
CISCO INNOVATION GRAND CHALLENGE CASE STUDY



EXECUTIVE SUMMARY

As the largest networking company in the world, Cisco has been an outspoken thought leader in the field of corporate innovation. Cisco thinks about innovation as a core business strategy- where ideas and solutions are developed with entrepreneurs, innovators and Cisco employees themselves. Cisco's Innovation Grand Challenge is a global initiative that allows for not just access to thousands of promising ideas at Cisco's doorstep, but also helps in creating a pipeline for potential investment and collaborations for Cisco.

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Cisco Innovation Grand Challenge Case Study



Photo by Joey Kyber on Unsplash

VALUE FOR CISCO

Cisco designed Innovation Challenges for their developer and entrepreneurial community with the aim of creating opportunities for co-development that can add value both for Cisco and the entrepreneurs themselves.

Alongside the Innovation Grand Challenge, some noteworthy initiatives are also the Cisco BIG Awards and the IoT Women's Innovation Grand challenge.



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Photo Credit Cisco



Alex Goryachev
Photo Credit Cisco

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"The world's most game-changing innovations can come from anywhere, but companies can't innovate alone. As part of Cisco commitment with an open entrepreneur and startup ecosystem, the Innovation Grand Challenge is fostering innovation in the digital age by searching and supporting talent that can create new markets and disrupt traditional ones."

Alex Goryachev

Senior Director, Innovation Strategy & Programs



HOW IT WORKS:

INNOVATION GRAND CHALLENGE

In 2016, Cisco launched its 3rd open call for innovations seeking technologies and solutions on digital platforms that can transform countries, companies and cities. Fifteen semifinalists traveled to Lisbon to pitch live as part of the Web Summit. A panel of judges selected three winners win a share of USD **\$250,000** in prize money. In addition, winners received access to Cisco's Innovation Centers, mentorship and access to Cisco's network of partners and investors for collaboration and funding opportunities.

3

WINNERS

\$250K

TOTAL PRIZE MONEY

5,700+

APPLICATIONS RECEIVED

160

COUNTRIES

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TECHNOLOGY & OUTREACH

As a core partner of Cisco, we developed the program website, coordinated the external evaluation process, and sourced startups for the program.



Developed program website, hosting information about the program and the embedded YouNoodle platform



Utilized our distributed evaluation framework to collect scores and feedback from judges and select the best teams



Work directly with an account manager for effortless technology set-up, support and reporting



Brand emails and messages sent from the system to communicate with applicants and judges

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RESULTS

The following are the three selected winners from the 2016 Innovation Grand Challenge:

STEAMROOT

Centralized video optimization network improves speed, quality of service, and global reach



1ST PRIZE
\$150,000

FRANCE

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GESTOOS

AI platform that enables cameras and sensors to see, understand, and respond to human movement and behavior in any environment or context.



2ND PRIZE
\$75,000

SPAIN

DEDRONE

Automated, 3D aerial security platform identifies unauthorized drones, protects critical installations and ensures safe drone usage.



3RD PRIZE
\$50,000

UNITED STATES



SOMEWHERE IN THE WORLD, A STARTUP HAS ALREADY SOLVED YOUR PROBLEM.

For more details or enquiries reach us at
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