Accepting at 20 cities all over the world!

NTT DaTa
Trusted Global Innovator

until 16 Nov. 5PM (JST)

SUSTAINABLE DEVELOPMENT GOALS

NTT DaTa
Open Innovation Contest 9.0
#nttdcon9   #nttdata

Let's change the world together!

NTT DATA, a publicly traded leading Japanese systems integrator with revenue of USD14.5bn, plays a vital role in developing and operating a range of IT infrastructure in Japan and more than 50 countries.

Since 2014, twice a year, NTT DATA has been hosting open innovation contests. The last global contest, Open Innovation Contest 7.0, hosted regional semifinals in 15 cities of 14 countries and received more than 270 proposals all over the world.

Inspired by the great success of The Contest 7.0, NTT DATA decided to expand The Contest 9.0 to 20 cities of 18 countries. Any incorporated startup is encouraged to apply for an opportunity to compete for collaborative business with NTT DATA.

Contest Summary

Objective	Create innovative and "triple-win" business scenarios in which the applicant, NTT DATA and the customers all win. The bigger the resonance with NTT DATA's products/services, the higher the evaluation. Solutions to achieve the Sustainable Development Goals (SDGs) are highly expected, too.
Applicants	Incorporated start-ups with advanced technology
Process	1. Applications are accepted through **the official contest website until October 31, 2018** 2. Successful startups during preliminary screenings will proceed to a regional contest, which will be held sometime between November 2018 and February 2019 depending on the region. 3. The regional winners (20 startups total) will be invited to the Grand Finale in Tokyo scheduled for March 13-14, 2019 where the prize winning Grand Champion will be selected.
Prize	Travel expenses to The Grand Finale in Tokyo will be covered for the presenter of each of the 20 regional winners. The Grand Champion of The Grand Finale will be able to embark on development of the proposed business with NTT DATA's support and three-month in-kind contribution. More details are available on: http://oi.nttdata.com/en/
Judges	• The advisory board of the NTT DATA Open Innovation Forum • The Project leaders of the business unit hosting each challenge category.

Application Deadline: Nov 16th, 2018 （5pm JST）
Regional Contests: December 2018 - February 2019
Grand Finale in Tokyo: March 13-14, 2019

http://oi.nttdata.com/en/contest/   #nttdcon9

■ Outcomes of previous contests

NTT DATA and the two startups Money Forward and Freee entered into partnerships to offer a brand-new service to a major regional bank of Japan, using the API of NTT DATA's online banking platform that connects 500 banks in Japan.

Money Forward   freee
AnserParaSoL

Social Coin, last year's winner, and NTT DATA jointly developed social media analyzing solution using AI to identify local challenges aiming to build a platform that will lead to solutions for local societies.

social coin   nazuki

■ 20 venues where you can apply

London Espoo
Paris
Milan
Barcelona Tokyo Toronto
Madrid Tel Aviv Shanghai Boston
Lisbon San Francisco
Pune Ho Chi Minh Mexico City
Lima
São Paulo
Cape Town Santiago

■ 7 Challenges NTT DATA will works towards with you

Title	Overview	Related SDGs
01. Healthcare & Life Sciences	In order to build a society that is both healthy and long-lived, we are seeking proposals on mechanisms that will contribute to enhancement of individual vitality and quality of life using various advanced technologies, based on the effective use of the PHR (Personal Health Record).	3 GOOD HEALTH AND WELL-BEING
02. Finance, Insurance & Payments	Our society is going through drastic changes, including open APIs by financial institutions, different industries entering the financial business and the transition to a cashless society. We are seeking proposals that will lead to sophistication of finance, insurance and payments as well as transformation of business models.	1 NO POVERTY 10 REDUCED INEQUALITIES
03. Automotive & IoT	We are seeking proposals that will lead to IoT services to support social infrastructure by using big and wide data through digital technology, as well as services using automatic control, complete technology and newly derived data from new automotive products such as connected cars and drones.	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 11 SUSTAINABLE CITIES AND COMMUNITIES
04. RPA & Back Office	Going beyond the automation of routine tasks, we are seeking proposals that will lead to process transformation through automation of business processes and decision making by effectively using robotics and cognitive systems.	4 QUALITY EDUCATION 8 DECENT WORK AND ECONOMIC GROWTH
05. Storefront & Digital Marketing	Under the theme of "digitalization of the customer journey between consumers and retailers," we are seeking proposals that will lead to digitalization of stores, development of services to guide consumers mainly through apps in their devices, as well as advancement and wider usability of retailers' CRM/DMP.	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
06. Data Distribution	We are seeking proposals to innovate platforms that support advancement of services to collect, accumulate and distribute data kept in each player's device (owned by an individual, a company, etc.) as well as to create services that effectively use such platforms.	13 CLIMATE ACTION 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
07.Disruptive Social Innovation	We are seeking businesses that will think outside the box, bring about new social change and create dynamic growth with completely new business models and various innovative technologies.	All SDG

Contact Info	Regional contact list is on the contest website http://oi.nttdata.com/en/contest/contact/ The Tokyo Contest Office : toyosu-no-minatokara@realize-corp.jp

APPLY TODAY! http://oi.nttdata.com/en/contest