

Fujifilm Future Challenge 2020

Create your own sustainable solutions. Fujifilm, the world's largest photographic and imaging company, has a mission to improve the quality of life for people. You can contribute to this goal and learn about how to create and test sustainable business ideas in an international setting.

Fujifilm

It is less well known that they are leading innovators in the fields of bio-engineering, energy & environment, medicine and membranes. Currently, Fujifilm focusses on (1) [Functional Materials](#), e.g. - materials that can be used in the development of [membranes](#) for the generation of Hydrogen in energy storage, water purification and carbon capturing); and (2) the [Healthcare Industry](#), e.g.- diagnostic MRI or endoscopy equipment, stem cell technology, new drugs and cell and tissue culturing. Those technologies can be used in applications to treat diseases like skin burns, renew knee cartilage or even to regenerate heart cells.

Why participate? It's a unique opportunity to work with a leading tech company and test your own ability to come up with competitive, sustainable and validated innovations while competing with like-minded students from the several countries participating in this event.

The challenge. To develop new product applications for Fujifilm and test these in the market. To do this you have unique access to technical specialists at Fujifilm and you will be coached on how to develop ideas, spot opportunities and test these in the market. The goal: to co-create with Fujifilm new sustainable business ideas.

The prize. The best team will win an all-expenses-paid trip to Barcelona including a visit to the Fujifilm European HQ and meet with top management.

Who will participate? Students from academic and applied universities in the Netherlands, Belgium, Germany and Sweden.

What are you going to do? In 10 weeks, you develop new business ideas using creativity and business tools. You meet with and learn from the other participating teams. Throughout, Fujifilm gives you direct support and feedback. Weekly, a coach will guiding you and monitor you progress. You will prepare 2 videos, 2 business model canvasses and a poster presentation. Finally, you will pitch your business idea and feasibility evaluation to an expert jury. You help to invent the future and bring your own solutions to big problems. Please note that this year, arrangements have been made so that all activities can be executed online if necessary (even the plenary sessions).

More info: For examples of the Fujifilm's new products and technologies visit: [Innovation at Fujifilm](#).