



May 10, 2016

**UC Berkeley Innovation Initiative - Sponsored by Trianz**  
**Invitation to: The Smart Village Open Innovation Accelerator 2016**

Re: Berkeley Challenge Competition

Gold Prize: Rs 6,00,000

Silver Prize: Rs 4,00,000

Bronze Prize: Rs 2,75,000

Exceptional team may be invited to Berkeley to present



*Professor Solomon Darwin*  
*Executive Director*  
*Center for Corporate Innovation*

To: Deans, Vice Chancellors and Students of Indian Universities,

The Garwood Center for Corporate Innovation at the Haas School of Business is establishing its first Smart Village Prototype in India, located in the East Godavari District in Andhra Pradesh. Based on the pilot results and research findings, this will be scaled subsequently to other parts of India. Many large organizations, innovators, makers and entrepreneurs from the Silicon Valley and India will be partnering in this project.

In partnership with the Center for Open Innovation and Entrepreneurship at Andhra University, we are launching the Smart Village Open Innovation Accelerator 2016. I would like to personally invite your institution and your students to participate in this accelerator and come up with disruptive innovations that will support building a smart village prototype. Top 30 idea submissions will receive a Certificate of Participation from UC Berkeley's Garwood Center for Corporate Innovation.

The vision of the Smart Village Prototype is to demonstrate time and cost savings with the aid of frugal technologies. This will enable better business models that deliver products and services at affordable prices for the entire ecosystem. The intent is to develop use cases powered by technology based on IOT, mobile apps, sensors, embedded technologies, wearables, data analytics, low power and low cost that enables building of the following:

1. Smart Information Center
2. Smart Healthcare Center
3. Smart Water and Sanitation Center
4. Smart Agriculture and Weather Information Center
5. Smart Energy Center
6. Smart Transportation
7. Smart Housing
8. Smart Skills and Entrepreneurship Center
9. Smart Education, etc.

Participant Student team of 2-4 students, preferably across disciplines will be encouraged to:

- Evaluate existing technologies being deployed and explore alternative technologies that will lower the operating costs and offer new revenue opportunities for the village.
- Figure out, what aspects are important to village communities that are NOT being addressed.

- Develop models that produce the triple bottom line: social, environmental and economic.
- Identify the weakest links and bottle-necks and addressed and address them through a technological solution.
- To win the contest it need to be a technological solution that villagers want for their village.

## Process and Timelines

### **Application Stage**

**May 12 – June 10, 2016:** Application submission. Students are expected to form their own teams not exceeding 2-3 dedicated individuals across disciplines to present a holistic solution. The team should submit a presentation consisting of 8-10 slides (maximum) answering the following six questions: a) What problem are you trying to solve? b) What is your big idea? c) What will be the execution plan? d) How can you make this profitable and sustainable? e) How your innovation and business model will be transformative and disrupt existing models and technologies? f) Team bios and contact information. More resources are found at <http://courses.garwoodcenter.com/smartvillages/>

### **Semi Finals Stage**

**June 12 – 16, 2016:** Semi Finals: Top 30 teams will be selected based on their application and submitted team presentations. The selected teams will be invited to participate in a 3-Day training by UC Berkeley faculty at Andhra University campus, Vizag. All teams need to take care of their own travel expenses. The boarding and lodging will be arranged on campus by Andhra University.

**June 20-22, 2016:** 3-day Training by UC Berkeley faculty on Open Innovation, Business Models and Entrepreneurship and at Andhra University in Vizag to the .

**July- August 2016:** The 30 selected teams who have successfully completed the 3-day training will be required to build their prototype doing data collection and field work in a village of their choice or in an underserved community near their home town (all 30 semifinalists' teams will receive a certificate of participation from UC Berkeley)

### **Final Stage**

**September- December 2016:** The Top 10 teams will be selected based on a WebEx presentation in September (dates will be communicated). Students are not required to travel back to AU campus in Vizag. The 10 selected finalists will be required to go to Mori Village for a 3-4 day trip, to set up the technology and transfer the technology to village students (train travel, food and basic accommodation will be provided to these top 10 finalists). During the three months, the final solution will be co-created by the villagers as students facilitate the process based on the feedback. Over the next three months, the final technological solutions will be displayed for pivoting by Berkeley trained local village students to conduct studies and observe interactions of the villagers to the solutions. Based on the input, participants will be contacted to improve their prototypes and technology for the best value creation for the villagers. This will allow the team an opportunity to build their prototype further to develop a use case in the Mori Village. Participants may revise or modify their technology three times to meet the villagers' expectations.

## Demo Day at the Smart Village Expo

**29 December, 2016:** Top 5 teams will be given an opportunity to showcase their technology and use cases to the Hon Chief Minister of AP, Mr. Chandrababu Naidu in person, during the Smart Village expo. This will be attended by various government leaders, entrepreneurs and large corporation both from India and the Silicon Valley. Final Award Ceremony and celebration will be held during this time.

For more details, please contact or write to our program director:

Prof. V. Valli Kumari  
Dept. of Computer Science & Systems Engineering  
Director, Center for Open Innovation  
AU College of Engineering, Andhra University  
Visakhapatnam-530003

Students should submit all their application to Mr. David Maracine, Smart Village Program Manager via email at: David Maracine [dmaracine@university.edu](mailto:dmaracine@university.edu) not later than 10 June 2016, 11pm, India time.

By submitting entries, the participants agree to follow the above process and timelines, including travel to Vizag and the village Mori, should they be selected for the semi finals and final stages.

Our UC Berkeley faculty will review entries here in the United States and will get back to you.

Sincerely yours,



Solomon Darwin