

WHAT IF... YOUR IDEA COULD CHANGE THE WORLD?



Shell Ideas360



Welcome to Shell Ideas360, a global innovation competition that challenges students from around the world to develop ideas for tackling global energy, water and food issues. The competition is in its third season, and last year received over 1,000 ideas from 55 countries.

It's more than just a competition; Shell Ideas360 is an exciting journey of learning and discovery. Collaborate with like-minded innovators and connect with Shell experts and mentors to expand your horizons.

There are many exciting prizes up for grabs, not to mention the opportunity to win a once-in-a-lifetime National Geographic Adventure.

All ideas submitted to Shell Ideas360 have the chance to be considered by GameChanger, our innovation incubator. And with the connections made through the journey, ideas in the competition have received interest from external industry backers too. So there are lots of opportunities to see your idea become reality.

What if... your idea could change the world?

Register and submit your idea now at www.shellideas360.com

STAGE 1: FORMULATE →

- Register online
- Explore the online community
- Introductory webinars

STAGE 2: DEVELOP →

- Selected ideas will access:
- A designated mentor
 - Expert webinar support to further develop your idea
 - Leadership & business skills training to enhance your career

STAGE 3: PITCH

- Finalist teams receive:
- A trip to the Netherlands
 - 3 days intensive coaching
 - Opportunity to pitch ideas to senior Shell executives, innovators and industry leaders



SUBMIT YOUR IDEA TODAY AND YOU COULD WIN A NATIONAL GEOGRAPHIC ADVENTURE

Shell Ideas360



Register at www.shellideas360.com

Join our online community of innovators as an individual or a team of up to three people.



MEET SEASON II WINNING TEAM

Team Renaissance, includes Alex Chen, May Lim, and Nitya Anthony from Nanyang Technological University. The trio came up with an idea for a mobile application named Food Basket which aims to reduce the 1.3 billion tonnes of food wasted globally each year. The Food Basket app allows consumers to track their groceries, including the expiry dates, and will suggest recipes for items before they expire. Users can also trade food items amongst themselves through an in-app market place. This reduces over-buying of groceries and in turn reduces food wastage.

"It is amazing that an international panel of experts agree with us and have chosen our idea as the winner! Shell Ideas360 has really inspired us to develop creative ideas for a sustainable future."

Read more: www.shellideas360.com/news/press-release/



MEET THE SINGAPOREAN TEAM WHO MADE IT TO THE SEASON II 2014/2015 FINALS

NUS USP and Engineering Science students- Ho Shuyuan, Varun Soni and Samuel Chong from the National University of Singapore suggested using gamification to distribute power demands more evenly throughout the day – so helping to reduce the costs and emissions of energy generation.

"After witnessing the immensity and complexity of Shell's operations from upstream to downstream and the innovation projects they are engaging in, I appreciate the company much better. It is not just extracting, refining and distributing oil & gas, there's so much more."

Samuel Chong

LEARN AND DISCOVER AT EVERY STAGE

FORMULATE idea

- Discovery
- Learning



1

LEARN AND BE INSPIRED

You can submit your idea, access webinars and explore online communities to shape your idea before submission.

DEVELOP idea

- Mentoring
- Coaching



2

CONNECT TO THE EXPERTS

Connect with a Shell mentor and experts to access business skills webinars.

PITCH idea

- Training
- Senior support



3

REFINE YOUR SKILLS

Make your idea pitch perfect with training, insight and support from senior Shell experts and gain exclusive access to Shell Eco Marathon and Powering Progress Together forum in Rotterdam.

What if you could be the next winner of a **National Geographic Adventure**

NATIONAL GEOGRAPHIC

ADVENTURES

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