ARE YOU A GREAT AUSTRALIAN INNOVATOR?

From the bionic ear to the black box flight recorder, Australia has a long and proud history of creativity and innovation. Now, the annual Telstra M2M University Challenge gives today’s university students a chance to prove they’re the next leading generation of Aussie innovators in a ten week competition. Undergraduate students are invited to form a multi-discipline team and develop an innovative and commercially viable Machine-to-Machine (M2M) solution for the chance to win great prizes.
WHAT IS M2M?

Machine-to-Machine (M2M) is one of the fastest growing areas of telecommunications. It encapsulates technologies that allow virtually any “thing” to communicate meaningful information – such as locations, measurements, events, etc. What’s more, it’s transforming business by increasing productivity, improving customer experiences, generating new revenue streams and helping reduce costs from business operations.

Examples of M2M applications include vehicle tracking systems for logistics companies, and remote health monitoring devices that allow medical practitioners to monitor and manage their patients.

For more information on M2M and its uses, visit telstra.com/business/m2m

THE CHALLENGE

Over ten weeks, teams will need to develop an innovative M2M solution that:

• uses the Telstra Next G® network
• will benefit Australian consumers or businesses
• is commercially viable.

Telstra will provide each team with:

• access to technical support from a Telstra Subject Matter Expert (SME)
• a M2M Development Kit (Raspberry Pi® device, Next G® USB dongle, Telstra SIM card).

YOUR TEAM’S INNOVATION

M2M is not just another mobile app. M2M empowers machines or “things” by giving them the ability to communicate. While sensors give the machines or “things” the ability to capture important data, a mobile SIM and module enables that information to be communicated to other machines. Analytics converts this data into valuable information, helping users and businesses to make smarter decisions.

The possibilities are amazing!

Your entry should focus strongly on solution and software development and be designed to work efficiently on the Telstra Next G® network.

Your submission should include:

• a video demonstrating the M2M innovation
• a written submission detailing it
• a one page summary outlining the solution.

A selection of top entries will be chosen as finalists. Finalists will then be asked to present their M2M solution, either in person or via video conference, to an expert judging panel.

The winning team will be announced at an official awards presentation, and presented with their prizes by a member of the Telstra Executive team.

THE PRIZES

Apart from the chance to change the way people live and work, the winners will receive:

• a substantial financial grant for their University
• access to expert consultancy services
• the latest Next G® mobile device for each team member.

ASSESSMENT CRITERIA

Submissions will be judged on the following criteria:

• Business & Commercial Viability – how relevant, beneficial, practical and competitive the M2M application is
• Innovation & Scalability – the uniqueness and suitability of the solution for mass market production
• Marketability – how clearly defined the marketing strategy and target customer base is
• Presentation – how clear and concise the delivery of the pitch was.

GUIDELINES FOR ENTRY

• Each invited university is eligible to enter up to three teams with a maximum of twelve participants per team.
• The team is expected to be balanced, with participants from a range of faculties – eg Engineering, IT, Business/Marketing
• Participants must be current undergraduate students with a GPA of >65.
• Upon registration for the Telstra M2M University Challenge, a one paragraph biography and academic transcript for each participant must be submitted.
• Each university must provide a supervisor to coordinate each team and engage with Telstra.

READY TO BEGIN?

1. Identify team members or contact your university supervisor to form a team.
2. Visit telstra.com/universitychallenge to apply for the challenge.
3. Submit the appropriate documents such as participant biographies and academic transcripts.
4. Familiarise yourself with the content and links on the website in preparation for the challenge – eg case studies, industry flyers, videos and the interactive M2M tool.

The Telstra M2M University Challenge website will be updated in the lead-up to the competition. So check it regularly.

TIMELINE

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<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>Applications Open</td>
<td>Now Open</td>
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<tr>
<td>Applications Close</td>
<td>Friday 5pm (AEDT), 29 November 2013</td>
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<tr>
<td>Pre-Challenge Preparation &amp; Planning Commences</td>
<td>Monday, 10 March 2014</td>
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<tr>
<td>Challenge Commences</td>
<td>Monday, 7 April 2014</td>
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<tr>
<td>Challenge Submissions Due</td>
<td>Friday 5pm (AEST), 13 June 2014</td>
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<tr>
<td>Announcement of Finalists</td>
<td>Monday, 30 June 2014</td>
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<td>Finalist Presentations</td>
<td>To be confirmed – approximately Monday 14 July 2014</td>
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<tr>
<td>Telstra Work Experience and Awards Ceremony (Team Captain and Faculty Representative only)</td>
<td>To be confirmed – approximately week beginning Monday 28 July 2014</td>
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