FOURTH EDITION OF THE EUROPEAN UNIVERSITIES AND GRADUATE SCHOOLS CHAMPIONSHIP

Under the patronage of Mr Carlos Moedas (Research, Science and Innovation), Member of the European Commission and European Commissioner Marianne Thyssen (Employment, Social Affairs, Skills and Labour Mobility), Anne Hidalgo, Mayor of Paris and Frédérique Vidal, Minister of Higher Education, Research and Innovation.

100 campuses involved during one day

500 projects and startups submitted

800 students from 20 countries

80 employers and innovative companies

50 themed challenges

1 jury of international personalities
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THE CHAMPIONSHIP

The Morpheus Cup is a unique championship gathering each year European students to compete through innovative projects and a day of themed challenges.

Created in 2015, this competition is divided into two parts and students can choose to participate in one or both of them:

- **LE MORPHEUS PRIZE**: submit ideas, project(s) or startup(s) on one or several categories suggested this year. You can apply individually or with a team
- **LE MORPHEUS DAY**: a live competition on April 12th in Paris for teams composed of 2 or up to 4 people

So far, more than 100 campuses from 20 countries have sent teams and/or projects supported by 50 employers and innovative brands.

In 2018, Paris welcomes the 4th edition of the event to be held on April 12th at Palais Brongniart, with the support of the European Commission and the Paris City Hall.
100 campuses have participated in the competition, discover a non-exhaustive list below. New campuses enter the experience each year!
The first part of the championship is a competition of projects entitled the Morpheus Prize. Students must send a 10 slides presentation of an innovative project or startup. Categories to compete in are mentioned below. Up to €25,000 worth of prizes to share:

- Art
- Artificial Intelligence
- Customer Experience
- Cybersecurity
- Energy
- Entertainment & media
- Fintech
- Food & Beverages
- Green Business
- Healthcare
- Human Capital
- IoT
- Legal
- Logistics
- Manufacturing
- Mobility
- Real Estate
- Retail
- DeepTech
- Sport
- Manufacturing
- Mobility
- Real Estate
- Retail
- DeepTech
- Sport

PARTICIPATION:
Participation is free of charge for students. They have to register online (individually or by team) and send a 10 slides presentation before March 15th.

Semi-finals (a live pitch or a submitted video of 3 minutes) take place at 1:00pm, and the Finals (top 10 projects) at 6:00pm on April 12th.

STUDENTS ADVANTAGES
- Be brief and elaborate a 10 slides presentation
- Provide a great mix between vision and passion
- Highlight your project assets
- Provide an adapted layout & design of your presentation
- Be prepared to make a pitch in english in front of a jury
A JURY OF INTERNATIONAL PERSONALITIES

Each Year, renowned personalities in digital, business, sciences as well as great investors take part in the semi-finals and final jury. Jury 2018:


Elodie DONJON, Investment Manager, Investments, Technology & Innovation European Investment Fund

Soufya EL KHASHBI, Co-founder, All In & Initiator, Woman in AI

Inès LEONARDUZZI, Digital Strategist, HUB Institute & Fondateur de Woman Inspiring Talks

Rodrigo SEPULVEDA SCHULZ, Managing Partner Expon Capital

Nicholas GOUBERT, Chief Product Officer DaimlerX (Lab 1886)

Jean ROGETTA, Editorial Director Forbes

Sofia HMICH, Founder, Future Positive Capital

Ghislain FARIBAULT Directeur du Service Vidéo France Télévisions
MORPHEUS DAY / CATEGORIES / RULES

The live competition, the Morpheus Day, offers during one day the opportunity to participate in several challenges, unforgettable experiences. Up to €25,000 worth of prizes to share:

5 AUDITORIUMS HOSTING 15, 30 OR 60 MINUTES CHALLENGES IN DIFFERENT FIELDS:

- Technologie & ICT
- Business
- Marketing
- DeepTech & Ingénierie
- Industries Créatives

PARTICIPATION:

Participation is free of charge for students. They have to register online (by team of 2, 3 or 4 people) and be present on D-Day.

Each team can participate in as many challenges as it wants and collects bonus points on stands during breaks.

The best team by challenge wins an award. The best team during the whole day will win the 2018 Cup!

STUDENTS ADVANTAGES:

- Early registration, be on time on April 12th
- Bring your own laptop for you and your team
- Be creative
- Collect points on stands during breaks
- Enjoy your day!
A full day of challenges, experiences, pitches, employers or investors meetings which ends with an award ceremony and an unforgettable party.

**8:30 AM BAKERY TORNADE**  
Gain energy & collect bonus points on exhibitors stands!

**9:30 AM WELCOME WORDS**

**9:30 AM SPECIFIC:** TECH CHALLENGE | BUSINESS CHALLENGE | MARKETING CHALLENGE | DEEPTECH & ENGINEERING CHALLENGE | CREATIVE CHALLENGE

**10:30 AM ENERGY PAUSE**  
Gain energy & collect bonus points on exhibitors stands!

**11:00 AM CREATIVITY:** TECH CHALLENGE | BUSINESS CHALLENGE | MARKETING CHALLENGE | DEEPTECH & ENGINEERING CHALLENGE | CREATIVE CHALLENGE

**11:45 AM PROBLEM SOLVING:** TECH CHALLENGE | BUSINESS CHALLENGE | MARKETING CHALLENGE | DEEPTECH & ENGINEERING CHALLENGE | CREATIVE CHALLENGE

**12:00 PM SO MANY LUNCHES**  
Gain energy & collect bonus points on exhibitors stands!

**12:30 PM STARTUP PITCHES PRIZE SEMI-FINALS PITCHES (15*3MN)**

**2:00 PM GENERIC:** TECH CHALLENGE | BUSINESS CHALLENGE | MARKETING CHALLENGE | DEEPTECH & ENGINEERING CHALLENGE | CREATIVE CHALLENGE

**3:15 PM SPECIFIC:** TECH CHALLENGE | BUSINESS CHALLENGE | MARKETING CHALLENGE | DEEPTECH & ENGINEERING CHALLENGE | CREATIVE CHALLENGE

**3:45 PM ENERGY PAUSE**  
Gain energy & collect bonus points on exhibitors stands!

**4:15 PM LIVE PROJECT:** TECH CHALLENGE | BUSINESS CHALLENGE | MARKETING CHALLENGE | DEEPTECH & ENGINEERING CHALLENGE | CREATIVE CHALLENGE

**4:45 PM CREATIVITY:** TECH CHALLENGE | BUSINESS CHALLENGE | MARKETING CHALLENGE | DEEPTECH & ENGINEERING CHALLENGE | CREATIVE CHALLENGE

**5:30 PM STARTUP PITCHES PRIZE FINALISTS PITCHES (10*3MN)**

**6:30 PM COCKTAIL**  
What a day - let’s have a drink!

**19:30 PM CEREMONY**  
2017 Morpheus Awards Ceremony

**8:30 PM PARTY (LOCATION TBD)**
PRESS AND SOCIAL MEDIA COVERAGE

The Morpheus Cup benefits from an international press coverage as well as an important visibility on social media:

**Forbes**
"THE MORPHEUS CUP TAKES THIS LEVEL OF COMPETITION TO ANOTHER LEVEL"

**IESEG**
Best Performers: Digital Marketing - IteamS

**Soluxions**
MORPHEUS CUP 2017: INVENTER LE DATA CENTER DU FUTUR

**L'ÉCONOMISTE**
"DES PARTICIPANTS DE TOUS HORIZONS"

**Oxford Said MBAs win multiple awards at the Morpheus Cup**

Two MBA students from Said Business School, University of Oxford recently won three prizes at the Morpheus Cup in Luxembourg. Kristina Partnovskaja and Ben Rodden won the ‘Best Performers’ prize in the categories of Business and Life Insurance, and ‘Best European Students Project’ for their submission to the Marketing category.

The Morpheus Cup is an international competition that brings together students of different nationalities and backgrounds to address what the organisers see as a ‘major talent shortage’ in digital marketing.
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