

vPCO INNOVATION CHALLENGE²⁰₂₀

Still wondering whether you should enter the vPCO Innovation Challenge? The answer is yes, you should!

Here's some more information on what we are looking for:

THE IDEA

Q: The brief is quite broad - can you provide some direction on what ideas you are looking for? The Innovation Challenge is not looking for any specific type of ideas. Creativity and innovation can be bred from anywhere, so we are open to any ideas you have.

TIP: A good place to start is to make sure that there is an actual need in the market for your solution and that the idea has potential for business impact.

Q: Does it have to be an idea focused on partners ? Not at all. You just need to think about if it is anchored to our core principals. It may be an acceleration solution, it may be an innovation focusing on business resiliency or cross platform enablement, or it may be valuable in another way, such as impacting internal processes or functional teams.

Q: What are the judging criteria? We are looking for diversity of thought, innovation/creativity of the idea, feasibility, business impact, presentation and relevance to current market context. You can find out more [here](#).

THE PITCH

Q: What happens if our pitch video goes over the 10-minute mark? Make it shorter! Remember, the point is for you to give us the key details only and sell it to us like an elevator pitch.

Q: Do I need to present slides during our pitch and how long should it be? Yes and no more than 5 slides, but having a high-quality production with animation does not add extra points to your pitch. Instead, we're looking for clear and strong ideas, so we suggest focusing more on your initial research and how you communicate your idea in the best way possible.

OWNERSHIP

Q: Does VMware own the IP if I submit my idea? VMware owns the IP and provides the funding for the winning ideas only.

Q: what happens if I win? Not only will your innovative idea be funded but the top 3 teams in the final will be awarded a cash prize!

Still want to learn more about vPCO Innovation Challenge ? Here is the link for more info:
<https://vpcoinnovationchallenge.com>

Remember, the deadline for entries is 16th of October
There's never been a better time for great ideas. Good luck!



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