MORPHEUSCUP

EUROPEAN UNIVERSITIES & GRADUATE SCHOOLS CHAMPIONSHIP

Brochure

LUXEMBOURG

10 MAY 2016

MORPHEUSCUP
EUROPEAN UNIVERSITIES & GRADUATE SCHOOLS CHAMPIONSHIP

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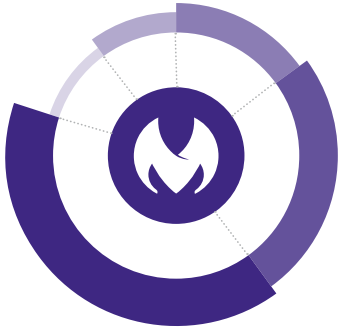
THE MORPHEUSCUP IN NUMBERS



1.500 *universities & colleges invited to participate*

50.000 *euros of prizes to win*

200 *teams anticipated for the 2016 edition*

20 *disruptive challenges designed by employers and stars of the digital world*

12 *selectable themes for the entrepreneurial project (Engineering, Design, Business, Coding, Space, Mobility, Legal...)*

10 *jury members from different sectors : technology, marketing, finance,...*

2 *exceptional days in Luxembourg and contact with 6000 entrepreneurs, startups and investors*

0 *entry fees*

10 REASONS TO BE SPONSOR

- *A championship unique in Europe*
- *Hundreds of talents from 20 countries*
- *19 hours of interaction with the contestants*
- *A world class jury*
- *Exhibit at ICT SPRING*
- *Design of employer challenges*
- *Possibility to award a prize*
- *Highly viral social networking*
- *European press coverage*
- *Already signed up :*
  Warner Bros, PwC, ebrc, KPMG, BMW, Telindus, European Investment Fund, Adecco, FC Barcelona, Société Générale...

THE SCOPE

The MorpheusCup was launched in 2015 as a response to a huge problem in the European employment market : a major talent shortage. According to a survey conducted by the European Commission, the "Old Continent" will see this shortfall continue to grow between now and 2020 across virtually all key competences.

THE CONCEPT

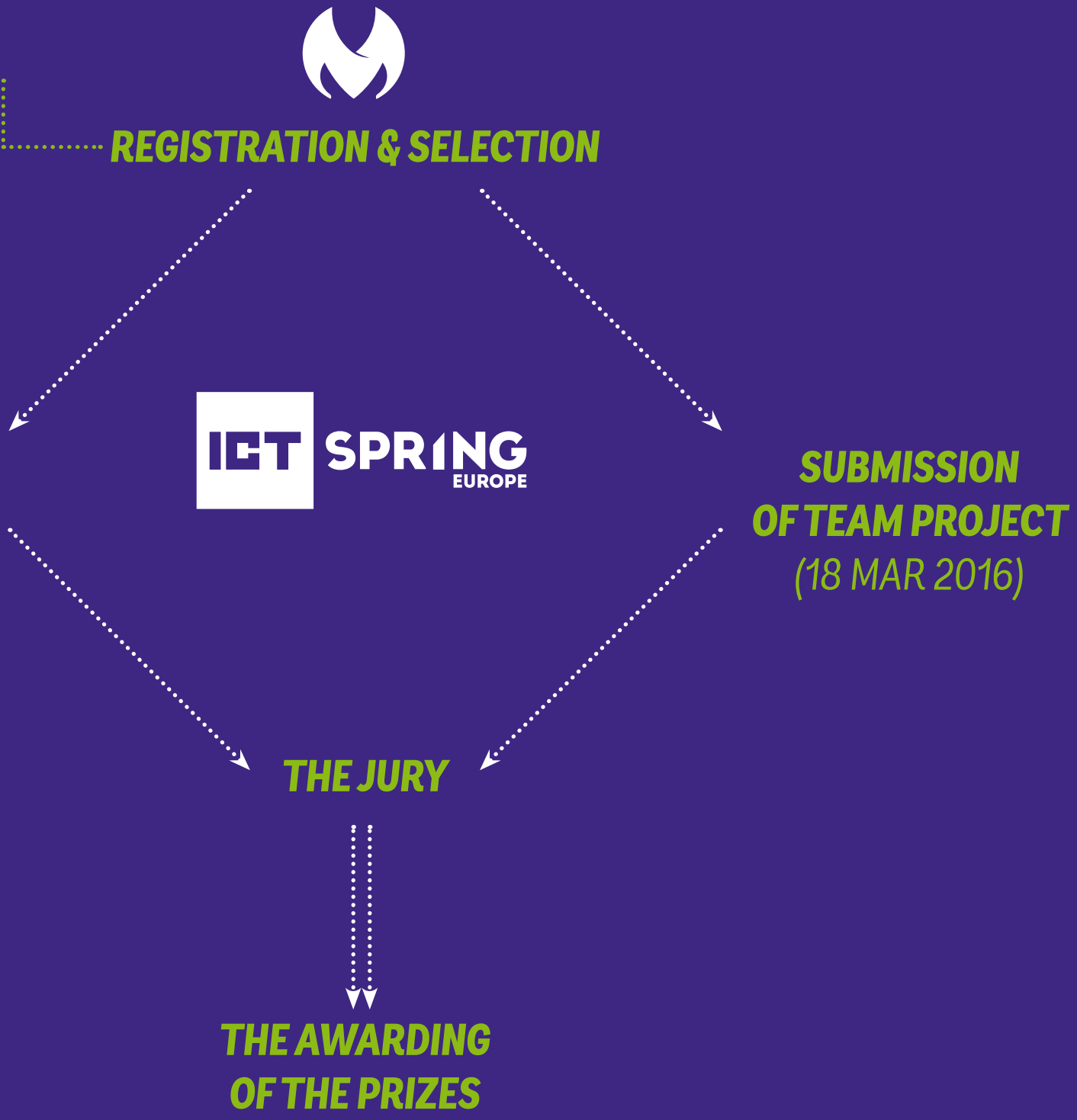
The MorpheusCup will allow hundreds of students to express their skills and talents over the course of a number of challenges created specifically for the event by the local actors and international personalities who make up the jury of the MorpheusCup.

The students are invited to take their destinies into their own hands during this event which will run in parallel with one of Europe's largest web summits, ICT Spring, with the presence of many major European corporate names during the period of competition. From coding to marketing, passing via FinTech and health, dozens of themes will be tackled during the MorpheusCup and will allow 200 teams made up of hundreds of students from over 20 countries to demonstrate their skills to the maximum and at the same time to attract the attention of their future employers.

REGISTRATION PROCESS

Each school can register up to 5 teams.
Each team is composed of 3 students.

A team name must be chosen, along with a tagline written in English



PRACTICAL INFORMATION FOR CANDIDATES

REGISTRATION

Registration is open and free of charge and must be confirmed at the latest by 18 March 2016. *Transport and accommodation costs are at each teams own expense. The organisers will provide all the necessary materials for the competition (apart from computers and personal mobile phones), event T-Shirts with the name of the educational establishment and the country it represents, as well as feed and look after the participants during the challenges. On request, a sponsorship kit will also be made available to help you in your efforts to cover your team costs (transport, hotel).*

SELECTION

All teams may apply for selection to the final providing they :

- ***Have a complete team***
- ***Submit a completed application form***
- ***Commit to submitting their project to the jury by 22 April 2016 at the latest***
- ***Commit to being present for the entire day of 10 May 2016***

PREPARATION

In order to reinforce their digital culture in the wider sense in the build-up to this European championship, the teams are recommended to read the specialist press and to keep themselves up to date with current research and innovations, the major players in business and technology and the latest in startups.

The teams should also train themselves in challenges and classic tests of culture, logic, creativity and speed. Nevertheless, certain trials including gaming or disruptive approaches may take very unexpected forms in order to allow each team to challenge for victory irrespective of their core curriculum.

On this subject, it is recommended that the profiles of the teams be relatively diversified, certain trials being performed in teams, others by a team selected representative for an individual challenge.

TEAM PROJECT SUBMISSION

At the latest 6 weeks before the event, each team must submit a project presented in a maximum of 10 slides. This should be creative or entrepreneurial and fall within one of the following 13 main categories:

Business	*Approaches and tools intended to boost the digital growth of companies*
Climate	*Tools to monitor and combat global warming*
Coding	*Project dedicated to advances in coding (utilities, languages, communities) and their uptake by developers*
Design	*New approaches improving products, interfaces and living spaces*
Engineering	*Contribution to engineering excellence and industrial redeployment*
FinTech	*Services linked with the challenges combining finance and technology*
Food	*Projects aimed at a better agro-alimentary approach*
Healthcare	*Improvements in the patient/healthcare experience*
Legal	*Disruptive services, applications and juridical platforms*
Mobility	*Modernisation of automotive and mobility environments*
Sharing	*Improvement in share of wealth and support for the deprived*
Space	*Innovation in engineering and ICT in the aerospace domain*
Procurement	*Automation and technology is changing our lives and industries. How will the procurement function transform in this environment?*

TEAM PROJECT SUBMISSION *(CONTINUED)*

Prizes (in the form of cash, equipment etc) and special awards (one per category) will be awarded. The winners of each category will be invited to pitch (5 minutes maximum) their idea to the Grand Jury of international personalities at the time of the presentation of their prize.

In addition a special prize for the best project of 2016 will be awarded. Students wishing to meet investors or partners during the MorpheusCup (11 May during ICT Spring) must make their request at the time of submission of their project.

PRACTICAL INFORMATION FOR CANDIDATES

THE CHALLENGES

THE CHALLENGES

To give an equal chance to all teams irrespective of their specialities or the curriculum they are following, the contest will consist of common modules in the morning and options or specialist themes in the afternoon, followed by a verbal pitch to the grand jury.

CHALLENGE SET I *(ALL PARTICIPANTS – MORNING)*

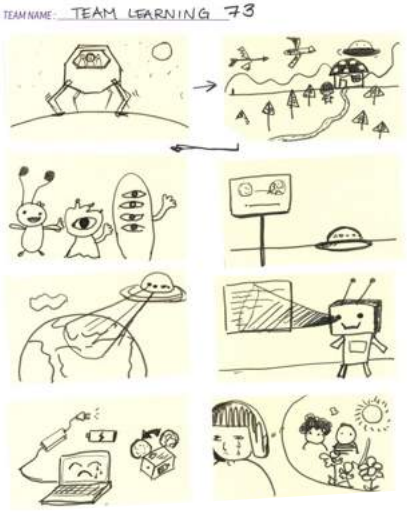
These plenary challenges call upon a generalised skill set and thus are addressed to all teams, irrespective of their profiles.

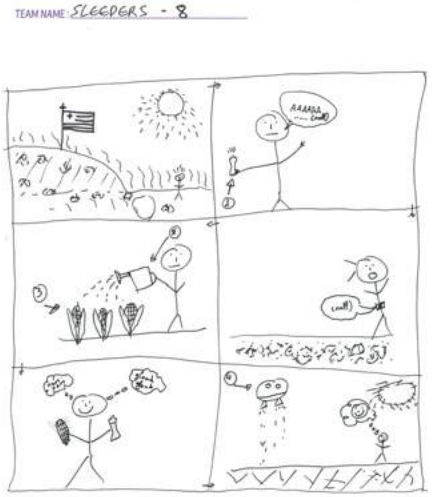
Special Jury Challenges | Creativity Challenges | Diamond Sponsor Challenges | UX Challenge | General Culture | Startup Quiz | Viral Champion

CHALLENGE SET I *(ALL PARTICIPANTS)*

EXAMPLE : MARS ONE'S CHALLENGE 2015

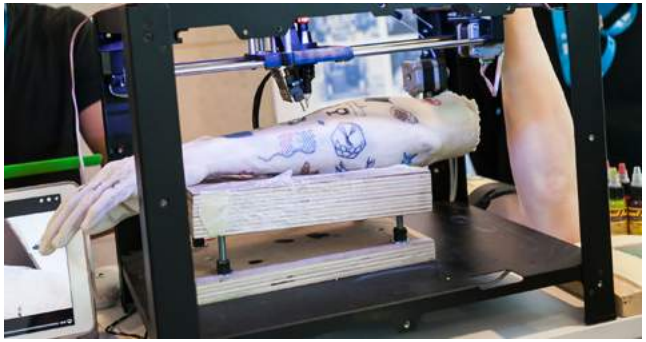
«It is the year 2025, you are on Mars and you have lost the power of speech and the ability to write. Your only form of communication with Earth is through drawing. Please send a drawing to your nearest and dearest explaining how you are living, and anything you may need to be able to continue to do so.»





CHALLENGE SET II AT THE SPONSOR STANDS *(ALL DAY)*

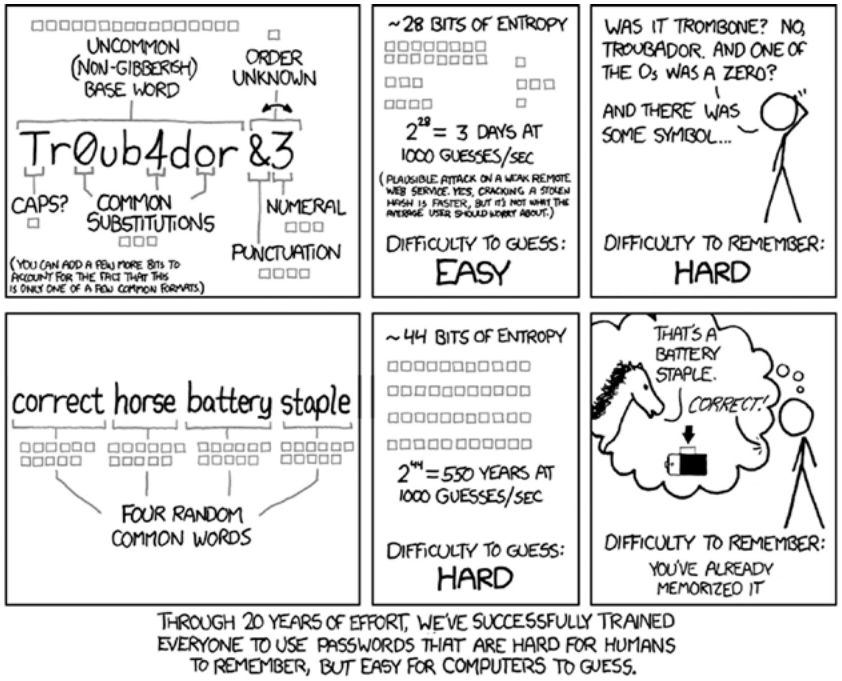
Gaming Tournament | *Quizz sponsors* | *Stand selfie contest* | *Virtual reality tests* | *test de pilotage (drone, robots, 3D printing, etc)*



CHALLENGE SET III BY GROUP *(AFTERNOON)*

The teams will be separated into 6 groups according to their speciality/curriculum: Coders, Business, Marketers, Financiers, Engineers, Designers. Each team may only enter one tournament, which will last for 3 hours.

Coding Challenge | Business Challenge | Marketing Challenge | Fintech Challenge | Engineering Challenge | Design Challenge



PRACTICAL INFORMATION FOR CANDIDATES

THE JURY

THE JURY 2015

Julie DEMARIGNY
VP International
Warner Bros Digital

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

Bas LANSDORP
Co-founder & CEO
Mars One

Fabio GALLO
Digital Business Development Manager
FC Barcelona

Ulrich GRABENWARTER
Head of Strategic Development-Equity
European Investment Fund

PRACTICAL INFORMATION FOR CANDIDATES

THE PRIZES

THE PRIZES

Apart from emulation of talent, the visibility of the campuses and hundreds of meeting opportunities, we also offer significant support to the winners :

In 2015 a prize fund of 50,000 € composed of :

- *20.000 € in cash*
- *10.000 € in training (business, languages, technology, entrepreneurship)*
- *10.000 € in equipment & support (equipment, design, legal & finance)*
- *10.000 € in fun (travel, accommodation, culture etc.)*

THE DIFFERENT AVAILABLE AWARDS

MorpheusCup Winner 2015

One single winning team from the 10 grand finalists.

12 Best Project Awards + 1 special jury prize

Categories : Business, Climate, Coding, Design, Engineering, FinTech, Food, Healthcare, Legal, Mobility, Sharing, Space

6 MorpheusCup Performers

Winners of special prizes for the best performances in the thematic challenges (afternoon)

Business team of the Year

Coding team of the Year

Engineering team of the Year

Design team of the Year

FinTech Team of the Year

Marketing team of the Year

THE BUZZ AROUND MORPHEUSCUP

VISIBILITY 2015 : CONTESTANTS

High virality

Contestant support for the event through twitter and facebook. Sponsor satisfaction through post-event press communication.

Support

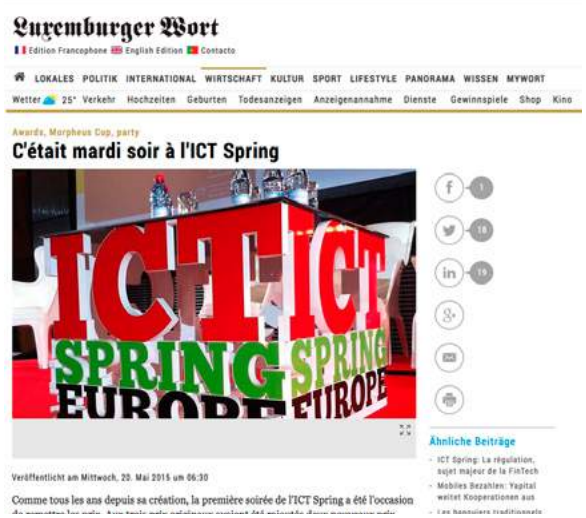
Patronage of M. Andrus ANSIP, European Vice-President, Digital Single Market

*EIn 2015, the project was originally intended for 50 teams from 5 countries. This grew very quickly as **97 teams representing 47 universities** and further education establishments from **17 different countries** signed up.*

In 2016, the event is expanding to include a 6th discipline, engineering, and expects to welcome 200 teams from over 20 countries..

VISIBILITY 2015 : CAMPUS

VISIBILITY 2015 : MÉDIAS


Luxemburger Wort

Édition Francophone · English Edition · Contacto

LOKALES POLITIK INTERNATIONAL WIRTSCHAFT KULTUR SPORT LIFESTYLE PANORAMA WISSEN MYWORT

Wetter 25° Verkehr Hochzeiten Geburten Todesanzeigen Anzeigenannahme Dienste Gewinnspiele Shop Kino

Awards, Morpheus Cup, party

C'était mardi soir à l'ICT Spring

Ähnliche Beiträge

Veröffentlicht am Mittwoch, 20. Mai 2015 um 06:30

Comme tous les ans depuis sa création, la première soirée de l'ICT Spring a été l'occasion

L'essentiel

Luxembourg 23°

Actualités Économie Sports People Hi-tech Lifestyle Cinéma Musique Concours Vidéos Diaporamas Plus

Luxembourg Grande Région France Europe Monde Faits divers Insolites Dossiers

Les talents de l'ICT vont s'affronter au Luxembourg

LUXEMBOURG - La Morpheus Cup, la Coupe d'Europe des étudiants en informatique, débute ce mardi.

La disparition du vol MH 370

Le Cat Club a été ravagé par les flammes

Concours L'essentiel

Disparition de la petite Bianka

La crise grecque

UCAS Youngacademic

The UK's Premier Student News Service

EDUCATION NEWS STUDENT NEWS LIFESTYLE ENTERTAINMENT FESTIVAL GUIDE CAREER SPORT FEATURES LOCAL

Morpheus Cup: Official Launch of Europe's First Inter-University Digital Championship

MORPHEUSCUP | 19th MAY LUXEMBOURG

RBMA RADIO PLAYER

YOUNG ACADEMIC HOT TOPICS

WE LOVE...

Teaching maths adds up

The first MorpheusCup will take place on 19 May 2015. Over 750 European universities and grandes écoles have been invited and are registering a team.

Each selected team will have to comprise 3 students. The universities will compete in 10 thematic events and will pitch a business project to the panel of judges. The prizes will be awarded in Luxembourg, on the evening of 19 May. Registration is free and there is a prize fund of € 53,000 for winning teams.

A panel of major international digital figures

metro

#MUST READ #NEWS #WEEKEND #APP #VIDÉO #JOBS #WIN #FRIENDS

GENERAL

Douze équipes belges au premiers championnats digitaux européens

#MUST READ

#FRIENDS

France 3 Lorraine

@F3Lorraine

Suivre

MT @UNIGEnews: @MorpheusCup, 1er #championnat européen des Grandes Écoles du Digital! Gratuit ouvert à tout étudiant ow.ly/IRM95

Le Point étudiants

ENTREPRENDRE ASSOCIATIONS ÉCOLES & UNIVERSITÉS ARCHIVES

Home » Initiative » 100 étudiants français qualifiés pour la finale de la Morpheus Cup, le championnat digital européen ce 19 mai !

Initiative

100 ÉTUDIANTS FRANÇAIS QUALIFIÉS POUR LA FINALE DE LA MORPHEUS CUP, LE CHAMPIONNAT DIGITAL EUROPÉEN CE 19 MAI !

Parmi les centaines d'étudiants de 47 grandes écoles et universités de 17 pays européens présents pour la finale européenne au Grand-Duché, plus d'une centaine vient de France, soit le plus gros contingent.

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WB
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MARS ONE
ebrc
TRUSTED DATACENTRE, CLOUD & MANAGED SERVICES
SATURN
THE RECRUITER
Adecco
Ajilon
cvce
Knowing the past to build the future
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BRAIN FORGE

En 2015 : 47 universités représentées - 17 pays - 300 étudiants

France

EPITECH. L'ECOLE DE L'INNOVATION ET DE L'EXPERTISE INFORMATIQUE
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UNIVERSITÉ DE LORRAINE | IUT Nancy-Brabois
TELECOM nancy
EFFICOM Votre avenir en grand
ensem
DIGITAL CAMPUS
ISEN école d'ingénieurs ALL IS DIGITAL! LILLE
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IÉSEG SCHOOL OF MANAGEMENT
SUP DE PUB School of Communication
MINES Saint-Étienne
UNIVERSITÉ DE LORRAINE
esc amiens
SUPINFO International University
MINESnancy ARTEM

Greece

ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS
ARISTOTLE UNIVERSITY OF THESSALONIKI

Belgium

HAUTE ÉCOLE ROBERT SCHUMAN
héna HAUTE ÉCOLE
Solvay Brussels School Economics & Management

Espagne

European University Business School
IED Barcelona Escola Superior de Disseny
IESE Business School University of Navarra

Poland

Akademia Sztuk Pięknych im. Jana Matejki w Krakowie 1818
SZKOŁA GŁÓWNA HANDLOWA W WARSZAWIE
CRACOW UNIVERSITY OF ECONOMICS 1925

En 2015 : 47 universités représentées - 17 pays - 300 étudiants

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Lithuania

VILNIUS UNIVERSITY
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Cyprus

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UK

wbs
WARWICK BUSINESS SCHOOL

Germany

FH·W·S

macromedia university of applied sciences

MANNHEIM BUSINESS SCHOOL

Switzerland

MSB Montreux School of Business Switzerland

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HEC Lausanne

Netherlands

RSM
ERASMUS UNIVERSITY

Italy

UNIMORE
UNIVERSITÀ DEGLI STUDI DI MODENA E REGGIO EMILIA

Hungary

BKF UNIVERSITY OF APPLIED SCIENCES, BUDAPEST
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Finland

Aalto University

Portugal

TÉCNICO LISBOA

Estonia

TALLINNA TEHNIKAÜLIKOOL
TALLINN UNIVERSITY OF TECHNOLOGY

INFORMATIONS & CONTACT

WHERE & WHEN

Those teams who confirm their participation and send in their application forms and project on time may, within the limit of available places, participate in the grand final.

Place and date

*The second edition of the MorpheusCup will take place at the **European Convention Center in Luxembourg** on 10 May 2016. The challenges will take place in parallel with **ICT Spring Europe**, one of the biggest European web events which brings together some 6000 digital leaders, entrepreneurs, startups and investors from 70 countries.*

On the evening of 10 May the special prize giving ceremony will take place followed by the MorpheusCup Party. On the 11 May it will be possible to organise meetings with potential employers or to visit (full access) the second day of ICT Spring where you can take advantage of the conferences and the expo zone covering Digital Strategy, Security, Customer Experience and Startups/Venture Capital villages.

Working Language

The working language of the MorpheusCup is English.

Authorised Equipment

The use of portable computers and smartphones is authorised.

MORPHEUSCUP
EUROPEAN UNIVERSITIES & GRADUATE SCHOOLS CHAMPIONSHIP

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