

LAUNCH AN IDEA:

1. What is Launch an Idea?

Team One was established for the purpose of launching the remarkable. It began with Lexus and has evolved to help grow The Ritz-Carlton, Häagen-Dazs, HSBC, etc.

However, our clients aren't the only ones deserving of remarkable ideas. We are a fully integrated agency that understands all facets of communication and can use this expertise to launch something remarkable not just for commerce, but also for causes that we care about.

We encourage employees to collaborate to launch an original idea that will solve a problem near to their heart and benefit the community. This could support a:

- Cause/Need (e.g., drought, homelessness, inability to communicate, etc.)
- Organization (e.g., Homeboy Industries, CicLAvia, California Arts Council, etc.)

2. How can I find a team?

We encourage you to collaborate with different departments as much as possible. Walk around, talk with friends or ask those who specialize in the skill you might need.

For those unsure where to begin, we will hold a working session encouraging participants and potential idea generators to attend, mingle and collaborate. Date of this event is tentatively scheduled at the beginning of February.

3. How many people are allowed per team?

We will limit teams to five members. Individuals cannot be on more than two teams.

4. Who will be judging?

Winner will be selected by a 50% agency vote and 50% T1 Leadership evaluation.

5. What do we need to submit?

All teams must submit a one-minute video recapping their idea as well as answer questions about the idea—from implementation to incorporating C.O.R.E.

6. What is the prize?

The winning team will receive \$25,000 to fully launch their idea. Additionally, each team member will receive a week of paid leave and up to \$2,500 to enjoy an inspirational trip.

Note: Winners will be eligible to take their inspiration trip at a mutually agreed-upon date during or after the launch of their idea.

7. What are examples of ideas you'd like to see?

Examples below showcase exceptional ideas generated within the creative industry. We encourage you to think of original ideas that solve problems for a greater purpose and will positively impact the community at large.

Not Impossible Labs – Project Daniel

PROBLEM: People, mainly children, are losing limbs in the war-torn country of Sudan.

SOLUTION: Utilize consumer-grade 3-D printers to produce 3-D printed prosthetics for those in need.

WHY IT WORKED: In an excellent example of collaboration among makers, 3-D printing technology was used in an inexpensive and attainable way to combat health-care issues.

Droga5 – “Help I’ve cut myself & I want to save a life.”

PROBLEM: Registered bone marrow donors are decreasing.

SOLUTION: Donor kits were packaged with adhesive bandage products from Help Remedies. These kits—containing instructions, swabs and prepaid envelopes—asked consumers to swab some blood and submit for the bone marrow registry.

WHY IT WORKED: This solution simplified the process of bone marrow registration and allowed this to be done passively among everyday people.

DM9Rio – ELO the Connected Teddy Bear

PROBLEM: Children suffering from cancer get lonely during periods of treatment in hospitals.

SOLUTION: Provide patients with teddy bears that receive and store audio messages using WhatsApp. Families are able to send messages of love and support to children.

WHY IT WORKED: Existing technology was configured to provide emotional support to children facing difficult times.

LuminAID – Solar-Powered Inflatable Light

PROBLEM: In post-natural-disaster situations, the basic need for light can be difficult to fulfill.

SOLUTION: Create a solar-powered inflatable lantern that can be used for anything from camping to post-disaster relief.

WHY IT WORKED: This innovative and portable lighting solution supplies victims of natural disasters with additional humanitarian relief that doesn’t require traditional batteries or electricity.

8. When is the deadline for submissions?

Deadline for all submissions is Monday, February 23, 2015.