



BLUE STAR Idea-a-thon

Winners will be awarded with internship program

Problem statements

- Turn Your Imagination Into Reality.
- Create Unique & Innovative Ideas Yet Feasible In The Below Mentioned Domains
- Ideas should be relevant to HVAC

Domain 1 (Energy Efficiency)

- Reduction of energy efficiency
- New/Alternate Cooling Solutions
- Combination of various cooling Solutions

Domain 2 (Installation & Servicing)

- Do It Yourself (DIY)

Domain 3 (Innovative Solutions)

- Flexible Structures & Configuration (Modularity), Different form factor
- Ease Of Use and Touch & Feel

Evaluation Criteria

- **Innovativeness**
 - ❖ Breakthrough Innovation
 - ❖ Consumer Centric
 - ❖ Confidence in customer Appeal
- **Technical Feasibility**
 - ❖ Potential to be developed as a product or solution within few years
 - ❖ Relevant Technologies
 - ❖ Strategic fit
 - ❖ Implementation feasibility
- **Business Attractiveness**
 - ❖ Business Benefits (Revenue /Profit) with lowest cost & investment
 - ❖ Degree of connect with consumer need
- **Competitiveness**
 - ❖ Uniqueness
 - ❖ Differential Value Proposition from Competitors

- ❖ Combinations of assets that provide competitiveness (eg. 1st mover and patents)

Notification:

- The Solution Should Be For HVAC Only
- Judgment Criteria is for Both Stage 1 & Stage 2
- The score For Each Criteria With be 25
- The Stage 1 closes on 1st Mar
- Shortlisted ideas for second round will be notified on 3rd Mar

