



INDUSTRIAL DEVELOPMENT BUREAU,  
MINISTRY OF ECONOMIC AFFAIRS  
經濟部工業局



# MOBILEHEROES<sup>2022</sup> 通訊大賽



CONNECTIVITY INNOVATION  
C H A L L E N G E

Communications Industry Development Project Office, IDB/ MOEA



# What is Mobileheroes?

## Discovery of talents

1

### Ideas in practice

Enhance the feasibility of translating the work in the competition into products, hence the commercialization of products to merchandise.



## Dynamic setup

2

### Extensive support from the industry

The setup of the topics, the sources of prize money, the experts, and the year's evaluation function are from the industry to align with the industry's actual needs.



## More than tens of thousands of talents

3

### Encouragement of cross-industry cooperation

Cross-industry applications such as smart health, agriculture, and education through ICT provide solutions for inherent problems.



◆ Discovery of talents with input to the industry since 2002

◆ Set the themes of competition dynamically align with the industrial development trend

◆ More than 10,000 outstanding people join the industrial service or establishment of innovative through the platform of the competition.

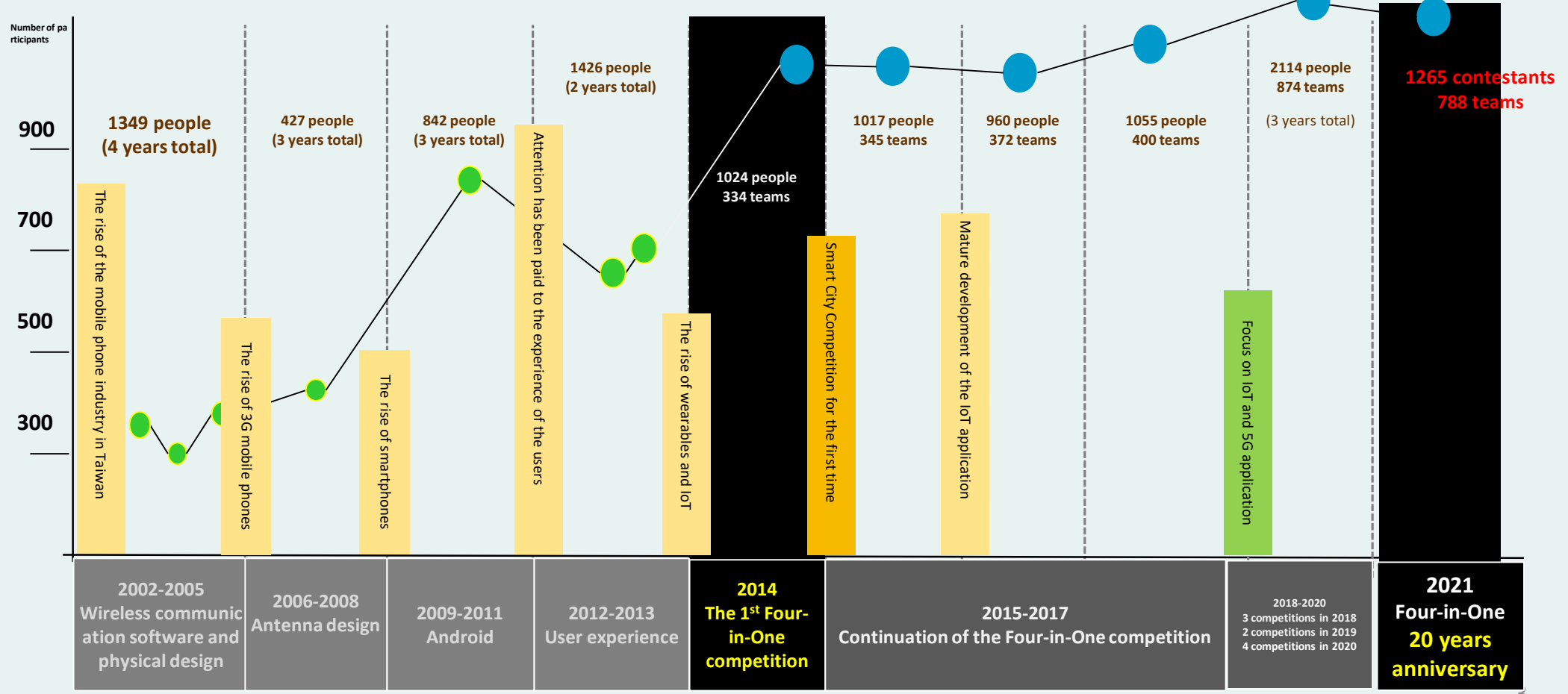
Year 2021 sponsors

# The themes were designed in alignment with the industry trend with stable growth of participants

**2021 Mobileheroes**  
**4 Major themes**

- 1) IoT Challenge
- 2) Connectivity Innovation Challenge
- 3) 5G multiple antennas system design
- 4) 5G innovation

➔ **788 teams**  
**with 1265 contestants**



# Things to know about Mobileheroes 2022

## Connectivity Innovation Challenge

### Eligibility

- Participant(s) can join Mobileheroes 2022 as an individual or company/ team (up to 5 people), but only one entry can be submitted

### Criteria for short-list selection

#### Innovative

- The work presented for competition has not yet been launched to market with improvement and solve existing problems.
- Or the work presented for competition could heal the insufficiency of existing products/services.

#### Level of technological development

- The application service presented with the work could be achieved with the know-how on hand, and the team has possessed related know-how and professional knowledge.

#### Commercialization feasible

- The work presented for competition has an opportunity to become a product or the service has the potential for commercial development.

#### Futuristic/sustainable

- Is future planning proposed with the work for the competition, can it be operated in an actual environment/developed in sustainability, with the presentation of supporting materials/data.

### Judging panel

- A judging panel will be formed by industrial leaders across Taiwan's ICT industry

### Prizes

- Short-listers will gain access to sponsor resources, workshops, mentorship and more to facilitate development of their product/ solution for the final demo/ judging day in November 2022
- Judging panel will select winners of the **Gold Medal Award (USD 30,000 in cash prize) and Merit Awards (USD 15,000 in cash prize)**
- Opportunities for international soft-landing, international protmotion and other resources

\* The exact number of awards and the amount of the prize money will be conditioned by the sponsorship and the number of participants of the year \*

# We are calling for global start-ups to join us!

International teams were invited to the competition in 2020 & 2021.



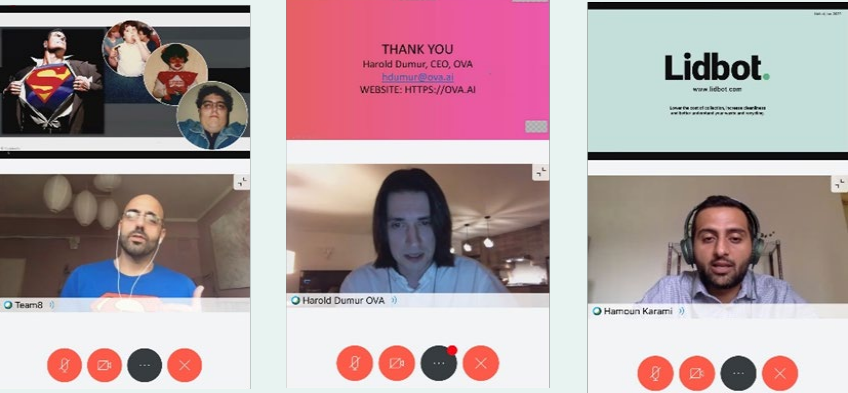
- The French team live pitch at the award presentation ceremony of Mobileheroes 2020.



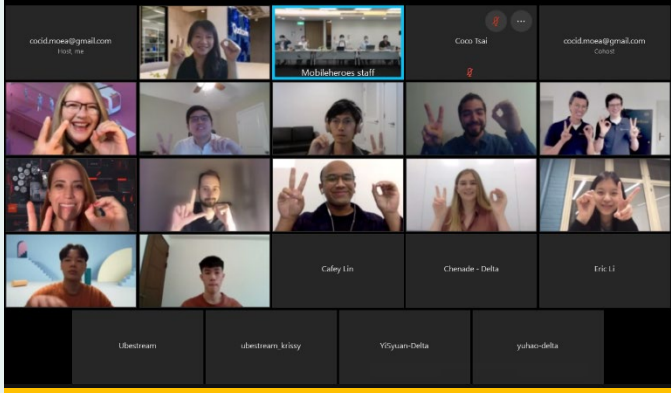
- The winner from Canada of Mobileheroes 2021



- The runner-up from Germany of Mobileheroes 2021



- Online briefing from the international teams to the Evaluation Board of 2020 Mobileheroes.



- Online briefing from the international teams to the Evaluation Board of 2021 Mobileheroes.



# Training of the finalists in value-adding services in the 2021 Mobileheroes – the Mentor Hours

Mobileheroes provides 1-2 months of resources for the supervision of the finalists for strengthening the capacity of the talents.



# Recent Mobileheroes in Action



RelaJet has set up a company after the competition to make a human voice separation engine with AI and has become a supplier of solutions for the Microsoft AI 100 platform in 2019. It has also won the champion in the Qualcomm Innovate in Taiwan Challenge in the same year and emerged as a famous wireless headphone brand through the lion share of high-end wireless earphone chips of Qualcomm in the market.



OVA is a pioneer recognized as a leader in AI-enabled immersive software technology development around the globe. Joined Mobileheroes 2020 first official international track. A member located in Taiwan has participated the value-adding service and Awarding Ceremony.

3drens Inc. started with the LoRa application, and have successfully founded a company for the development of the IoT system after the competition. They also cooperate with the telecommunication service providers to provide parking lot management programs with local governments and the smart port monitoring programs with the Coast Guard Administration. Furthermore, they are engaged in a joint venture with a renowned car leasing company in a ride-sharing platform, which was launched to market in November 2020.



Maxon Creative Inc. was elected the representative of Taiwan technological innovation and took part in CES 2020 and the Silicon Valley Roadshow. It was also the second runner-up in the Innovation Business Back in Taiwan Competition organized by the Industrial Development Bureau, Ministry of Economic Affairs in 2020. Currently, there are paying customers in Japan, Taiwan, and Hong Kong. (Well-known joint venture partners in Nantou: Sun Moon Lake Dong Feng Black Manor, Hohocha, and National Chi Nan University)

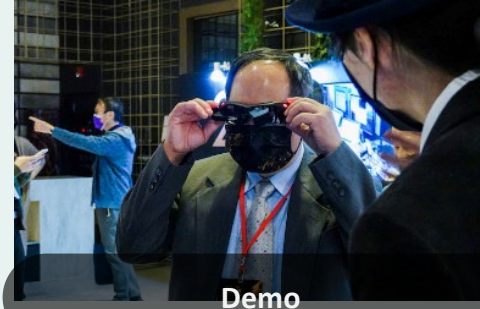




# Result exhibition and award ceremony of 2021 Mobileheroes



Invitation of the corporate sponsors' heavyweight officers to present the awards and encourage the winning teams.  
Enhance the teams' exposure through the exhibition of result and matchmaking to connect with more resources.



Demo



Matching of talents



Pitch of the teams



Final review day

## Media Exposure



- Electronic media
- Print media news
- TV news



## On-line Showcase



# The Key Takeaways from Mobileheroes



## What Mobileheroes can do for you

- Provide **access** to Taiwan's IoT & Smart City Ecosystem,
- Facilitate **cross-domain collaboration** between stakeholders,
- Engage international and local partners to identify **synergies**

01

- **Co-innovation and joint business opportunities with sponsor companies**

02

- **Potential investment opportunities**

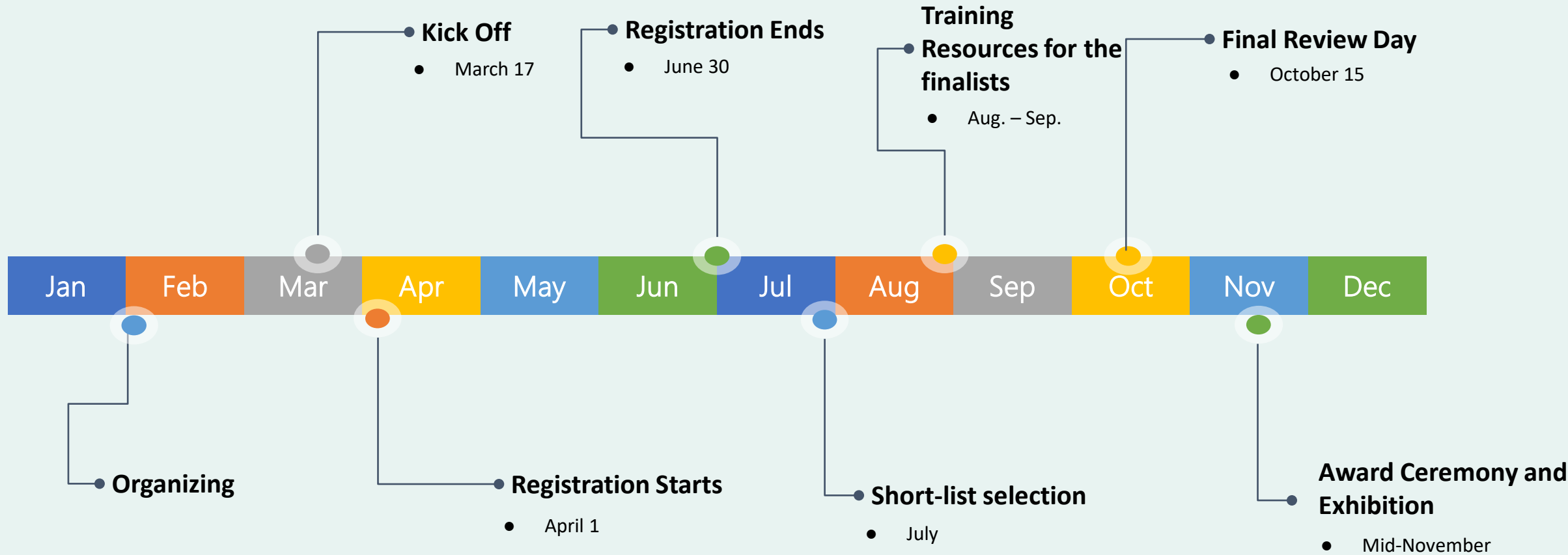
03

- **Business and technology boost by accessing sponsor companies' resources**

04

- **Global Marketing Exposure**

# Important timeline you should know about Mobileheroes 2022



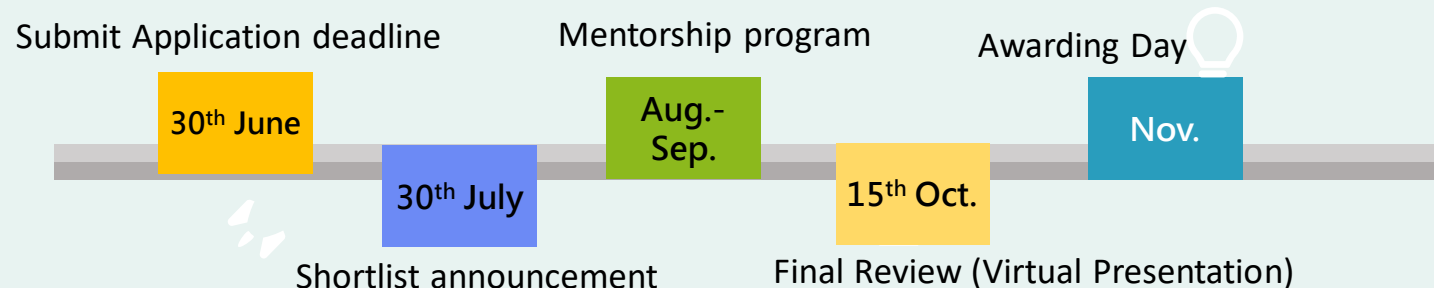


# 1 Page Recap

- 1. Eligibility:** Participant(s) can be an individual or company/ team (up to 5 people), but only one entry can be submitted.
- 2. On-line Registration:** Submit a **5 page proposal** on the idea of the work + **demo video**
- 3. Deadline to submit:** 12:00 (Taiwan Time, UTC+8) of June 30, 2022
- 4. Prizes:**
  - (1) Winners of the Gold Medal Award (USD 30,000 in cash prize) and Merit Awards (USD 15,000 in cash prize)
  - (2) Short-listers will gain access to sponsor resources, workshops, mentorship and more, to facilitate development of their product (solution) for the final judging/demo day in Oct. 2022

Enclosed is detailed information. And please browse following websites:

- ❑ Official Website for Challenge info and Registration: [www.mobilehero.com](http://www.mobilehero.com)
- ❑ Video Info: <https://www.youtube.com/watch?v=dplyf1glfMw>



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For enquiries on Mobileheroes  
2022, feel free to reach out to  
the Organizing Team.

Download Entry Info here: <https://reurl.cc/Mbn5AK>



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