid advances in ICT in last few decades expand the solution space and its application to almost any problem domain. However, packaging those solutions to a product or a service that will fulfil customer needs is still a challenge faced by numerous startups. That said, having a solution does not imply having a product as well.

With this innovation challenge, SoftCOM conference gives an opportunity to its authors to turn their solution from a scientific paper to an innovative idea and win a valuable prize. After their papers are accepted, authors will be informed how to participate in this challenge and submit their idea. Only several ideas will be selected and pushed to the finals, where the authors will have to present their ideas at this workshop in front of the panel of expert judges. Finally, winners will be rewarded with valuable prizes.



1st Place: GOLD iAward certificate – Wireless around-ear headphones



2nd Place: SILVER iAward certificate – External SSD USB 3.1



3rd Place: BRONZE iAward certificate – Wearable Activity Tracker

Panel of expert judges:



Judge #1...



Judge #2...



Judge #3...

Moderator:

Marko Bervanakis, Ericsson Nikola Tesla d.d., Zagreb



Global New Business & Innovation Manager, Coach and Facilitator at Ericsson Nikola Tesla d.d. In the past he also worked in other Global Telecoms companies (both in Europe & in the Asia pacific region) as a technical trainer, educator, consultant, manager and innovation facilitator. Today, he also serves as a key team member in the organization and execution of Ericsson annual global Ericsson Innovation Awards challenge for University students. He has won several company Innovation awards and runs innovation workshops around the globe.