



# 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.



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***“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



- [www.airbus-fyi.com](http://www.airbus-fyi.com) / [uni@airbus-fyi.com](mailto:uni@airbus-fyi.com)
- Registration opens in May 2012, the competition starts in September 2012, the final is in June 2013.



[John.Oleary@airbus.com](mailto:John.Oleary@airbus.com)