

# Airbus Fly Your Ideas Challenge John O'Leary, Vice President Engineering Airbus Americas Engineering, Inc. EDI - 17<sup>th</sup> April, 2012



### Introducing Airbus Fly Your Ideas

A competition challenging students worldwide to develop new ideas to deliver a greener aviation industry.

- Open to teams of 3 to 5 students from any discipline or nationality.
- Three progressively competitive and challenging rounds.
- Round 1 a one page proposal; Round 2 a 5000 word report.
- These rounds are evaluated by experienced Airbus engineers and experts against preset criteria.
- In Round 3, five teams from over 300 who enter - are invited to present their idea to a panel of Airbus executives and industry experts.

IPRUS



#### Why Get Involved?

€30,000 First Team Prize €15,000 Runner Up Prize

All participants can benefit from the experience:

- Each team has an Airbus member of staff as Mentor in Rounds 2 + 3
- Each team receives **feedback from assessors** after each round, and from the jury after the final.
- Students can develop their **creativity and innovation**, as well as in project management, presentation and teamwork skills.
- Case studies, fact sheets, information and **insight on the aviation industry**.
- Universities retain the IP of the projects, and in some cases, further research work is carried out with the institution.





*"It was a great experience in the project. We learned not only the technical know-how of the aviation sector but also the business part and how to work as a team."* 

Fly Your Ideas 2011 Participant



## Fly Your Ideas Highlights

- Over **5000 students** from around the world have taken part so far
- 287 universities have been involved
- 82 nationalities were represented among participants
- 20% of participants were female
- 1 in 5 participants were from non-technical backgrounds
- 76% of teams were international and multidisciplinary
- 100% of Airbus Assessors would participate again
- 64% of Academic Mentors would consider integrating FYI into one of their lessons



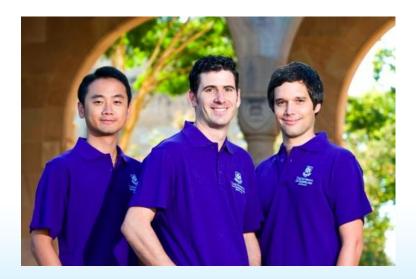


#### **Previous Winners**

- 2011 Winners: Team 'Wings of Phoenix' from China's Nanjing University of Aeronautics.
- Ground-based wind power generation system that exploits the wakes of aircraft during take-off and landing.
- 2009 Winners: Team COZ, a multinational team from Switzerland, Hong Kong and Germany, all studying at University of Queensland, Australia.
- The use of the castor plant to develop the first ever single plant-based high performance composite materials for aircraft cabin components.

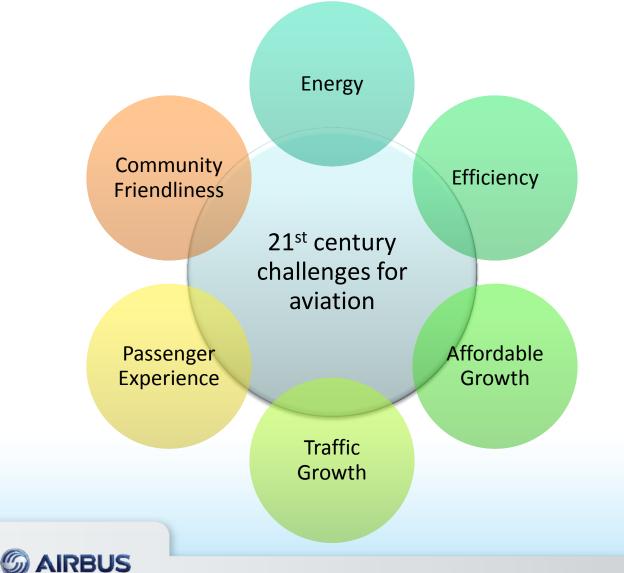
**MRBUS** 







### FYI 2013 Competition Themes



by Airbus

www.airbus-fyi.com / uni@airbus-fyi.com Registration opens in May 2012, the competition starts in September 2012, the final is in June 2013.

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