

# Hippos2020 Challenge looks for business ideas to experiment

#hippos2020challenge



1.

Propose a solution for any  
of the challenges by  
16.3.2018



2.

Jury hands out 1500 -  
3000 EUR to selected  
ideas for experimenting



3.

Validating the idea with  
experiments at Hippos  
in Jyväskylä 4-5/2018

## HIPPOS2020 CHALLENGES:

- How would you gather and utilize sports- and activity-related data from Hippos?
- How would you utilize the services and R&D infrastructure at Hippos to develop new services?
- Visits to Hippos will increase from 1,6 million annual visitors to 5 million. What kind of new services they might need?

**Apply by 16.3.2018: [www.crazytown.fi/hippos2020](http://www.crazytown.fi/hippos2020)**



JYVÄSKYLÄ



## WHAT IS HIPPOS2020 CHALLENGE?

Hippos2020 Challenge is an initiative by group of partners, headed by Crazy Town Oy, a Finnish coworking community.

The purpose of Hippos2020 Challenge is to accelerate new business ideas and test how Hippos2020 platform can be used as a platform for testing new sports, wellbeing and health ideas.

Participation is open for everyone (startup, individual, NGO, university), regardless of location or background organization. For example, if you have a health startup (idea-stage or existing one), you can use the Hippos2020 Challenge as a straightforward way to validate your new concept, service or product.

### See more:

[www.crazytown.fi/hippos2020](http://www.crazytown.fi/hippos2020)

## WHAT IS HIPPOS2020?

Hippos2020 is a sports and wellbeing centre for a new decade, which will be built in an urban environment in Jyväskylä, in the heart of Finland. The City of Jyväskylä has the highest level of expertise in exercise, sports, wellbeing, health, rehabilitation and learning in the entire country.

Currently, Hippos area includes an excellent R&D infrastructure for designing and validating new sports, health and wellbeing solutions. The University of Jyväskylä (JYU) / Faculty of Sport and Health Sciences, the Research Centre for Physical Activity and Health (LIKES), the Research Institute for Olympic Sports (KIHU) and the University of Applied Sciences (JAMK) are strong operators in the field.

### See more:

[hippos2020.fi/en/](http://hippos2020.fi/en/)

## HOW CAN I PARTICIPATE?

### Submit an application by 16.3.2018:

<https://goo.gl/forms/ERUu1yzHjljYJsOL2>

A jury selects ideas to fund on 5.4.2018. They receive 1500 - 3000 EUR per idea that needs to go for experimenting and validation that will advance the idea further.

#### Criteria:

- Experimentability: Idea needs to be experimentable in Hippos, Jyväskylä during spring 4-5/2018
- Novelty: Idea and its implementation should have a fresh, novel perspective
- Scalability: A potential for scalable business
- Fit: Idea and the team are linked with and its implementation via experiment

See rules and regulations (in Finnish) [here](#).

More information in Finnish:

[www.crazytown.fi/hippos2020](http://www.crazytown.fi/hippos2020)

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