Dear Industry Partners,

Last year UNSW Engineering introduced the The Maker Games, a rapid prototyping competition for Undergraduate students, to great success.

I am writing to seek your interest in participating as an industry partner in The Maker Games 2018.

In 2017, the competition framework asked students to solve ‘wicked problems’ posed by industry. The students then responded by building working prototypes, in partnership with their industry mentors. The competition, culminated in a showcase of the prototypes created. Judging criteria were based on feasibility, attractiveness and quality of innovative thinking.

The program was such a success that in 2018 we’ve committed to embedding it within our curriculum, as a part of our mission to graduate highly innovative and entrepreneurial students. It is a shining example of the way industry can come together with academia to develop solutions for real-world challenges.

The relationship benefits both parties - industry receives a fresh, innovative, unadulterated point of view on a vexing problem and university students gain exposure to the workings of real-world challenges. Relationships are built between the brightest students and future employers.

We are very excited about embarking on this project and look forward to your support!

Yours sincerely,

Professor Mark Hoffman
Dean of Engineering, UNSW Sydney

An overview

The Maker Games is a rapid prototyping competition open to all UNSW undergraduate students.

The competition is based on real-world Challenges developed by you, our industry partners. It is designed to showcase the skills and creativity of our undergraduate students, the innovators of the future.

To take part in The Maker Games, students in third and fourth year form multidisciplinary teams of four to five people. The teams choose a Challenge provided by an industry partner and submit a pitch, in the form of a 90 second video and two-page summary, of their idea to solve it.

The industry partner then selects their favourite team concept and continues to work with the team to solve the Challenge, including building a working prototype.

For you, our industry partners, the opportunity is clear: submit the most exciting and detailed Challenge brief you can, and then select from the best and brightest students competing to solve it for you.

Your team will have guidance from UNSW academic staff, and access to UNSW laboratory facilities. They will present their prototype at the end of semester two at The Maker Games Showcase event, where a judging panel will choose the winning prototype.

The winning student team will receive an all-expenses-paid trip to the US to visit the booming start-up community.
WHAT’S NEW IN 2018 FOR THE MAKER GAMES

This year The Maker Games will be embedded into the Engineering curriculum for semester two. Participating students will be in course ENGG4060 while they work on their Challenge. Students in 2018 will have access to more time and resources within UNSW’s course structure and learning environments to develop their prototype, and UNSW will have higher expectations of what the student teams produce, relative to 2017.

What is the commitment needed from Industry?

With The Maker Games now embedded in the Engineering curriculum, it will be important that challenges provided by industry are detailed, robust and require a significant amount of effort from the student team. Your challenge needs to be of the same level of difficulty as a project you would assign to four multidisciplinary graduate engineers in your company or organisation, working part-time on it for 4-6 months.

When designing your Challenge brief, keep in mind that as part of the assignment students must make a physical prototype. Please be mindful of software engineering-only Challenges. For this type of Challenge, students must still submit a compelling physical demonstration on how the software would be put into practice in a real-world situation.

Each participating industry partner will need a dedicated company mentor assigned to your team to guide them through the prototype design-and-build. The company mentor can also utilise subject matter expertise in their company or related fields to work with the students. There will be several events and mentoring sessions your company mentor will be required to attend from April to October 2018.

THE MAKER GAMES WILL BE IN TWO STAGES

Team forming & submit a Challenge pitch: April – June
This is when students select the challenge, develop and submit their pitch, with the hope of being selected into Phase two (prototype development/ENGG4060 course). In late April, industry representatives are asked to attend The Maker Games information session where students can ask questions about your Challenge. Industry partners are also asked to take part in judging the submitted pitches to decide on the team who will develop the prototype for each challenge. This will be in late May.

Design and build a prototype: July – October
During this phase the nominated Industry mentor is asked to attend four mentoring sessions, an intensive two-day Hackathon and the Showcase event. Of course, industry are welcome to engage above and beyond these commitments.

UNSW is very excited about connecting our wonderful students with industry and expanding their education to become world-class engineers and designers by solving real-world problems.

SUBMIT YOUR CHALLENGE HERE
DEADLINE COB 13 APRIL 2018

For more information contact themaker.games@unsw.edu.au

Sandra Harrison
Manager – Student Opportunities
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**Students**

“Maker Games 2017 was amazing for me because it was my first real contact with industry. Having a professional with 20 years of experience not only stop and listen to you, but also appreciate your idea and assist with turning it into a commercial deployment, is an experience like no other and one I would not have had without The Maker Games.”

— Nicholai Rank  
Software Engineering student

“The Maker Games was a wonderful opportunity to work on challenging real-world problems with a multi-disciplinary team. My personal highlights include engaging with highly skilled industry mentors and gaining an insight into the exciting world of startup companies.”

— Zoe Marandos  
Mechatronic Engineering/Neuroscience

**Industry**

“We had an extremely positive experience from our involvement in the Maker Games last year. For us the Maker Games was an opportunity to support our drive for an innovative and future-proofed product range. Having the fresh eyes of the students gave us a lot to think about, and the quality of work that we received was outstanding. It was a pleasure to be part of this initiative. We will definitely be signing up for the next round of Maker Games when it comes around this year.”

— Andrew Larkin  
Snr. Mechanical Design Engineer, Philips

“We weren’t originally sure whether our business activity suited such a challenge but we wanted to make a commitment to the students. So we shared with the students some problems we had identified, based on user observation and customer feedback. Once we began working closely with them, we were enormously impressed by the university’s dedication and the passion of the students. The students showed fantastic real team spirit and a true entrepreneurial attitude. We all took so much out of this experience that we are still, long after The Maker Games ended, looking for some time to go on cooperating with the student team.”

— Matthieu Germain  
Technical Manager for Private Brands, REBEL

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CONTACT US

For general queries and questions regarding the competition:
themakergames@unsw.edu.au

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