

21 September 2019

Invitation: Industry Challenge for ICT Summit 2019

Greetings from the Inclusive and Collaborative Local Tech Innovation Hub. We are a project under the Faculty of Computing and Informatics at the Namibia University of Science and Technology (NUST).

We would like to invite you to take part in the exciting **Industry Innovation Challenge** activity we will be hosting at the 6th ICT Summit in Windhoek being held from the 07th to the 09th October 2019.

Many companies worldwide use industry innovation challenges to identify solutions for a number of issues they face. Challenges are also being used to develop entirely new services and systems. They are an excellent way to source new innovative ideas and to get new perspectives to your business.

Our industry challenge at the ICT summit works as follows:

- 1) We request a handful of companies to provide us with one *industry challenge* each. An industry challenge is a real-life problem your business is facing and you believe new technologies may be helpful in solving it. (See the attached poster for guidance on how to describe your challenge.)
- 2) We invite local inventors to participate in an *industry innovation challenge workshop* at the ICT Summit. In this workshop, your industry challenge is presented and analysed and the inventors work on possible solutions for it. At the end of the workshop, they present their work as concepts or demos.
- 3) You get to interact with the inventors so that you can assess how the solutions are intended to work and whether they would indeed be a good match for addressing your problem. The best solution is awarded a prize. If you would like to implement this or any of the other workshop solutions in your business, you negotiate directly with the inventors.

From your side, this would require the time to describe your challenge and to attend the closing session of the workshop, where solutions are presented. We would also like to request for a prize – monetary or otherwise – for the winner of your company challenge.

We would highly appreciate your positive response. The Industry Challenge is an important activity, which will help build the Namibian IT industry and give local inventors a chance to work on real-life industry issues.

For some examples regarding real life challenges, please take a look at:

- https://applications.demola.net/?cat=new-technology&_ga=2.18304121.1366365250.1568618510-769346524.1568618510
- <https://www.openideo.com/>



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We kindly request your response by the 01st of October 2019. In case of any questions, please do not hesitate to contact our Technology Innovation Coordinator, Ms. Marly Samuel on +264814364973, marly18samuel@gmail.com.

Sincerely,

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Launch your Industry Challenge and find the best solution

How does it work?

1

You identify a challenge and describe it.

Think of the challenges your business is facing.
Pick one that you think might benefit from innovative ways of using new technologies.

Then describe the challenge briefly in writing:

- * What are you trying to do?
- * What is the problem?
- * What do you know about its causes?

*Please do not venture into describing possible solutions to the problem
as that is the inventors' job.*

2

We get bright minds to derive technology solutions for your challenge.

ICTechHub invites local inventors to come up with solutions for your challenge.
We support them by hosting a workshop where your challenge is analysed.

They figure out possible solutions
and illustrate these with concepts or demos,
which we will share with you.

3

You test and choose the best solutions.

When the work is done, you may use/test the solutions created to comprehend
how they work and whether the challenge was correctly tackled.