Airbus Fly Your Ideas Challenge

John O’Leary, Vice President Engineering
Airbus Americas Engineering, Inc.
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Introducing Airbus Fly Your Ideas

A competition challenging students worldwide to develop new ideas to deliver a greener aviation industry.

• Open to teams of 3 to 5 students from any discipline or nationality.
• Three progressively competitive and challenging rounds.
• **Round 1** – a one page proposal; **Round 2** – a 5000 word report.
• These rounds are evaluated by experienced Airbus engineers and experts against preset criteria.
• In **Round 3**, five teams - from over 300 who enter - are invited to present their idea to a panel of Airbus executives and industry experts.
Why Get Involved?

€30,000 First Team Prize
€15,000 Runner Up Prize

All participants can benefit from the experience:

- Each team has an Airbus member of staff as Mentor in Rounds 2 + 3
- Each team receives feedback from assessors after each round, and from the jury after the final.
- Students can develop their creativity and innovation, as well as in project management, presentation and teamwork skills.
- Case studies, fact sheets, information and insight on the aviation industry.
- Universities retain the IP of the projects, and in some cases, further research work is carried out with the institution.
“It was a great experience in the project. We learned not only the technical know-how of the aviation sector but also the business part and how to work as a team.”

Fly Your Ideas 2011 Participant
Fly Your Ideas Highlights

- Over **5000 students** from around the world have taken part so far
- **287 universities** have been involved
- **82 nationalities** were represented among participants
- 20% of participants were female
- 1 in 5 participants were from non-technical backgrounds
- 76% of teams were international and multidisciplinary
- 100% of Airbus Assessors would participate again
- 64% of Academic Mentors would consider integrating FYI into one of their lessons
Previous Winners

• 2011 Winners: Team ‘Wings of Phoenix’ from China’s Nanjing University of Aeronautics.

• Ground-based wind power generation system that exploits the wakes of aircraft during take-off and landing.

• 2009 Winners: Team COZ, a multinational team from Switzerland, Hong Kong and Germany, all studying at University of Queensland, Australia.

• The use of the castor plant to develop the first ever single plant-based high performance composite materials for aircraft cabin components.
FYI 2013 Competition Themes

21st century challenges for aviation

- Energy
- Efficiency
- Affordable Growth
- Traffic Growth
- Passenger Experience
- Community Friendliness
• www.airbus-fyi.com / uni@airbus-fyi.com
• Registration opens in May 2012, the competition starts in September 2012, the final is in June 2013.