



# INNOVATION2025

Product Innovation Competition, Hanoi, Vietnam. June 27, 2025

IMPLEMENTATION GUIDE

## INTRODUCTION

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In today's fast-paced market, new products are essential for businesses in all fields to grow and stay in business. Innovation is the ability to go beyond what is normally possible, which leads to creativity, problem-solving, and importance in the market. The Product Innovation Competition is a lively event celebrating the spirit of developing new ideas.

People who want to start their businesses, companies already in business, and visionary people can all show off their creativity and game-changing ideas through the Product Innovation Competition. It gives innovators a place to show off new goods, services, or ideas that could change industries, improve people's lives, and help solve important global problems.

People with a wide range of skills come together in this game, which has entries from technology, healthcare, sustainability, consumer goods, and more. The fact that disruptive technologies, new approaches, and user-centered designs are coming together to change standards and create new market models shows how innovation is always changing.

In addition to money or praise, the Product Innovation Competition encourages people to work together, learn, and give each other helpful comments. Participants undergo strict ideation, prototyping, and refinement processes that help them improve their skills while learning how to bring a new idea to life.

The competition also gives business leaders, managers, and experts a chance to meet up with up-and-coming talent, find possible partnerships, and look for innovative solutions that can boost growth and competition in the future. It shows an open creativity culture where ideas are cultivated, questioned, and improved through helpful conversation and sharing points of view.

Product innovation is becoming increasingly important as we move through fast technological progress, changing customer tastes, and global problems like climate change and healthcare disparities. The Product Innovation Competition is at the forefront of this path of change, encouraging and giving innovators the tools they need to push the limits of what is possible and create a more resilient, open, and sustainable future.

Welcome Innovators!

**"Empowering Sustainability, Advancing Innovation"** is the theme of this year's Product Innovation Competition, a key part of the SAFE-Network agenda. This competition aligns with the broader vision of SAFE2025, showcasing groundbreaking ideas and research from SAFE members and participants.

Innovation is the driving force behind progress. It involves the renewal or enhancement of products, services, or industries through novel methods, techniques, and ideas that have been tested and proven effective. In the business world, innovation means developing new products, services, processes, and business models that meet customer needs while expanding market opportunities.

Whether its a completely new concept or an improvement on an existing one, innovation fuels growth, competitiveness, and adaptability. To be truly innovative, one must assess the impact of new ideas—whether through customer feedback, market analysis, or performance metrics.

Innovation allows businesses to stay ahead of the competition, navigate challenges, and seize new opportunities. It strengthens companies by enabling them to refine their products and services, enhance customer satisfaction, and increase profitability. Beyond business, innovation plays a crucial role in addressing societal challenges, driving sustainability, and improving lives worldwide.

The Product Innovation Competition is an annual highlight of the SAFE meeting, fostering a culture of creativity and forward-thinking solutions. We invite innovators, researchers, and industry leaders to showcase their ideas, contribute to meaningful advancements, and make a lasting impact on the community.

This event will always happen at the SAFE meeting every year, and it's expected to lead to many useful new ideas for the community.

**Objective:**

- 1. Encourage creativity and smart thinking:** Get people to think outside the box and look for new ways to solve problems or meet needs that aren't being met. Create an environment where people are encouraged to be creative, try new things, and take risks. This will lead to big innovations in all kinds of fields.
- 2. Encourage a culture of entrepreneurship and innovation:** Encourage people to be entrepreneurs by giving aspiring innovators, new businesses, and established ones a place to show off their goods and ideas. Motivate people and groups to start their own businesses, bring their inventions to market, and help the economy grow and create jobs.

3. **Find and acknowledge innovative ideas that show promise:** Find and show off the most exciting and important new ideas that could change markets, improve people's lives, and solve societal problems. Honor and praise creators who do great work with product design, technology development, user experience, and preparing products for the market.
4. **Help people work together and connect:** Make it easy for participants, industry experts, investors, and possible partners to meet, work together, and share what they know. Make connections and form partnerships to speed up the creation, release, and use of new technologies and goods.
5. **Help responsible and sustainable innovation:** Help people come up with innovations that are good for people, communities, and the world, as well as ones that are good for the environment, society, and ethics. Encourage people to think about how their innovations will affect the environment, social justice, and economic growth in the long run.
6. **Make investment and funding opportunities happen:** Connect people who want to improve things with venture capitalists, angel investors, and funding groups that want to support new ideas and businesses. Allow participants easier access to grants, funding, and other resources to help them pay for the development, production, and sale of their goods.

**Participants:**

Participants are grouped into two categories: Student and Non-Student Categories.

**Join us in shaping the future—because innovation starts with you!**

## PROCEDURE FOR A PRODUCT INNOVATION COMPETITION:

**1. Announcement and Call for Innovation:** Announce the competition, outlining its objectives, eligibility criteria, and submission deadlines through websites, social media, and industry networks. Encourage individuals, teams, startups, and companies to submit innovative products, services, or concepts.

**2. Registration and Innovation Submission:** Participants register for the competition through an online platform at <https://safe2025.safe-network.org/registration>. Please Submit a detailed Innovation with information about the features, target market, potential impact, and any relevant prototypes or demonstrations. **Deadline: May 25, 2025**

The screenshot shows the 'Innovation Product Registration' page on the SAFE-Network website. The left sidebar contains the 'SAFE-Network' logo and navigation links for 'Dashboard' and 'Payment'. The main content area is titled 'Innovation Product Registration' with the instruction 'Please list your best products'. A blue banner highlights 'Important Information' stating that all data must be correct and judgments are absolute. Below this, 'A. Participant Data' includes input fields for 'Your Full Name' (Novizar Nazir), 'Your Email' (nazi\_novizar@gmail.com), 'Institution/Affiliation' (Unand), 'Participant Category' (Student), and 'Title of Innovation' (Entry title of innovation).

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Dashboard

Payment

### Innovation Product Registration

Please list your best products

**Important Information**  
Make sure all the data you fill in is correct and nothing is left out. Judgment and decision of the judges are absolute

**A. Participant Data**

**Your Full Name \***  
Novizar Nazir

**Participant Category \***  
Student

**Your Email \***  
nazi\_novizar@gmail.com

**Title of Innovation \***  
Entry title of innovation

**Institution/Affiliation \***  
Unand

The screenshot shows the 'B. Innovation Product Explanation' section of the registration form. It contains five text areas for justifying the innovation's desirability, technological feasibility, business viability, business continuity, and environmental friendliness. Each text area is preceded by a prompt: 'Please explain the innovation of your product to fulfill the users desire.', 'Please describe your innovative product as meeting technological feasibility', and 'Please describe your innovative product fulfills business continuity'.

**B. Innovation Product Explanation**  
Please justify that your innovation meets User Desirability \*

Please explain the innovation of your product to fulfill the users desire.

Please justify that your innovation meets Technological Feasibility \*

Please describe your innovative product as meeting technological feasibility

Please justify that your innovation meets Business Viability \*

Please describe your innovative product fulfills business continuity

Please justify that your innovation meets Environmentally Friendly \*

Please describe your innovative product meet with environmentally friendly

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Please describe your innovative product meet with environmentally friendly

Please justify that your innovation meets Socially Impactful \*

Please describe your innovative product met with social impact

C. Team Members and Posters

Team Members \*

Entry team members

An example of a team format: : Nicole Pearson - Alexander Pierce - Mr. Jonshan (if there are no team members then fill in the data with the name that made the innovation product above)

Upload a Poster

Choose file

Browse

Registration Now!

The poster size is 80 cm x 60 cm (portrait/vertical mode)

### 3. Initial Screening:

Organizers and a panel of judges review applications based on predefined criteria, such as innovation, feasibility, market potential, scalability, and social/environmental impact. Shortlist participants who show the most promise to move to the next stage. The deadline for notification for those who pass the initial screening is **June 10, 2025**. Participants who passed the initial screening will be invited to display their posters at the SAFE2025 conference.

Participants who passed the initial screening are called finalists. The Organizing Committee will provide the **Letter of Notification as a Finalist**.

All Finalists will get medals (gold, silver, or bronze based on the result of the Selection Stage). if willing to join the Evaluation and Selection stage. **Evaluation and Selection Cost is US \$ 50** per innovation.

### 4. Evaluation and Selection:

Judges evaluate presentations based on predefined criteria; scores are aggregated to determine finalists who will get gold, silver, or bronze medals. Winners are selected based on innovation, market potential, feasibility, scalability, social and environmental impact, overall poster presentation quality, and Q&A Session during a poster presentation on **June 27, 2025**. **If the participant can not physically attend, they can send a 5-minute video of their innovation).**

### 5. Award Ceremony: June 27, 2025.