



## Call for Applications!

# 6th Annual Global Automotive Innovation Competition

SAE Detroit Section and MIT Enterprise Forum of the Great Lakes (MITEF) will host the 6th Annual Global Automotive Innovation Competition. The competition's goal is to shortcut the arduous filtering process in large organizations to bring new innovations to the industry in a time of tremendous change.

### **APPLICATION GUIDELINES**

Qualifying entries should be innovations based on either automotive content (hardware or software that is part of the vehicle), something that helps design the vehicle (better or faster), or something that helps produce the vehicle. Target Innovations are limited to driver-driven, land-based vehicles, as well as vehicle/infrastructure communications. Applicants can be pre-revenue or cumulative sales up to \$250,000.

### **TIMELINE**

**Wednesday, January 22, 2014** – Applications Due (by 8:00 p.m. EST)

**Saturday, January 25, 2014** – Semi-Final Notification

**Thursday, January 30, 2014** – Competition Semi-Finals

The Semi-Finals are part of the 14th Annual Collaboration for Entrepreneurship (ACE), at Burton Manor in Livonia, Michigan from 9:30 a.m. to 2:00 p.m. Semi-finalists will receive a table top display and present to automotive industry new technology business development leaders. Finalists will receive coaching from these leaders. Global applications are encouraged and web video capability will be provided. (Teams from China, Israel, California, Massachusetts, and more have participated in the past.)

**Tuesday, April 8, 2014** – Competition Finals (held in conjunction with SAE 2014 World Congress at Cobo Center in Detroit, Michigan)

### **Applications available at: [www.mitgreatlakes.org](http://www.mitgreatlakes.org)**

(Application consists of non-confidential Powerpoint overview and executive business plan summary)

### **JUDGES/PRIZES**

The winner of the competition will receive more than \$50,000 worth of business commercialization acceleration services. Several of past finalists have been fast tracked to key decision maker meetings to accelerate their automotive commercialization journey.

To attend the Competition Semi-Finals at ACE, register at [www.ace-event.org](http://www.ace-event.org) by January 15 to receive the discounted rate of \$25. After January 16, the cost will be \$35. Registration includes lunch and networking.

For questions and applications, please go to [SAEMITEF@gmail.com](mailto:SAEMITEF@gmail.com), and visit [www.mitgreatlakes.org](http://www.mitgreatlakes.org) and <http://www.linkedin.com/groups/SAEMITEF-Global-Automotive-Innovation-6543951>