

ideas



Amsterdam Science Innovation Awards 2025



Introduction



➤ **Berno Bucker, Director Demonstrator Lab Amsterdam**



➤ **Marianka van der Tol, Business Developer IXA Amsterdam UMC - CCA**

Sign up now for AmSIA 2025!



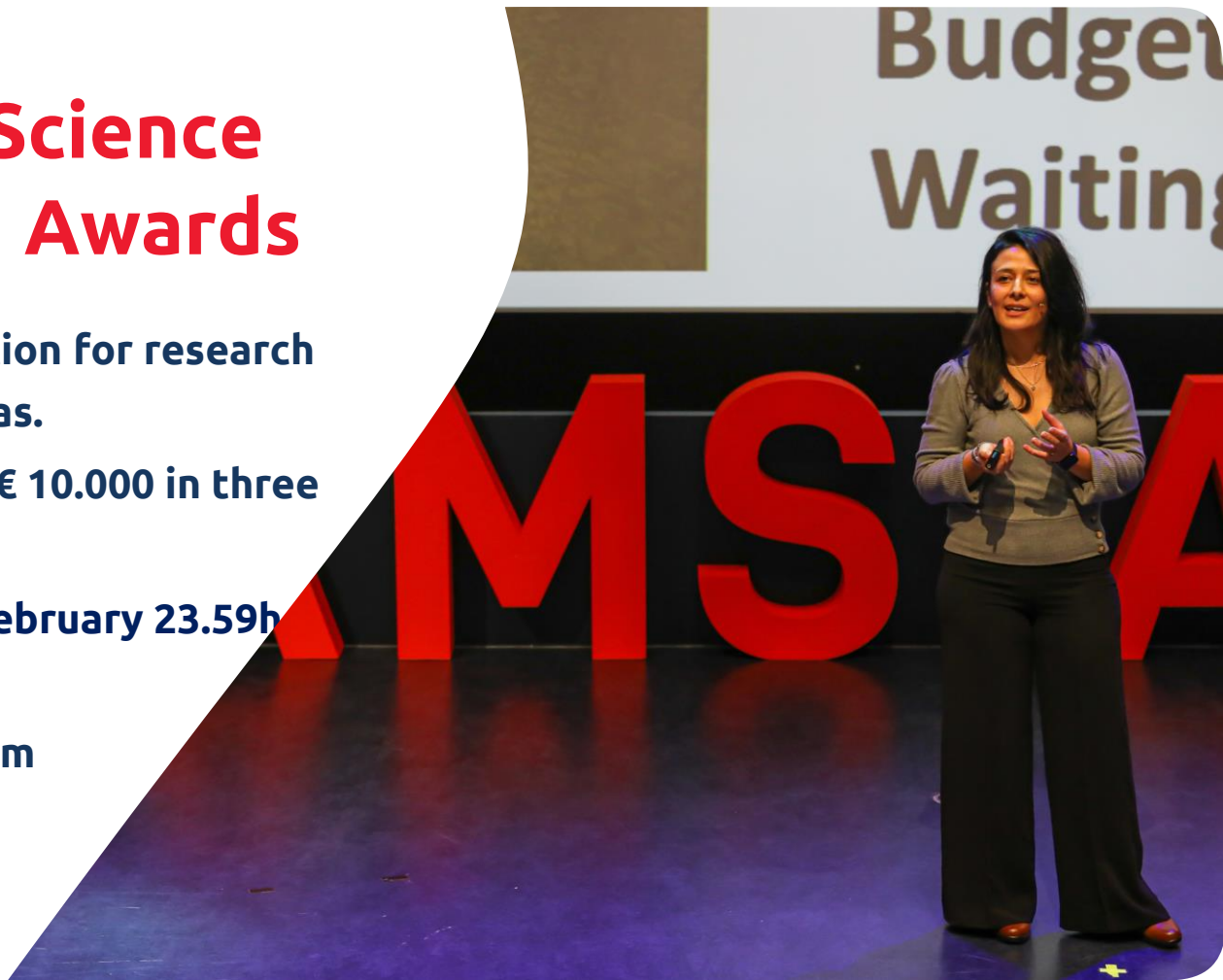


Topics of today

- Amsterdam Science & Innovation Award (AmSIA)
- How to work on your idea
- Criteria for success
- What should your proposal look like
- Hands-on
- Q & A

Amsterdam Science & Innovation Awards

- › Amsterdam competition for research based innovative ideas.
- › Three prizes of each € 10.000 in three categories
- › Deadline: Sunday 9 February 23.59h
- › Finale 17 June 2025, Nemo Science Museum



Innovation Award for whom?

- › **Researchers and students**
- › **VU, UvA, HvA, Amsterdam UMC, InHolland**
- › **Partners: Netherlands Cancer Institute, Health & Innovation District**
- › **all disciplines**



Innovation Award – 3 categories based on SDG's





Previous winners

2019

**Marissa de Boer and
Chris Slootweg (UvA):**

**Creating a circular
phosphate economy**





Previous winners

2014

**Maaïke van Rest
(VU)**

**Understanding
children's
perceptions**

| 10





Previous winners

2021

Arnon Lesage (UvA)

**Innovating
agriculture for more
sustainability**





Previous winners

2019

**Jonathan Coutinho &
Wouter Potters
(Amsterdam UMC)**

**Identifying stroke
patients in
ambulances**

| 12



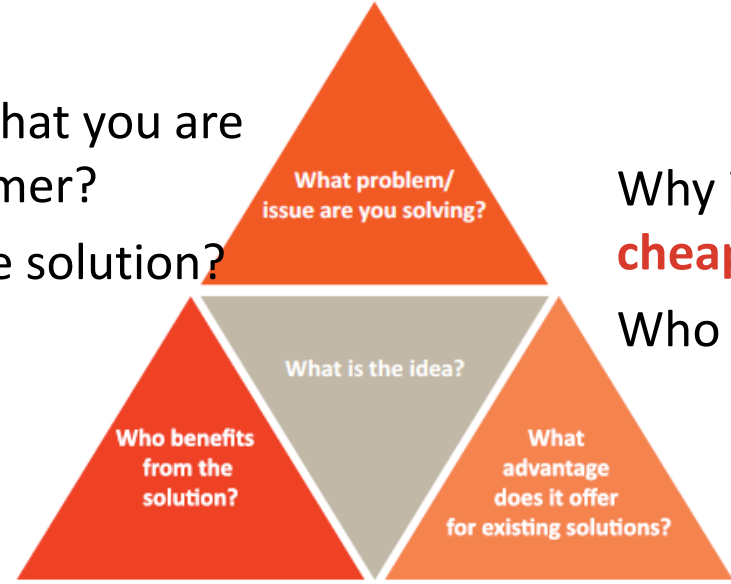
Innovation Award criteria

- › **Innovativeness**
- › **Societal benefit**
- › **Application**
- › **Feasibility**
- › **Entrepreneurship**



> Your idea!

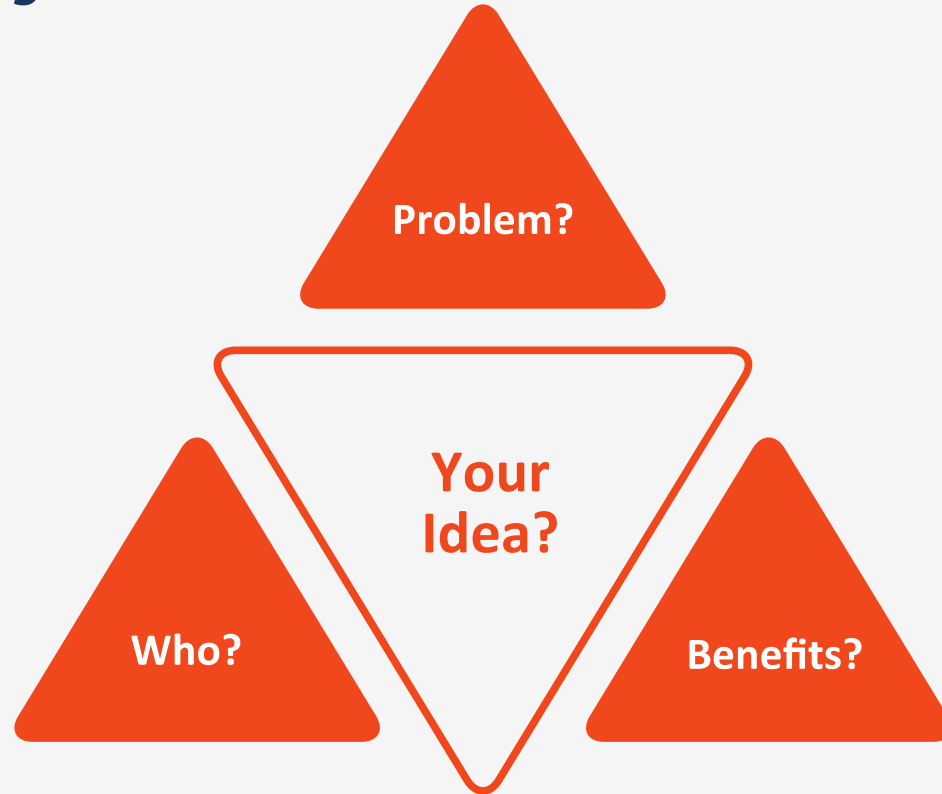
What is the **problem** that you are solving for your customer?
Is there a **NEED** for the solution?



Why is your solution **better / cheaper / safer...?**
Who is your **competition?**

Who are you solving it for?
Who is prepared to **pay** for it?

Triangle your idea



Your idea



- A thought, inspiration, floating in the air....still intangible...
- Next level?
- Link it to the tangible, a problem, benefit, stakeholder



- Societal, economical, cultural?
- How big is the problem? Quantify? Qualify?
- What if we don't intervene? Consequences?



- Who are the stakeholders?
- Who will benefit?
- Who is willing to pay?



- Improving? Adding some features?
- Different perspective?
- Ground breaking innovation?

AmSIA criteria

Innovativeness:

Why is the idea innovative / inspiring?

Societal / academic benefit:

Which specific problem can be solved with the idea?

And why is that of value for society?

Application:

Which application do you envisage? Who will benefit and/or which group is prepared to use / adopt / pay (for) this idea / concept / product / service?

Feasibility of idea:

Do you have some evidence that it will work / that society will use your application.

Entrepreneurship:

How are you going to implement your idea and introduce it to the market? Consider partnerships and the steps necessary to turn the idea into reality. Show entrepreneurship to make it happen.



Tips & Tricks

- › Sharpen your idea using the questions in the triangle
- › Make your idea more specific by using a model
- › Define your stakeholder(s). Communicate with stakeholders and test/ validate your idea
- › Ask someone to join you
- › Be flexible: ask for feedback and use it, adjust!
- › Passion, drive and confidence...
- › Contact IXA!

AmSIA application form (1)

Idea?

APPLICATION FORM

Application number: *to be completed by the AmSIA project team*

First and last name of the team captain:
(who will represent the idea and will pitch
during the final on 17 June 2025)

Email

Role

Student / PhD / Post Doc / researcher /
teacher / other staff

Organisation

Faculty/Department/Research institute/
CoE/ Lectoraat

Name of fellow
participant(s)

Title of your application/idea:

Category of idea:

The three categories are based on the Sustainable Development Goals of the United Nations. It is possible that your idea fits within multiple categories. If this is the case, please opt for the category to which your idea contributes most. Click [here](#) for more information about the categories.

Society / Health / Environment & Climate

AmSIA application form (2)

Idea?

Problem?

Benefits?

Who?

The application/idea is based on results of scientific or applied science research carried out by:
(name of the institute and/or research group)

Description of the idea (Text: max 600 words)

Keywords of your idea, invention or concept
(Max 5)

Innovativeness: why is your idea innovative/inspiring?
(Text: max 300 words)

Societal benefit: which specific problem can be solved through your idea?
And why is that of value for society? (Text: max 300 words)

Application: which application do you envisage? Who will benefit and/or which group is prepared to use/adopt/pay (for) this idea/concept/product/service?
(Text: max 300 words)

AmSIA application form (3)

Feasibility

Entrepreneurship?

Idea?

Feasibility of idea: do you have some evidence that it will work / that society will use your application?

(Text: max 300 words)

Entrepreneurship: How are you going to enroll your idea and introduce it to society? Consider partnerships and the steps necessary to turn the idea into reality. Show entrepreneurship to make it happen.

(Text: max 300 words)

Last step

To finalize your application, [please upload your application form here](#).

You can also upload [visuals](#) to support your application, max 1 A4 page, front and back paper. Please remember to state your name on your attachments.

Application deadline: Sunday 9 February 2025 at 23:59.

Hands-on with the proposal



- › Answer the questions in the worksheet
idea / problem / who / benefits
- › Use the worksheet to briefly answer the 2 questions on the proposal template
 - › Societal / Academic Benefits
 - › Application
- › Discuss your answers

Worksheet for your idea

Idea?

A thought, inspiration, floating in the air....still intangible...

Next level?

Link it to the tangible, a need, benefit, stakeholder

Problem?

Societal, economical, cultural?

How big is the problem? Quantify? Qualify?

What if we don't intervene? Consequences?

Who?

Who are the stakeholders?

Who will benefit?

Who is willing to pay?

Benefits?

Improving? Adding some features?

Different perspective?

Ground breaking innovation?

Worksheet for your idea

Feasibility

Evidence that your idea will work

Will society use your application, have you spoken to stakeholders?

Entrepreneurship

How are you going to implement your idea and introduce it to the market?

Partnerships, start a company, collaborate

What are the steps necessary to turn the idea into reality.



Timeline





Why participate

- › Transform your idea into a concrete proposition
- › Get professional feedback from experts
- › PR opportunities to promote your idea
- › Professional pitch video
- › Strengthen your pitch skills
- › Expand your network, find partners and/ or funding for your idea
- › Get exposure through diverse media
- › A chance to win € 10.000

Aftermovie AmSIA 21 November 2023





Take home messages

- Think about the problem you're solving
- Compare your solution to existing solutions
- Look at it from a user's perspective
- Validate your idea – be aware of assumptions
- Contact IXA

- Have fun!!!

Questions?

Good luck & Have fun!



Contact your IXA office

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IXA › Innovation
› eXchange
› Amsterdam

is the knowledge transfer office of:



Amsterdam UMC



UNIVERSITY OF AMSTERDAM



Hogeschool van Amsterdam
University of Applied Sciences



VRIJE
UNIVERSITEIT
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**Tuesday,
17 June 2025**

NEMO Science Museum

amsia.nl