The Maker Games 2019 Industry Guide

A rapid prototyping competition and course, connecting students with industry to solve real problems

The Maker Games won the 2018 Australian Financial Review Higher Education Award for Industry Engagement.
Dear Industry Partners,

I am writing to seek your interest in participating as an industry partner in The Maker Games 2019. The Maker Games is a rapid prototyping competition and course where our bright and talented students engage in industry-led projects.

The Maker Games showcases the world-class ability of our students as they work in teams to solve real-world engineering challenges developed by you, our industry partners. Students combine creativity, innovation and lateral thinking to develop a ground-breaking solution to solve your challenge.

In 2018, we’re proud to say that the Maker Games was awarded the Australian Financial Review Higher Education Award for Industry Engagement. This award recognises the unique opportunity The Maker Games presents to our industry partners to engage with Australia’s next generation of engineers. This year we have also successfully embedded The Maker Games into our curriculum, as part of our strategy to shape highly innovative and entrepreneurial graduates.

We are very excited to see what 2019 unfolds for The Maker Games and look forward to your continued support.

Yours sincerely,

Professor Mark Hoffman
Dean of Engineering, UNSW Sydney

ABOUT THE MAKER GAMES

The Maker Games is a rapid prototyping competition and course embedded into curriculum, which connects students with industry to solve real problems.

The Maker Games consists of mostly third and fourth year students who form multi-disciplinary teams of 4-5. Combining innovation and disruptive thinking, students create an innovative solution to solve your challenge.

Submit a detailed and enticing challenge brief. You select the student team with the most compelling solution to solve your challenge brief.

After a fun and intense Design Sprint weekend, you decide which team has the most innovative and commercially sound idea and will progress to Stage 2, the Prototype Development phase.

The program concludes when student teams will demonstrate their prototype at the Final Showcase Event, where an expert judging panel will choose the overall Maker Games Champions 2019.

WHY PARTICIPATE IN THE MAKER GAMES?

- Access to and engagement with UNSW Engineering’s top students
- Gain a fresh perspective on your problem
- An amazing opportunity to give back and mentor the next generation
- Networking opportunities with other industry partners, UNSW Staff and our best and brightest students
- Join an exclusive, award-winning program
- Media and branding opportunities including news items and photos for your internal communications

“It was an excellent opportunity for the university students to be involved with a real-life challenge and for the team at Vertiv to be engaging with young minds, who were able to demonstrate their fresh ideas to an old problem. The task was tackled with enthusiasm and creativity, while applying modern predictive analytics. They built a model and ran a number of experiments until a solution was created. Aspects of the model are being included in proposals provided to customers. The value of programs such as the Maker Games - by bringing together Universities and businesses - creates both visibility and understanding of the usefulness they are to each other. We feel privileged to be asked back for year 2.”

– Robert Linsdell, Managing Director, Vertiv
WHAT LEVEL OF COMMITMENT IS REQUIRED FROM INDUSTRY?

Each company is required to put forward one representative to mentor the student team in Stage 2, which takes place from June-August 2019. The Industry Mentor is expected to provide reasonable guidance to the student group throughout the prototype development phase. As an Industry Mentor, UNSW expects guidance on a fortnightly basis (face-to-face or via Skype) and prompt response to reasonable requests for input or assistance via email/phone between the face-to-face meetings.

"Participating in the Maker Games has been a fantastic opportunity to work with industry to find a real solution to a real problem. Our industry partner, 5B, have been super supportive; offering us the use of their workshop, supplies for prototyping and help wherever we need it. It’s been a unique, exciting experience and I would do it again in a heartbeat!"

– James Horsley
Mechanical Engineering student, Team 5B

"We've had great interaction with students so far and nice to see UNSW academic stuff providing a project framework to put things into total perspective. We often take for granted time and milestones management skills, but it is something students have to learn and need support for what could be their first real industry project."

– Jean-Claude Pellicer
Country Manager, ST Microelectronics

Submit your Challenge Brief
(before 8th December, 2018)

The first step for our Industry Partners is to submit a captivating and comprehensive challenge brief. The more interesting the challenge is, the higher student interest and calibre will be. As a guideline, and to ensure your challenge aligns with course learning goals, your challenge should be of the same level of difficulty as a project your company would assign to four graduate employees, with a 3-4-month timeline to complete.

The Deadline to Submit your Challenge is COB 8th December 2018.

Please be mindful your challenge is subject to academic approval. Once approved, students vote to decide the top 20 challenges which will proceed to Stage 2 of The Maker Games. Student voting concludes on Monday, 4th March on 11:59am. Industry Partners will be notified on the same day if your challenge has been placed in the top 20.

Step 2. Attend The Maker Games Design Sprint Weekend
(Friday, 15th/ Saturday, 16th March, 2019)

At The Maker Games Design Sprint Weekend, Industry Partners will meet the 2019 Maker Games participants. Pitch your challenge to attract more student team proposals, and work with teams so they understand the constraints of the challenge and the pressing need for a solution.

Step 3. Select the team with the best idea to create a prototype (27th March, 2019)

The deadline for students to submit a proposal is midnight, 17th March. Industry Partners select the team with the best and most innovative idea by 27th March, 2019. The selected team and Industry Partners will collaborate in Stage 2 to build a working prototype of the idea.
**TIMELINE**

**STAGE 1**

8th October
- The Maker Games challenge briefs submissions open

8th December
- Deadline to submit a challenge brief
- Need help with your challenge submission? Email us

19th December – 4th March
- Top 20 challenges decided by student vote

4th March
- Industry Partners notified if challenge has made Top 20

15/ 16th March
- The Maker Games Design Sprint Weekend (Mandatory to attend)

17th March
- Deadline for students to submit their 2-5 page proposal

27th March
- Our Industry Partners select the student team with the best idea to progress

**STAGE 2**

3rd June – 31st August
- Students, guided by their Industry and Academic Mentors, work together to create a working prototype

August TBC
- Final Showcase event – Overall winner of The Maker Games competition announced!

**SUBMIT YOUR CHALLENGE HERE**
CONTACT US

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CLICK HERE TO SUBMIT YOUR CHALLENGE