

The Bright Idea 2020

On May 19, 2020, The Otto Moensted Foundation's Bright Idea will be awarded again. The award, is a recognition of talented students, researchers and businesspeople, who are developing innovative ideas which contributions to the development of Denmark's trade and industry. Two bright ideas that demonstrate notable business potentials, will be awarded with DKK 500,000 in total.

Otto Moensted made a difference and wanted to give others the opportunity to do the same. Supporting young promising researchers and ensuring that they have the optimal conditions to fulfill their potential, was something that Otto Moensted had a passion for.

Otto Moensted's The Bright Idea is a recognition of talented researchers, with the right innovative idea, product, process or solution. In addition, the award is meant to encourage and inspire to further development of their idea.

The Otto Moensted Foundation will hand out 2 awards within the following fields:

– **DKK 250,000 for the best idea within business/trade**

– **DKK 250,000 for the best idea within engineering**

Candidates:

- Bachelor/Master's students, PhD students, Postdocs and research teams (must be driven by young students and researchers), affiliated with one of the eight universities in Denmark.
- A bright idea with commercial potential, that has managed to combine research insight with business understanding.
- Applicants who previously have been rejected are eligible for The Bright Idea 2020.
- Ideas that previously have received awards, is not eligible for The Bright Idea.

Process:

- The proposal must be submitted via the Otto Moensted Foundation's application system, at www.omfonden.dk/application/
- Applications must include a recommendation from your affiliated institution/supervisor, resumé and answering 4 areas.
- The jury assess the proposal based on the following four criteria's.
 - Excellence in thought, communication, analysis and documentation
 - The degree of business vision and understanding
 - Likelihood of "The Bright Idea" being implemented
 - The idea's value and significance for Danish business and industry
- Proposals must be submitted between 15 January 2020 – 4 March 2020.

The jury, chaired by Bo Stærmosé selects 2 winners of "The Bright Idea", which are announced at MADE's Annual Summit on May 19, 2020, in the House of Industry, where The Otto Moensted MADE Award also is awarded.

More information about "The Bright Idea", in regard to process, requirements, jury, etc. at www.omfonden.dk

Any questions regarding the award, please contact:

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