The World at your Fingertips Challenge

About the Competition

Participants are expected to choose one or more from the 4 areas (Security, Entertainment, IoT and Empathic UX) and propose idea(s) on how "Smartphone with full-screen fingerprint scanner" can be used to enhance user experience

Evaluation Criteria: Originality, Feasibility and Market Potential

Eligibility

University students
Individually or as a Team (2-4 people)

Rewards

1st Place (1): 500,000 KRW worth gift per Person
          + 500,000 KRW per Team
2nd Place (1): 300,000 KRW worth gift per Person
          + 400,000 KRW per Team
3rd Place (2): 100,000 KRW worth gift per Person
          + 200,000 KRW per Team

1st and 2nd place winners will be granted the opportunity to (virtually) present in a meeting with Directors / Managers from 3M United States Headquarters

Timeline

Submit Applications: Sep. 9th - Oct. 5th
1st Round Result: Oct. 9th
Presentations (virtual): Oct. 16th
Final Round Result: Oct. 16th

Virtual Explanatory Session will be held on Sep. 17th, 9PM South Korea time
To participate, please register through
https://forms.gle/wmjdEzoyJRWw57Ny9

How to Apply

Please submit the following documents to contact.3mchallenge@gmail.com

1. Entry form (see attached document)
2. Proposal (Any format, i.e. PowerPoint, Video or Drawing)

* Entry form, Proposal and Presentations are expected to be in English

* Further information will be provided to potential candidates

Contact | contact.3mchallenge@gmail.com