

pulse

The heartbeat
of your ideas.

Regulation 2020



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About

Nova School of Business & Economics (Nova SBE) is the leading Portuguese school in the areas of Economics, Finance and Management. It is the business school of NOVA University Lisbon and offers Bachelor's, Master's, Ph.D., MBA and Executive Education programs.

Nova SBE is on the list of the 30 best business schools in Europe with about 3000 students from more than 70 different countries

Member of the CEMS Alliance since December 2007, it is also a member of the restricted group of Triple Crown world schools, and thus belongs to the top 1% of business schools worldwide. It was the

first Portuguese business school to acquire international accreditations and recognition of world renown in higher education. The international vision of Nova SBE is also reflected in the adoption of English as the main teaching language and faculty coming from over 25 different nationalities.

Research plays a central role in knowledge creation and dissemination at Nova SBE and is combined in Knowledge Centers, Hubs & Labs. We combine pragmatism and experience with rigor, experimentation and access to state-of-the-art technology to create positive change in the world.

Digital Experience Lab

The Digital Experience Lab (D.134) is a creative playground with a strong focus on emerging technologies and experimentation, a welcoming meeting point between business, technology, and design.



Technology Challenge

PULSE is a technology challenge organized by the Nova SBE Digital Experience Lab.

Along with some Sponsors, the goal is to use state-of-the-art tools and methods, paired with creativity and critical thinking all the way from ideation through prototyping. In the end, teams will have the opportunity to present their projects and be awarded with prizes and academic benefits.

Details

What opportunities are there for technology to have impact on a small ecosystem like a Campus and its community?

During the next months, the Campus of Nova SBE will host PULSE, the Campus Tech Challenge, where new ideas will be generated, and our understanding of technology will be tested and advanced.

PULSE is a student challenge seeking new ideas for the use of technology on Campus. Participants are invited to submit and develop ideas for the university of tomorrow. The project is divided into three consecutive stages: Ideation, Development and Demonstration.

During the challenge, participants can count on the Digital Experience Lab support. In the end, teams will have the opportunity to present their work and a prize will be awarded to the top teams.

01 Ideation

This challenge encourages participants to present technological solutions to improve the quality of life on Campus. All the ideas will be available to the entire Nova SBE community so everyone can vote for their favourites in the first round of open voting.

02 Development

In this stage, the 10 best teams will be challenged to develop and prototype their technological ideas. Participants will be able to count on the support of the Nova SBE Digital Experience Lab and a set of specialized mentors will help realize the idea.

03 Demonstration

The final stage consists of preparing the presentation of the idea, its prototype to the entire Nova SBE community on April 30th, 2020. The top three teams will be determined according to a second round of open voting.

How to start

01 The Taikai platform

The PULSE challenge is run on a specialized innovation tournament platform on the web, called Taikai. Registration of participants, teams and ideas is carried out on the Taikai platform.

02 Create a project?

Go to

<https://taikai.network/novasbe/challenges/pulse/>

and follow the instructions on the document “Pulse – Challenge Participant Guide”

03 Validation

The first stage of the Pulse challenge is **ideation** which has three internal phases - acceptance, pre-validation and validation. Ideas that go beyond these three phases are available to the entire Nova SBE community to be voted on.



Ideas submission

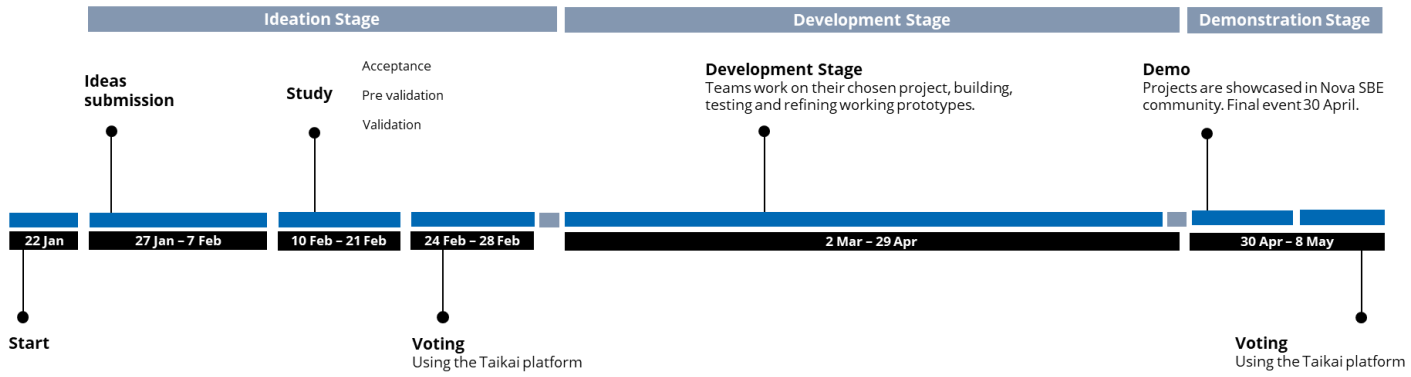
January 27th – February 07th



Voting phase

February 24th – February 28th

Timeline



Schröder
HYPERION

Smart Outdoors

Within the Pulse challenge, participants will be able to choose to work directly on the Schröder-Hyperion stream "Smart Outdoors".

Schröder is the leading independent outdoor lighting provider in the world with a century-long tradition of innovation and entrepreneurial spirit. Our ambition is to bring meaningful moments to people in public spaces at day or at night and we call this Lightability™.

In 2019, Schröder started to create the future of Lightability™, from Portugal to the World. We are building a new hub of excellence at Nova School of Business and Economics, called Schröder-Hyperion, which aims to position us amongst the global leaders of Smart City solutions.

We know from our heritage that lighting can empower people, impact their lives, support communities and transform places, cities and our planet.

Also, we believe that innovation is the process by which we unlock the potential to address society's big challenges - circular economy, sustainability and social impact. Because of that, we joined PULSE with the Schröder Stream.

Understanding that future challenges bring also future opportunities, we want to support you to take action and create a new solution – smart and technological - for the University Campus outdoors.

Management Team

1. PULSE is organized by the faculty, staff, and students of the Digital Experience Lab of Nova SBE;
2. The coordination will be carried out by the Head of the Digital Experience Lab.

Jury

1. The Jury will be composed by a representative of the Digital Experience Lab, a representative of Nova SBE, representatives of the student clubs of Nova SBE and representatives of the sponsoring partners;
2. Additional Jury members can be added by the Organizing Committee.

Terms & Conditions

PULSE is organized by the Nova SBE Digital Experience Lab with support from Schröder-Hyperion, Bright Pixel, Sonae and Outsystems.

These terms & conditions were created on January 10th.

Introduction

1. PULSE is a challenge organized by the Nova SBE Digital Experience Lab that addresses challenges associated with technology and society. This edition will address the topic "University of the Future";
2. The goal is to finish the challenge with a set of concrete and creative solutions with a direct contribution to society, while promoting a learning environment;
3. The target of the challenge are students and recent students from Nova SBE;
4. At the end of the challenge, each team presents their developed work in the closing event and in an exhibition on campus;
5. Participants will have access to diverse experts, events, trainings, tools, and material that will support them to solve the given challenge;
6. The challenge will begin on 27 of January 2020 with the registration and will finish on May 8th 2020 with the announcement of the final results;
7. The challenge and all associated events will take place at the Digital Experience Lab of Nova SBE (D.134), unless otherwise noted.

Sponsors

1. Schröder-Hyperion

Schröder is the leading independent outdoor lighting provider in the world with a century-long tradition of innovation and entrepreneurial spirit.

We are pushing the limits of our business today to integrate the smart cities space. Our ambition is to bring meaningful moments to people in public spaces at day or at night and we call this Lightability™.

In 2019, we will start creating the future of Lightability™, from Portugal to the World. We will build a new hub of excellence in Lisbon, Schreder-Hyperion, that aims to position us amongst the global leaders of Smart City solutions.

2. Bright Pixel

Bright Pixel redefines the standard approach to business and cultivates a model that tackles the ever changing nature of technology. We are transforming two key things: the way companies address innovation and how new ventures are put together.

3. Taikai

We are a decentralized platform where corporates, startups and students can collaborate around specific industry challenges.

4. OutSystems

OutSystems is a low-code platform to visually develop your application, integrate with existing systems and add your own code when needed.

Acknowledgement

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Marketplace de Inovação Descentralizado /
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2020) and Competitiveness and
Internationalisation Operational Programme
(POCI), through Portugal 2020 and European
Regional Development Fund (FEDER).



Registration

1. Participation can be individual or as a Team of up to 5 members;
2. In the case registration is done as a Team, the registration is considered complete when all the Team members have completed the individual registration and the Team has been created by one member of the Team;
3. The Organizing Committee must confirm the registration of all Participants and of all Teams by email;
4. The Organizing Committee reserves the right to withhold a registration in case it believes that the profile does not fit the challenge goals.

Communication

1. All information regarding the event is available on the Taikai platform;
2. The Taikai platform will manage registrations, final submissions and the voting process.

Application & Eligibility

1. The candidate teams may include 1 to 5 members, in which at least half of them must be NovaSBE students in good standing or graduates of NovaSBE within the last two years (2018 or 2019). We permit individual work, but we encourage interdisciplinary teams of 3-5 members;
2. The application of each candidate team must include a summary of the project proposal, which must be focused on one of the challenges;
3. Individual candidates can indicate if they wish to participate with a team later on, which the Organizing Committee of the event will attempt to put together with other participants interested in joining efforts.

Evaluation Criteria

1. The participants will only have the possibility to present their idea developed during the project and receive prizes, if:
 - All required material is uploaded;
 - The solution proposed is original and does not violate any intellectual property;
 - The team has complied with the present regulation;
1. Before the end of the project, all eligible projects will be evaluated for the final presentation by a Jury panel selected by the Organizing Committee;
2. The evaluation of the work will be performed in two stages: project (research and problem definition, ideation, prototyping) and final presentation;
3. At the final event, all teams will present their work to the jury and the public;
4. From the teams in the 3rd stage, the jury will award the first, second and third places.
5. The evaluation criteria, all with the same weighting, will be as follows:
 - **Innovation:** is it a unique idea and does it present a genuine solution?
 - **Relevance:** is the problem relevant for the campus?
 - **Desirability, Feasibility, Viability:** can the case be made for the idea? E.g. in terms of resource allocation requirements, legality, etc.
 - **Evolution:** has there been proven evolution since the initial idea?
 - **Technical demonstration:** Is there a working prototype with technical quality?
 - **User experience:** does the idea provide relevant experiences for potential users and also does it fit within the identified Streams?
 - **Ethical and sustainable impact:** is the idea ethical and sustainable?
 - **Business impact:** is there potential to add value to the business or attract funding or sponsorship?

Awards

The three best teams will be awarded with the following amounts:

First phase | Ideation stage:

1. 150 € - Gift card
2. 100 € - Gift card
3. 50 € - Gift card

Final | Demonstration stage:

1. 2.000 €
2. 1.000 €
3. 500 €

Parallel activities developed during the event may include prizes or awards.

In addition, some funds may be given to teams in the development stage, according to their needs and preferences.

Terms of participation

For the application and participation in this initiative, participants agree to the following conditions:

- Competing ideas shall not contain copyrighted or proprietary materials (including photographs, sculptures, paintings and other works of art or images posted on websites or on television, movies or other media which have not been publicly licensed or otherwise made available to the general public);
- Competing ideas shall not contain names, images, photographs or other evidence of identification of any person, dead or alive, without explicit permission from them or their representatives and in any case, in accordance with the applicable laws;
- The ideas in the contest must be original, not being commercially published or licensed previously;
- Participants further declare and ensure that publication of their participation and developed project through various means does not violate the rights of third parties;
- If the organization has reason to suspect unfair, misleading or fraudulent conduct by any participant or third parties, in any way, the organization reserves the right to disqualify anyone deemed to be reasonably responsible, or because it is associated with inappropriate behaviour without any prior notice, and in any case, such disqualification shall not give any right to compensation nor indemnification whatsoever.

Equipment, Commodities & Support

1. The Organizing Committee will provide a venue for the development of the activities planned for the project;
2. The teams should bring computers and other equipment that they find relevant;
3. The Organizing Committee will provide support for the participants through mentorship and technical assistance;
4. The Organizing Committee may assist with financial support for the final prototype, exhibition, and presentation.

Processing of personal data

1. Participants agree that all personal data they submit may be stored, processed and shared by the Organizing Committee for the operation of the Pulse challenge in accordance with the applicable laws, including, without limitation, the Regulation (EU) 2016/679 (General Data Protection Regulation –GDPR) and any implementing rules and regulations;
2. Participants are able to contact and inquire the Organizing Committee regarding the use of their personal data whenever they wish, with the right to withdraw from the challenge at any point.

Intellectual property

1. Participants agree to grant a worldwide, royalty-free license to use, exploit and make any derivative works over any intellectual property rights generated throughout the project duration to Nova SBE and Sponsors without prejudice to any moral rights attached to it. Furthermore, Nova SBE and the Sponsors reserve the right to be able to freely use, fully or partially, the contents of the final submitted projects, without any additional burden or charges, without any geographical or territorial limitations, in perpetuity and exclusivity;
2. The reports regarding the final drafts submitted to the contest will not be returned to the candidates, and Nova SBE and the Sponsors can give them the disclosure they deem convenient.

Cancellation Policy

1. The Participant has the right to cancel his/her registration, which should be done by contacting the Organizing Committee at digitalexplab@novasbe.pt;
2. In case of withdrawal of any Participant, the Organizing Committee must be informed;
3. The organization reserves the right to change or cancel the event at any time by sending a notification to candidates already registered.

Frequently Asked Questions

FAQ

Where is the Pulse project taking place?

The challenge will take place at Nova SBE, Rua Holanda 1, Carcavelos, and use the Digital Experience Lab, Room D.134 extensively.

Being a team challenge, can I apply individually?

Yes, the registration can be done individually. However, we recommend you participate as a team of up to 5 members. We can assist you finding a team if needed.

How much does it cost?

Pulse is free for all candidates.

Do I need any technical skills to participate?

No. Although this is a project looking for technical innovations on campus this can take many forms and you will receive some support from the staff of the Digital Experience Lab if needed.

Do I get a participation certificate at the end?

Yes, we will provide participation certificates to all participants after the challenge.

My participation in the Pulse program gives me equivalence to the course Managing Impactful Projects (BSc)?

Yes*, if you are participating in the third stage of Pulse you are eligible to get credit for the course Managing Impactful Projects. This does not affect your other eligibility in the Pulse program for prizes & awards. You either are already part of a team or join a project team that is still in the challenge in the third stage.

If you want to get credit for the course Managing Impactful Projects but weren't able to find a team with open spots, the organizing committee will create teams outside of the challenge with ideas to be developed in parallel with the program. The rules and schedules are the same, but work conducted this way is ineligible for the prizes.

I'm a master's student, can I write my project work about Pulse?

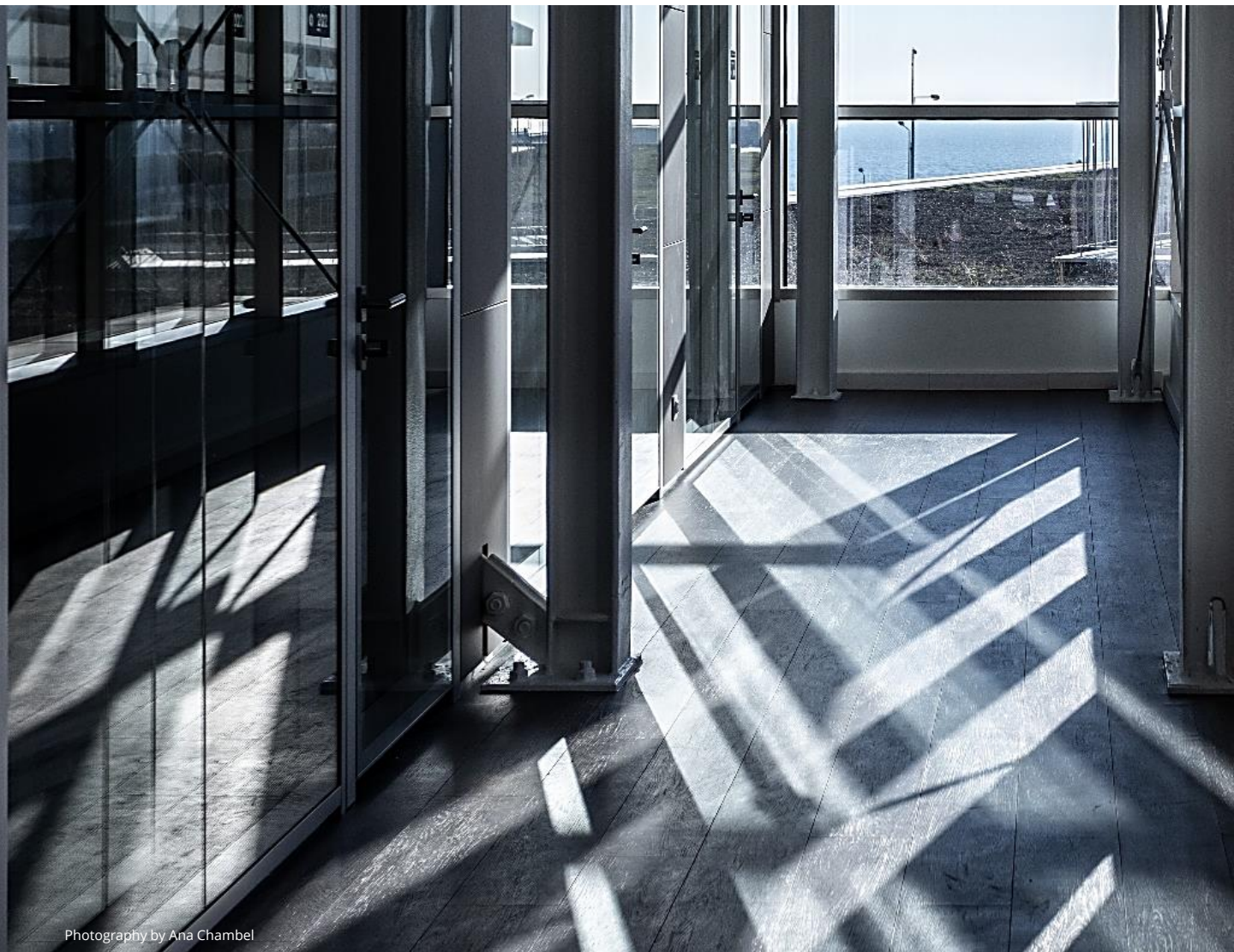
Yes*, master student team members can write their field lab about their PULSE project, earning them their ECTS for the work project. Any references to any of the Sponsors products, ideas and know-how shall be previously submitted to the relevant Sponsor for express approval prior to any publication, giving at least 30 days' prior notice to the intended publication date.

If you want to submit a report of your project as field lab/work project /thesis, please contact us.

*Please follow all procedures in accordance with the academic offices for your program.

Still have questions?

Ask us via digitalexplab@novasbe.pt



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