

## Jury Report for the Wozzie Award 2010

The jury of the 2010 Wozzie Award is deeply appreciative to Steve Wozniak for his generosity. He took the initiative to award his annual, personal prize in the Netherlands during his visit as keynote speaker at the Meet the Future summit. This is both a challenge and a great compliment to the students and higher education in our country: Steve Wozniak challenges them to show the best and most innovative people and ideas they can present. It is also a sign of confidence in their ability and the talents they are raising. This confidence and this challenge are in themselves a token of Wozniak's generosity of spirit, for which he deserves great appreciation.

From the moment 'the Wozzie Award in Holland' was announced an almost viral stream of news went through higher education and the social media inside and around the classic universities and the universities of applied science. From all over Dutch higher education nominees were mentioned and sent to the jury. Indeed, even from remarkable people around the knowledge sector in the Netherlands names were mentioned and nominations were sent in. These included a young Member of Parliament, mr Tofik Dibi, people from industry and the Sirius-programme for Excellence.

We are most grateful to them, to all universities and individuals who have sent in their suggestions and nominees. Not just because of their enthusiasm and efforts to nominate outstanding examples of innovation at very short notice. But most of all for the inspiring people, ideas, products, services - and even sometimes allround inspirational crazyness – these nominees have been able to show us. Nobody can now continue to spread the myth, that Dutch students and young entrepreneurs lack drive, vision, innovative ideas and approaches or sheer chutzpah. What Prime Minister Mark Rutte promoted as a young junior minister for Higher Education is bearing fruit: 'Begeisterung'. The infamous 'zesjescultuur' is on the way out. And we are very happy about this too!

In this sense there are no 'losers' in the Wozzie Award. All nominees are shining examples of positive drive and creativity in innovation. All deserve the reward of being recognized by their university or 'hogeschool' in being nominated. The jury salutes all of them.

Nevertheless, we had the task to select three nominees and pick a winner for 2010.

For this we have taken the criteria Steve Wozniak gave us extra serious: which of the long list of nominees can be said to have fulfilled these in an outstanding fashion? Which of them has been able to do this in a manner which is both inspiring in a wide field of interest and with great effect? Who are those among them who can be seen to have a major impact already, not just here in the Netherlands?

## Three nominees

The jury has selected three nominees who most convincingly fulfil 'Wozniaks norms of excellence' for the Wozzie Award 2010.

### **1] Reza Ladchartabi**

"As most good ideas, this one is totally simple". Reza started his startup company Mobzili as a student of Leiden University, doing a master ICT in Business. He wanted to learn and do more than just programming, or just BA. With this drive and techfantasy he created AllAroundMe, an iPhone-application –also applicable on other mobile phones- which gives its user directions about the spot on which she/he is present, and the time he/she is there. In essence this is a virtual agenda or programme of activities about what is going on and coming soon on any location you may be at or during a visit in the Netherlands.

Reza also developed the functionality 'Create a day' within this app, in order to integrate the planning for the user of the activities and possibilities in time at the various locations. Including 'where can I park?', 'which bus to take?' and 'how to avoid the wrong street?' he says "We wanted a programme that is more intuitive in the way it works. AllAroundMe adapts itself to its user, not the other way round."

It cannot surprise that Reza and his startup have drawn quite some interest. On November 8th it was among the top 5 apps downloaded in the iTunes App store. Most telling may be that he could try out his new enterprise with support of the European Space Agency. He is working on finishing his master in Leiden, while looking ahead for new ideas and opportunities. An AllAroundMe for Barcelona seems a great idea to him, for instance!

[www.allaroundme.eu](http://www.allaroundme.eu)

### **2] Rick Schuurman**

The biggest cities in the world are loud, full, vibrant, dynamic and really, really dirty. And few machines add so much to their horrible air - especially all over Asia - as the TukTuk. 500 Million of them, at present. No doubt this handy, flexible 'auto-rickshaw' is a great invention for crowded, hyperactive metropolises and also a great way to employ many low skilled people in useful jobs. But Rick Schuurman of the HAN university of applied science saw the minuses as well.

He started to work on a conversion kit to make the 2-stroke auto-rickshaw in India cleaner, cheaper in energy-use, ecological more sound and much more profitable for its drivers/owners. "The fuel it loses can run up to 70%. This leads to very fuel consuming and polluting vehicles, in terms of emissions of CO<sub>2</sub>, CO, HC and NO<sub>x</sub>." His challenge was a state of the art tech-solution for a very lowtech market and users who earn around \$2 per day.

He came up with a LPG-LDI conversion kit, together with his colleague Ruben Antvelink and Frank Schouten. They could tell the owners of TukTuk fleets – and the drivers of these vehicles as well – what their innovation would bring them: 99% reduction of exhaust of microparticles, 40% less CO<sub>2</sub> emissions, 53% reduction of fuel costs. The driver of a TukTuk can raise his income by 40%.

Ricks Eco Tuk 'hit the road running', you might say. In 2008 this Dutch innovation won the Hybrid TukTuk Battle in India, beating all other prototypes and proposals from all over Asia and from technical universities from all over the world. Since the innovators have gone on developing further, cutting costs, making their TukTuk even more 'extremely ecological' and developing the business model which makes it possible for poor TukTuk-drivers to install the conversion kit. "Being climate friendly can bring you profit!" is their slogan.

[www.ecotuk.nl](http://www.ecotuk.nl)

### **3] Sandra da Cruz Martins**

How many young artists hear their calling in rehabilitation centres for elderly patients, who suffer strokes? And how many of these design innovative games that help hemiplegic people recover their strength of movement by playing? And how many of them come up with special compositions of music to make these games extra fun and relaxing for the patients and their rehabilitation? A group of students of the HKU, Utrecht School of the Arts did exactly that. Sandra da Cruz Martins was '2D and lead artist' of this team KOMODO Games.

She helped make 'Vogels!' [Birds!] within three months, with three HKU-colleagues, two colleagues of the Utrecht University and a Japanese exchange student from Kyushu. It was commissioned by the firm Focal Meditech and it is meant to help patients recover movements in their arms after a stroke. The team visited rehabilitation centers during the production phase to test game mechanics and visuals in order to fully cater the game to the players' needs. For each new game, the patient can calibrate the game to fit the level of impairment.

Both the game design and the visual layer faced big challenges: remain straightforward, improve the experience by leaving out confusion, enable immersion with the environment. To get optimal soundresults the team implemented three custom composed pieces of music, made to further enhance relaxation while playing.

Focal and patients were very happy with this innovative and encouraging way to work on rehabilitation and recovery. At the Festival of Games 2010 'Vogels!' won the Diamond Trophy for its imaginative combination of IT, gamestech, design, music and healthcare.

## The Winner

The three nominees presented the jury with a delicious, impossible trilemma. Each one of them is deserving to win all awards available in their field, for their sheer imagination, their intelligent way of taking on the challenges their ideas faced and their innovative and entrepreneurial attitude. Most of all they convince by the effective, highly applicable new ways of thinking, producing and inspiring. We all can learn from these three outstanding young people.

However, among these three is one innovation - and therefore one innovator – which can truly be said to be of global impact and global importance.

To combine technical savvy, intelligent imagination, entrepreneurial vision, cultural sensitivity and a true identification with and knowledge of the opportunities and risks in the lives of millions of poor fellow human beings is exceptional.

To invent as a Dutch student in automotive technology a revolutionary new way to clean up hundreds of millions vehicles, and by that the air, traffic - and the lungs! - of almost half the world's population is a feat of great imagination.

To be able to convince - as a student from a small country like Holland - a huge nation as India, that this innovation is the best, is an outstanding achievement.

**The Wozzie Award 2010 goes to Rick Schuurman of the HAN University for his EcoTuk.**

### *The Jury of the Wozzie Award 2010*

- *Steve Wozniak (Chairman)*
- *Jeroen van der Veer (President of the Platform Bèta Techniek)*
- *Silvio de Groot (Publisher and general manager Metro)*
- *Pieter Gerrit Kroeger (Editor in Chief ScienceGuide)*