

WESTERN SYDNEY
UNIVERSITY



LAUNCH PAD
Technology Business Incubator



'WELCOME TO THE METAVERSE' INNOVATION CHALLENGE

VENTURE MAKERS

ENTREPRENEURSHIP TRAINING & DEVELOPMENT

launchpadlive.com.au

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- The background of the page features a teal-tinted photograph. On the left, a group of people, including two women and a child, are looking towards the right. In the center, there are two stanchions with a dark rope. On the right, a white humanoid robot with a tablet on its chest is gesturing with its right hand. The overall scene appears to be a public event or exhibition.
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01 CHALLENGE OVERVIEW

The 'Welcome to the Metaverse' Innovation Challenge will provide students with opportunities to build industry contacts and practice key skills including ideation, teamwork and pitching.

This challenge asks participants the question: ***How do we build the Metaverse with a "Technology for Good" approach?***

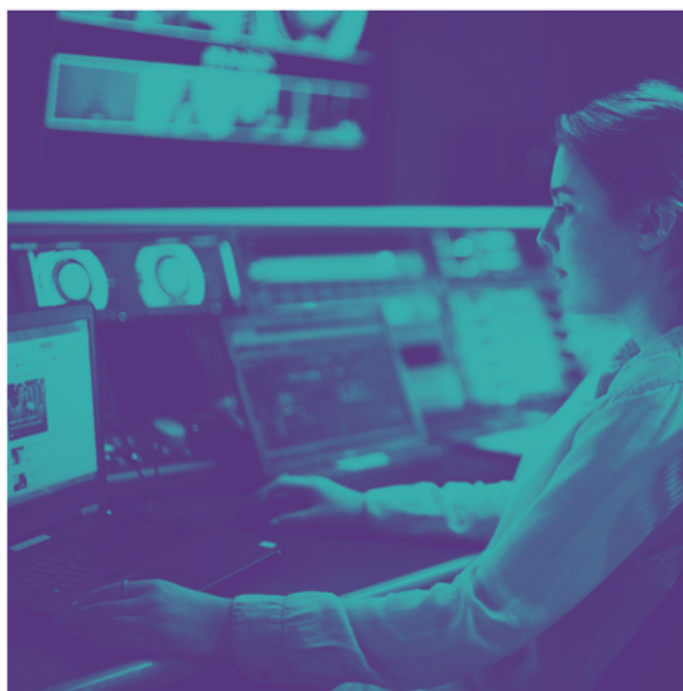
Interdisciplinary teams will work across social and technical aspects to address; security, ethics, privacy, experience and discovery, exploring how the Metaverse can be developed with a human-centric approach to benefit society overall.



02 PARTICIPANT BENEFITS

"Welcome to the Metaverse" is designed as an innovation challenge suitable for all students across STEM, humanities and social sciences, business, education and health areas. All participants who complete the Challenge will receive a digital badge and certificate while building their job readiness through:

- **Accessing new thinking** – work closely with industry leaders to find and engage with new innovative technologies in the Metaverse.
- **Leadership and teamwork**– build skills to lead and collaborate with a team by addressing local and global challenges.
- **Industry connections** – Network with industry mentors and influential people from industry, the university, and government.
- **Work with a global tech leader** – work first hand with Innovation Challenge industry partner Virbela, a world leading technology and Metaverse company
- **High quality training** - Access free entrepreneurship training and development as part of Venture Makers through Launch Pad.
- **Learn new skills** - Communication, team-building, problem solving, ideation, pitching and more!
- **Have Fun and Make Friends** - Engage with students, staff, and entrepreneurs at our Venture Bar and enjoy a fun and interactive experience.



**LEARN MORE ABOUT
VENTURE MAKERS**



03 THEMES & CRITERIA

Working in interdisciplinary teams, participants will propose new ideas and solutions for building the Metaverse with a focus on "technology for good". Ideas and solutions could include; technologies, start-up companies, campaigns, policies and regulations, education programs or other ideas to address identified industry sector areas, including;

- **HEALTH**
- **EDUCATION AND TRAINING**
- **MEDIA, ENTERTAINMENT AND HOSPITALITY**
- **RETAIL AND E-COMMERCE**
- **FOR PURPOSE/SDG'S**

Teams will address theme areas including;

- **IMMERSION**
- **SECURITY**
- **SOCIAL GOOD**
- **HUMAN MACHINE INTEGRATION (HMI)**
- **SUSTAINABILITY**

Teams can develop solutions to suggested problem statements as following or can develop their own ;

HEALTH

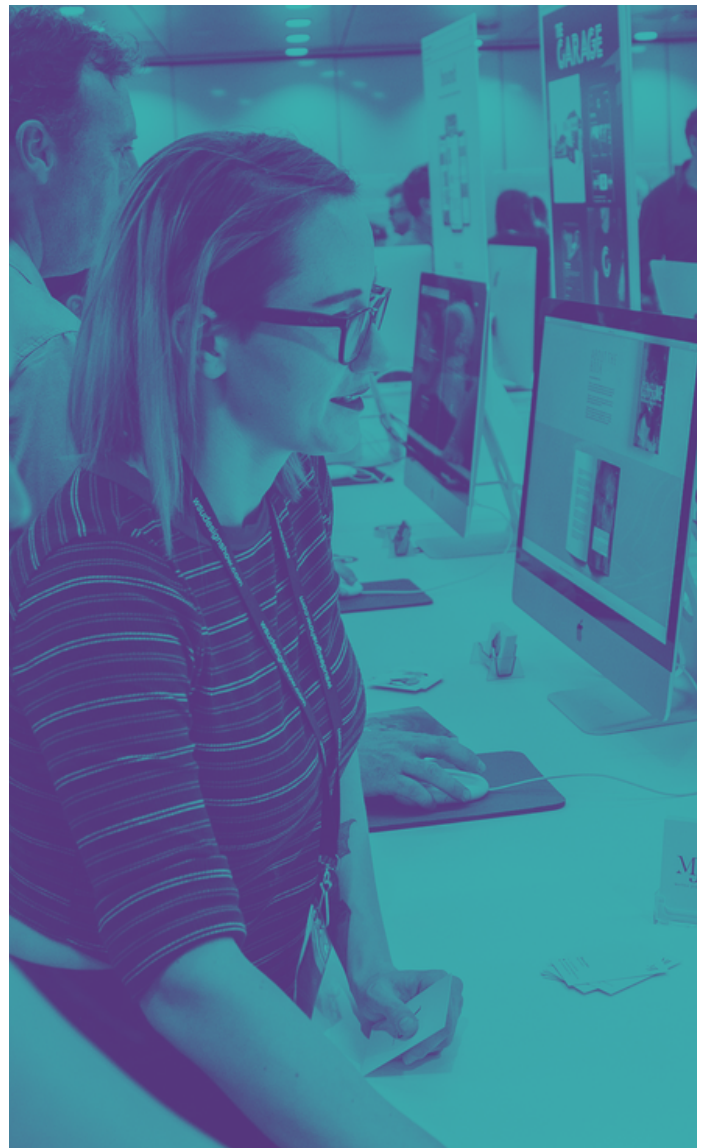
- How could the metaverse be used to improve mental health outcomes?
- How can healthcare researchers improve outcomes by using the metaverse?
- How can the metaverse be used to treat critical and chronic health conditions?
- How could the metaverse be used to create better equity in healthcare across society?

EDUCATION AND TRAINING

- How can the metaverse improve engagement and accessibility for students?
- How could the metaverse be used to encourage lifelong learning?
- How can we increase awareness for students around issues like bullying?
- How could the metaverse be used to create equity for education and training across society?

MEDIA, ENTERTAINMENT AND HOSPITALITY

- How can the metaverse create more immersive experiences and productive opportunities for the media, entertainment and hospitality sector?
- How can we ensure only those that are authorised are participating in our metaverse experience?
- How could the metaverse be used to provide experiences to people who could never afford a real-world experience?



RETAIL AND E-COMMERCE

- How could the metaverse create an immersive retail experience for the consumer?
- How can retailers use the metaverse to transact goods and services?
- How can we ensure we are not being scammed when using the metaverse?
- How can the metaverse be used to assist those who struggle physically with buying and consuming goods and services?
- How could the metaverse improve or solve some of the sustainability challenges in the retail and e-commerce space?

FOR PURPOSE / SUSTAINABLE DEVELOPMENT GOALS

- Choose a Sustainable Development Goal (SDG) and develop an immersive solution that can forward that SDG?
- How could a not-for-profit use the metaverse as a platform for advocacy and fundraising?
- How can the metaverse be used to improve services for illiterate or the disabled?
- How can the metaverse be used to improve equity across any of the SDG's?

03 HOW TO REGISTER & PARTICIPATE

You can either register as a team or as an individual.

If registering as a team you should ensure;

Your team has a maximum of 5 people

- You should try to have a multidisciplinary team:
- All team members to register individually.
- All team members on registration select they are on a team and provide team member names.
- Each team member states the name of the team they are on during registration.

During the Innovation Challenge you will be working in your teams alongside industry mentors through a guided process involving the following steps:

- Ideation and validation
- Problem-solving for impact
- Design and critical thinking
- Collaborative leadership
- Communicating for influence
- Pitching with confidence

04 JUDGING CRITERIA

The below will be used for judging the contesting teams and their solutions in the challenge.

PROBLEM/OPPORTUNITY

Team has a clearly defined and well-articulated problem or opportunity.

IMPACT

Team shows a deep understanding of how the solution will create an impact by making lives better. Teams will tangibly demonstrate the expected impact of their solution/innovation and how it adds value, either by volume, degree of impact, or both.

INNOVATION

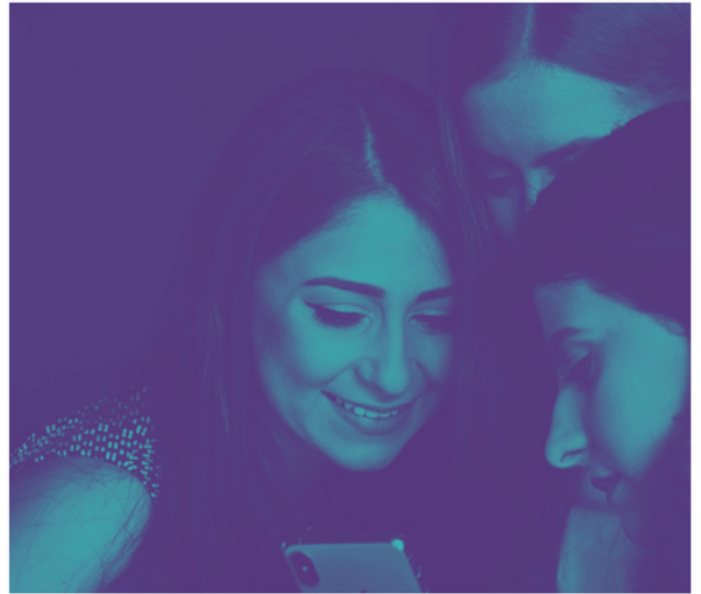
Team focuses on issues of an urgent nature or that have not been explored before in that manner. It is substantially different and creative (i.e., through new approaches, tools, or methodologies).

PITCH

Team pitch is compelling, visuals strong and is clear.

INCLUSIVE

Solution/innovation is inclusive; addresses the needs of diverse stakeholders, and embraces technology.



SCAN TO REGISTER FOR THE INNOVATION CHALLENGE



SCAN ME

TEAM OUTPUT OPTIONS:

Teams will develop their solutions to an identified problem statement and generate a creative and high impact pitch to be delivered at a final pitch competition delivered as a high profile event with the industry partner. Teams will produce a creative and engaging output for the final pitch competition, selecting one of three delivery options including;

- Slides and initial 2-3-minute pitch of your idea or solution*
- Models or IT/multi-media simulations to demo ideas*
- Five-minute TED-style talk describing your solution at final pitch competition event*

05 PRIZES & RECOGNITION

There will be up to 3 winning teams.

Our official industry partner Virbela will provide prizes for teams that place first, second and third in the Challenge according to the judging criteria.

All students who complete the Challenge will receive a digital badge that they can use to demonstrate their skills and share their abilities online in a way that is simple, trusted and can be easily verified in real-time.

At any time, if you have any questions, you can send an email to the following address with any enquiries. nicole.campbell@westernsydney.edu.au

06 TIMELINE & NEXT STEPS

Attend the following:

Launch Event: 9 May 12pm-1.30pm AEST

Hackathon Challenge:

Australian Participants (in-person, Parramatta)
19 May, 9am - 8pm AEST

International Participants (online)
17 May: 5.30pm - 11pm AEST (GMT+10)
19 May: 5pm - 8pm AEST (GMT+10)

Showcase Event: 9 June TBA



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