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SINCE 2007



The of innovation®

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METHODOLOGICAL  
HANDBOOK





# Your practical guide to success

This handbook provides a comprehensive guide for participants in the 24h of Innovation challenge, covering team organization, creativity methods, pitch preparation, evaluation criteria, and best practices for success.

Feel free to use it as a practical guide to navigate the challenge. While you are free to adapt its recommendations to your team's needs, it provides structured insights and proven methods to help you make the most of your 24-hour innovation journey.

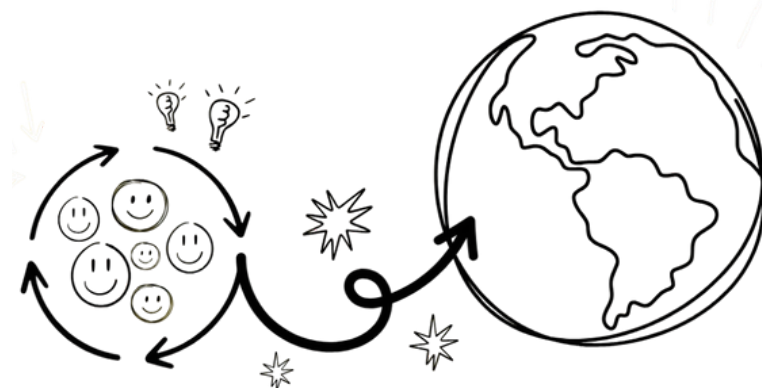




# Presentation of “The 24h of innovation”

## A CHALLENGE TO CO-CREATE IMPACT-DRIVEN SOLUTIONS.

Today, the generation of new solutions (products, processes, services...) and associated business model to both reduce the worldwide carbon footprint and the consumption resources without decreasing the usage experience and user’s/citizen’s requirements is a key point for many organizations with a sustainable development perspective. These organizations (industry, association, laboratory...) need to employ novice engineers, marketing, and management profiles with different skills (technical, individual, collective, cultural...) to help them tackle the next challenges. It is well known that entrepreneurs and innovators have commonly certain attitudes and characteristics that lead them to success, curiosity, passion and never giving up attitudes.

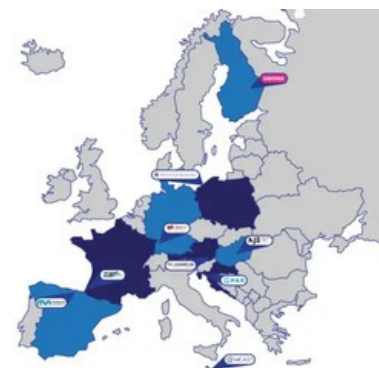


Created by ESTIA in 2007, “The 24h of innovation®” (<http://24h.estia.fr>) is a 24 hours non-stop challenge to develop creative and innovative concepts of products (mechanical, electronic, software...) and services. The concept of this event is simple: projects and topics are proposed by companies, labs, associations, and they are unveiled at the beginning of the competition. Teams are freely composed of a mix of any volunteers (students, researchers, teachers, consultants, free-lances, ...). After 24 hours of development, each teams present their results in a show of 3 minutes in front of a jury of professionals in the field of innovation. The winner teams receive the “24h of innovation” awards and they receive prizes offered by the sponsors of the event. This concept is an original way to generate creative ideas for organizations in a short period of time, considering that the participants have 24 hours to work on innovation developments (such as new products and services, new business model, new communications...) proposed by industrials coming from different sectors.



### **A SPECIAL 12-HOUR EDITION FOR THE EUROPEAN ALLIANCE EU4DUAL.**

Completed in just 12 hours, the “24h of Innovation” format adapts to different contexts while maintaining its spirit of innovation, making it accessible to a wide audience. This concept, “made in” ESTIA, is designed to create impact-driven solutions by bringing together young people’s creativity in an “Open Innovation” approach to serve businesses and organizations. With the participation of 30 companies and 260 young talents from across Europe, this special 12-hours edition aims to foster innovation around the theme of the Green Economy.





# Organizing the Teamwork Efficiently

Time management is a key to success in this condensed innovation challenge. The 24h format requires a structured approach to maximize productivity while maintaining creativity. Below is a recommended schedule to help your team navigate the intense timeline and deliver impressive results.

## **HOOR 1 (9H00-10H00): OPENING CEREMONY**

During the opening ceremony, listen carefully to the advice given to you.

- Stay focused during the presentation of the topics, and if possible, take notes.
- The allocation of topics is done on a first-come, first-served basis!
- Therefore, rank the 3 or 4 topics you prefer in order to have a clear strategy for your favorite topic.

## **HOOR 2 (10H00-11H00): BECOME A TEAM & UNDERSTANDING THE CHALLENGE**

- Take the time to get to know the members of your team well and to identify each person's strengths.
- Read and analyze the provided problem statement.
- Clarify any doubts with facilitators and/or challenge providers.
- Understand the jury's evaluation criterias (innovation, feasibility, social/environmental impact).

## **HOURS 3-9 (11H00-17H00): DEVELOPMENT-PROTOTYPING & PITCH PREPARATION**

From this point on, the timing becomes very tight. Therefore, it is necessary to divide the work and effectively coordinate efforts. One part of the team should work on developing the concept and prototyping (physical or digital), while another part starts preparing the presentation



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### TEAM DEDICATED TO DEVELOPMENT-PROTOTYPING

- Develop the chosen concept by specifying its functions, services, and user benefits.
- Benchmark and compare with existing solutions, challenging your concept to make it more robust and better suited to the identified problem.
- Develop any prototype, visual, application, or diagram to clearly illustrate your solution.

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### PHASE 2: CONCEPT SELECTION & VALIDATION

- Define the key message and storyline.
- Design simple, impactful slides
- Rehearse multiple times to ensure clarity and timing

### 17h00 - END OF TEAM WORK

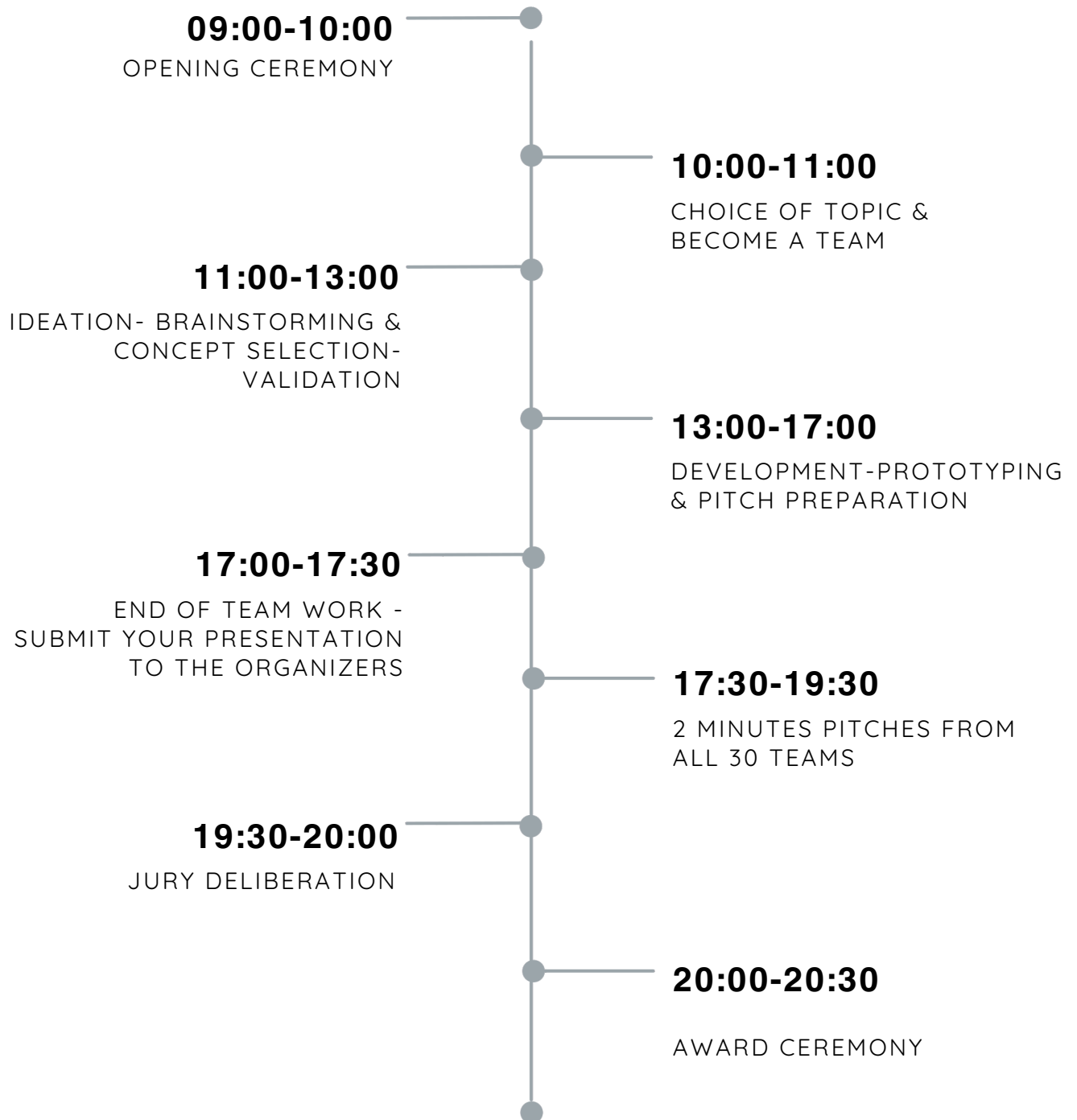
At 17h00, the teams' work is finished. You have 30 minutes to submit your presentation **in PDF or PPT format** to the organizers, take a break, get motivated, and enter the auditorium to deliver your best presentation!

### HOURS 10-12 (17H30-20H30): AWARD CEREMONY

- 2-minutes pitch
- Jury deliberation
- Award ceremony for the 24h of Innovation
- End of the event



# Timeline





# Jury Evaluation Criteria for the 24H

At the end of your presentation, you will be evaluated by a jury that will strive to assess your innovations as accurately as possible. Before you begin, it is important to understand the key criteria on which the **24H jury** will base its evaluation of your project. Of course, beyond the jury's assessment, what truly matters for you is to **build lasting connections** with the companies you have worked with during these 24 hours.

## 1 INNOVATIVE CHARACTER

Judges will evaluate how creative and unique your solution is within its domain. They're looking for approaches that challenge conventional thinking or apply existing technologies in novel ways. To score well, clearly articulate what makes your idea different from existing solutions.

## 2 FEASIBILITY

Your project must demonstrate realistic implementation potential. Judges will consider technical feasibility, resource requirements, and/or economic feasibility. Address potential obstacles and how they might be overcome. Include preliminary cost estimates or resource needs if possible. A solution that seems brilliant but impossible to execute will score poorly compared to a practical innovation with clear implementation steps.

## 3 SOCIAL & ENVIRONMENTAL IMPACT

Demonstrate how your project contributes positively to society and sustainability. Quantify the potential impact when possible (e.g., "could reduce waste by X tons annually"). Consider both direct and indirect effects of your innovation, including potential ripple effects in related systems. Solutions that address multiple dimensions of sustainability (environmental, social, economic) will generally score higher.

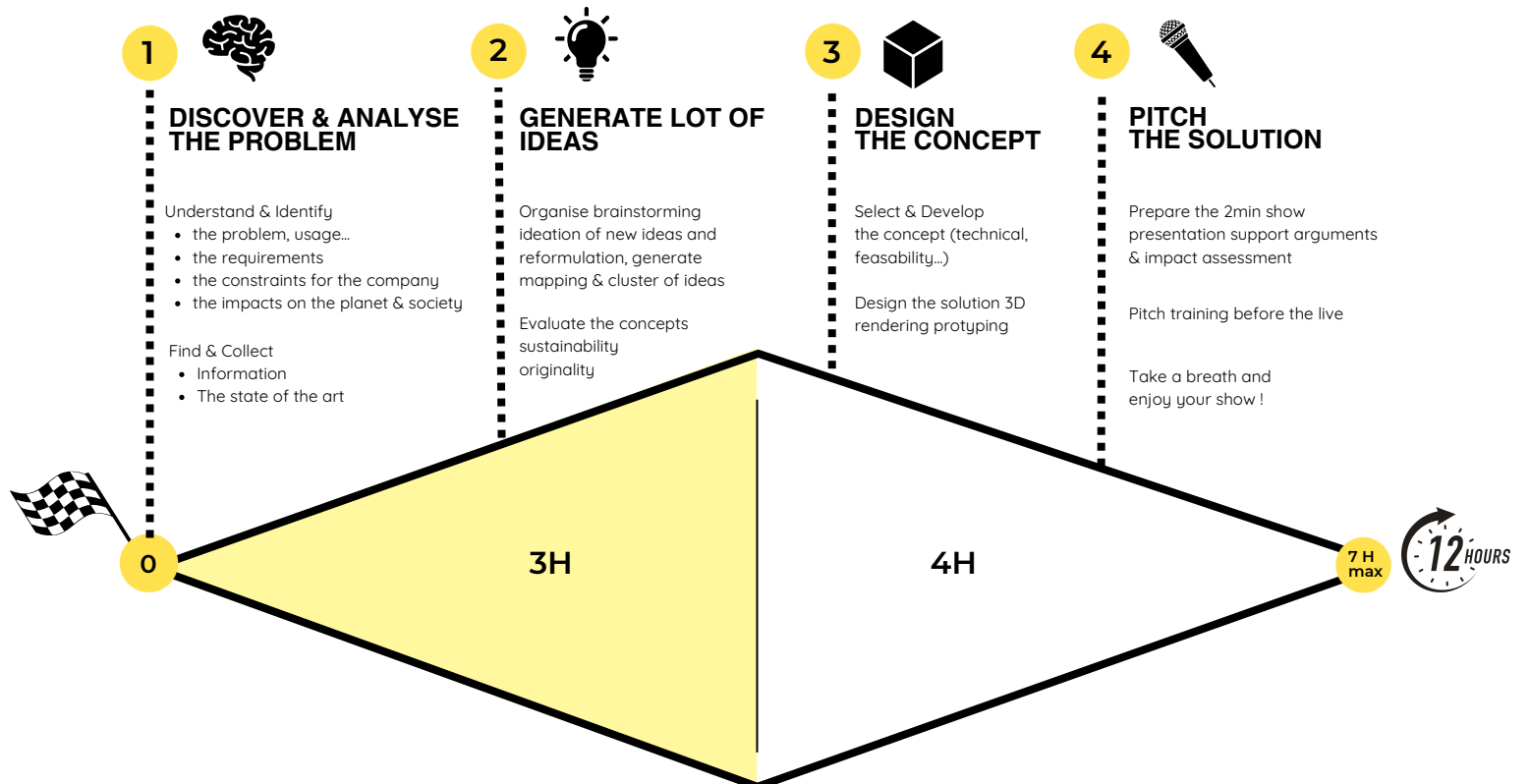




# The 24h of innovation Design Process

## Double Diamond

A four-step for designing solutions to complex problems.

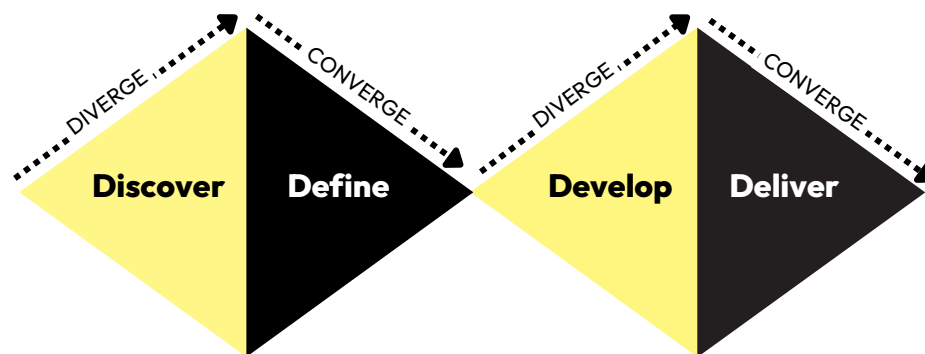




# The 24h of innovation Design Process

## Double Diamond

A four-step for designing solutions to complex problems.



### DISCOVER & ANALYSE THE PROBLEM (10AM to 11AM)

- Understand & Identify
- the problem, usage...
  - the requirements
  - the constraints for the company
  - the impacts on the planet & society

Find & Collect

- Information
- The state of the art



### GENERATE LOT OF IDEAS (11AM to 1PM)

Organise brainstorming  
Ideation of new ideas and reformulation, generate mapping & cluster of ideas

Evaluate the concepts sustainability originality



### DEVELOP & DESIGN THE CONCEPT (1PM to 4PM)

Select & Develop the concept (technical, feasibility...)

Design the solution 3D rendering prototyping



### DELIVER & PITCH THE SOLUTION (4PM to 5PM)

Prepare the 2min show presentation support arguments & impact assessment

Pitch training before the live

Take a breath and enjoy your show !



# Creativity & Innovation Methods

To stimulate and structure creativity processes, there is a wide range of methods and tools available.

At the 24H of Innovation, we strongly believe that hybridizing different methods—depending on the topic, the phase of creativity, and the people involved—is a realistic approach to achieving efficient results.

Below, you will find some of these methods that you can use to enhance your creative and innovation process. Feel free to complement them with additional tools you may find online

## DESIGN THINKING

A human-centered approach focusing on empathy, ideation, and prototyping. Begin by deeply understanding the user's needs through empathy mapping, define the core problem clearly, brainstorm multiple solutions without judgment, create simple prototypes, and test with potential users. This iterative process ensures solutions that truly address human needs while remaining technically feasible.

## SCAMPER METHOD

A structured way to modify existing concepts using seven perspectives: Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, and Reverse. This technique is particularly valuable when you're trying to improve upon existing solutions rather than starting from scratch. Take an existing product or service related to your challenge and systematically apply each SCAMPER principle to generate new variations.



## SIX THINKING HATS

The Six Thinking Hats method helps people think in different ways to solve problems. Each "hat" represents a way of thinking: facts (White), feelings (Red), risks (Black), positives (Yellow), new ideas (Green), and big picture (Blue). Teams switch hats to look at a problem from all angles without confusion. This makes decisions smarter and brainstorming more effective. It's a simple trick to boost creativity and teamwork!

## MIND MAPPING

Create visual representations of ideas branching from a central concept. Start with your core challenge in the center and branch out with related concepts, allowing for organic connections between ideas. This non-linear approach helps teams see relationships between concepts that might not be apparent in traditional list-making and can trigger unexpected insights when different branches connect.

## TRIZ (THEORY OF INVENTIVE PROBLEM SOLVING)

A systematic approach to solving technical problems by identifying contradictions and using proven solution patterns. While more complex than other methods, TRIZ can be extremely powerful for technical challenges. Focus on identifying the core contradictions in your problem (e.g., we want something stronger but lighter) and then explore the 40 TRIZ principles for resolving contradictions.

## LEAN START-UP APPROACH

Focus on rapid testing and iteration based on real user feedback. Create a minimum viable product (MVP) that tests your core hypothesis, gather feedback, and iterate quickly. Even within the 24-hour format, you can conduct simple validation tests with other participants or through quick online surveys to confirm key assumptions about your solution.



# Keys to a Powerful 2-Minute Pitch

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In a high-pressure competition like the 24h of Innovation, your ability to communicate your idea effectively can be as important as the idea itself. A 2-minute pitch requires extreme focus and clarity. Every second must contribute to convincing the jury of your solution's value and viability.

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## **SLIDE 1: HOOK (10 SECONDS)**

Display your title, team name, and project name. Start with an engaging question, shocking fact, or powerful statement that immediately captures attention. For example, "What if we could reduce plastic waste by 75% with a single household device?" Your opening should create curiosity and frame the problem you're addressing.

2

## **SLIDE 2: PROBLEM (20 SECONDS)**

State the problem clearly and why it matters. Use a striking fact or a quick story to show its urgency. For example, "8 million tons of plastic pollute our oceans yearly, endangering marine life." Highlight the impact and why a solution is needed now. Keep it sharp and direct.

3

## **SLIDE 3: SOLUTION (30 SECONDS)**

Present your innovation clearly and concisely. Explain how it works using simple language and visual aids. Highlight what makes your approach unique or innovative compared to existing solutions. If you have a prototype or demonstration, this is the moment to showcase it briefly.



# Keys to a Powerful 2-Minute Pitch

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## **SLIDE 4: IMPACT & FEASIBILITY (30 SECONDS)**

Explain implementation feasibility, potential user base, and social/environmental benefits. Include any preliminary validation or testing results. Briefly address how the solution could be scaled and any key partnerships required. Connect back to the evaluation criteria to show you understand what the judges are looking for.

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## **SLIDE 5: CALL TO ACTION (20 SECONDS)**

End with a strong call to action or memorable statement that reinforces your main value proposition. Leave the judges with a clear vision of the future your solution helps create. Your closing should be confident and inspiring, making your presentation memorable among many others.



### **PRO TIPS FOR PITCH EXCELLENCE:**

- Use clear, accessible language and avoid technical jargon that might confuse non-specialists;
- Employ compelling tone, body language, and energy to convey enthusiasm and confidence;
- Rehearse multiple times to ensure fluidity, confidence, and precise timing;
- Assign clear speaking roles if multiple team members are presenting;
- Prepare for the unexpected by knowing which points could be condensed if needed.



# The 10 Commandments of Innovators

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To maximize your chances of success, follow these golden rules:

- I.** You shall listen to all ideas – Don't shut down suggestions too early; even wild ideas can spark great innovations.
- II.** You shall not neglect pitch preparation – The best idea won't win if it's poorly presented.
- III.** You shall consult the coaches – They are here to help, use their expertise!
- IV.** You shall not get stuck too soon – Explore ideas before filtering based on feasibility.
- V.** You shall not forget to test and refine – Iteration makes your concept stronger.
- VI.** You shall take breaks and breathe – A fresh mind is a creative mind.
- VII.** You shall eat and hydrate – Running on empty won't help your team.
- VIII.** You shall inject humor – A good laugh can unlock creativity and keep morale high.
- IX.** You shall support your teammates – Innovation is a team effort; collaboration is key.
- X.** You shall have fun! – The best innovations come from passionate and engaged teams.



# Building Valuable Connections

The 24 Hours of Innovation extends far beyond a competition - it represents a unique opportunity to develop professional relationships that could shape your future career. While creating innovative solutions is the primary objective, the connections you forge during this event can yield long-term benefits that transcend the competition itself.

## **THE 11TH COMMANDMENT - NETWORK STRATEGICALLY**

The 24 Hours of Innovation was specifically designed to foster meaningful connections between young innovators and established organizations. As you participate, approach the event with a dual mindset: excel in the innovation challenge while simultaneously building your professional network. Every interaction presents an opportunity to make a positive impression on industry professionals, potential employers, and fellow innovators.

## **CONNECTING WITH PROJECT LEADERS**

Project leaders and challenge sponsors represent organizations actively seeking fresh talent and perspectives. These professionals have chosen to participate because they value innovation and are looking to identify promising individuals. When interacting with project leaders:

- Ask thoughtful questions about their industry and specific challenges;
- Demonstrate your analytical thinking and problem-solving abilities;
- Follow up after the event with a personalized message referencing your interaction;
- Explore potential internship or employment opportunities directly.







## LEVERAGING COACH RELATIONSHIPS

Coaches and mentors often have extensive professional networks and can serve as valuable references or connectors. Build relationships with them by:

- Showing genuine appreciation for their guidance and expertise;
- Implementing their feedback thoughtfully and acknowledging their input;
- Asking about their career journey and professional experiences;
- Connecting on professional platforms like LinkedIn with a personalized invitation.



## PEER CONNECTIONS

Your fellow participants represent future colleagues, collaborators, and possibly founders of innovative ventures. These peer relationships often prove to be the most enduring connections from the event:

- Exchange contact information with teammates and other participants;
- Recognize complementary skills that could lead to future collaborations;
- Maintain connections beyond the event through regular check-ins;
- Consider forming study groups or entrepreneurial teams based on shared interests.



**Remember that meaningful networking is about building authentic relationships, not just collecting contacts. Show genuine interest in others, offer help when you can, and follow up thoughtfully after the event to nurture these professional connections.**



**104 Editions - 5 Continents - 60 countries**



Join the 24h of innovation community  
<https://24h.estia.fr/>

