



IF4TM

Institutional framework for development
of the third mission of universities in Serbia



Report on realized open-innovation campaigns





IF4TM

D5.6 Report on realized open-innovation campaigns

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Abstract

This document summarizes the procedure of organizing Open Innovation campaign within IF4TM and also incorporates the individual reports on open innovation campaigns at Serbian HEIs.



DOCUMENT CONTROL SHEET

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1 Introduction

Within Act5.6, it was planned to launch at least ten open-innovation campaigns at Higher Education Institutions in Serbia. Within the campaign, the enterprises or potential investors posted the topics related to the development of specific products or services (in the form of challenge or a problem). Researchers and students joined the campaigns by presenting their ideas that can solve this problem/challenge. During the campaign, they have developed and enriched their ideas, until the end when the best one has been selected for each campaign. This concept of open innovation is beneficial for both campaign applicants and enterprises. Students and researchers (applicants) will gain experience by applying their knowledge in the real-life problem solving and on real case. On the other side, enterprises will have access to fresh ideas and potential new work force.

The complete procedure for launching and applying for open-innovation campaigns have been performed following the Methodology which was created.



2 Statistic data

Table 1 shows the number of posted challenges by companies and number of proposed solutions by student's teams. Table 2 presents the names of companies which posted challenges and names of the students' teams which solutions were selected as the most appropriate by companies.

Table 1. Number of challenges and selected solutions

No.	Higher Education Institutions	Number of posted challenges	Number of proposed solutions by students
1.	University of Kragujevac (UKG)	5	3
2.	University of Belgrade (UBG)	3	3
3.	University of Novi Sad (UNS)	3	1
4.	University of Niš (UNI)	0	0
5.	State University of Novi Pazar (SUNP)	1	1
6.	Belgrade Metropolitan University (BMU)	3	3
7.	Technical Colleague of Applied Sciences (TCAS)	0	0
TOTAL:		15	11

Table 2. Name of companies, challenges and students teams

HEI	Name of companies which posted challenges	Titles of the posted challenges	Name of teams who proposed solutions
UKG	Intranea Rešenja d.o.o	The best professional paper in the area of innovation management	Team 1: Andjela Nikolić Team 2: Deana Živadinovic Team 3: Božidar Čakajac
	Proenergy	Development of user application for automatized calculation of working hours rate (service cost) based on given specification	FIN UKG 1 Team SUNP 1 Team
	Extent	Development of an interactive application for managing the process of development of project documentation for the construction of facilities	FIN UKG 2 Team SUNP 2 Team
	Elplant	Graphic design of web and mobile application + corresponding CSS MESPLANT system for interactive	-



		monitoring of production process in line with fourth industrial revolution	
	ICT Cluster of Central Serbia	Solution for upgrading the existing visual identity of website, publications and visuals for social networks	-
UBG	Gorenje	Analysis of the business environment of new Gorenje production factory	Zmajevi
	NALED	SymOrg Case Study Hackathon 2018	GGWP
	SmartTarget	Cesim OnService Business Simulation	Oker Poker
UNS	CAM Engineering	Orthopedic medical device based on laser beam	Fixator
	CAM Engineering	Application for smart egg	-
	IGB Automotive d.o.o	Run time error detection in embedded C code	-
UNI	-	-	-
SUNP	Tourist organisation of Novi Pazar	Novi Pazar City Model	SP Arhitektura
BMU	ITU Plenipotentiary Resolution	"Girls Can Code"	Diva Code
	Global Game Jam, Inc	Global Game Jam 2019	Magma
	Global Game Jam, Inc	Global Game Jam 2018	Tigrovi
TCAS	-	-	-



3 Description of the proposed solutions

This section presents individual reports from HEIs containing information about the suggested solutions within the Open Innovation campaign.

3.1 Reports from UKG

3.1.1 The first report

Data about Higher education institution where Open Innovation campaign has been conducted:

The full name of HEI	University of Kragujevac
Short name	UKG

Information about challenge:

The title of challenge	The best professional paper in the area of innovation management
Name of company initiated the challenge	Intranea Rešenja d.o.o
Short description of challenge	Challenge is designed to explore the practical knowledge and understanding of innovation management of the students

Students' teams participating in the open innovation campaign:

No.	Name of the students' team	Faculty/University
1.	Andjela Nikolić, 2013/523 Title: Innovation process in Philip Morris International, iQOS – Reduced Risk Product	Faculty of Economics/University of Kragujevac
2.	Deana Živadinovic, 2011/463 Title: Introducing new products - Chemco doo	Faculty of Economics/University of Kragujevac
3.	Božidar Čakajac, 2017/35 Title: Advertising through Facebook as an innovation that changed the company's business	Faculty of Economics/University of Kragujevac
4.		



5.		
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Composition of the students' team which solution has been selected as the most appropriate by the company:

Name of the students team	Andjela Nikolić
Number of the members of the team	1

No.	Members of the team (name and surname)	Email
1.	Andjela Nikolić, 2013/523	/
2.		/
3.		/
4.		

Description of the suggested solution by this students' team

Title of the solution	Innovation process in Philip Morris International iQOS – Reduced Risk Product
Detailed description (up to 1500 characters)	<p>Abstract: In light of latest trends in the tobacco industry, greatest attention has been attracted by the innovation of the Philip Morris International (PMI), a leader in this industry. New innovative product is named iQOS, it is an electronic device that heats the tobacco rather than burning thus producing a vapor instead of smoke and what is specific is that it supposedly represents a safer alternative to smoking while keeping original tobacco leaves concept in the picture.</p> <p>Purpose of this study is to collect and process information about product performances, answer the question about necessity of such alternatives on the market, look into studies that were conducted to justify the usefulness of such products, technology used to develop the idea, as well as analysis of innovation marketing process. Innovation cycle is observed from a few points of systematic approach: idea, concept, solution and market. However, marketing the product is only the beginning of the road to customer's satisfaction and loyalty, because there is a range of post-sales activities in which company has to be engaged to accomplish permanent success. Since this product has already passed through almost all stages of the innovation process, we will evaluate successfulness of each stage based on information provided by company's sources. Result of study will indicate in which ways the company could improve their business model and make the most out of existing problems.</p>



Illustrations
of the
solution (up
to 2 photos)

Za sva dodatna pitanja, slobodno nas kontaktirajte na
060/0666174 ili na e-mail office@innovationcloud.com

www.innovationcloud.com
www.ckfak.kg.ac.rs

Additional information:

<p>Long-term collaboration possibility (type)</p>	<p>Intranea Resenja d.o.o provided awards: 1st place – 300 EUR 2nd and 3rd place – 100 EUR Three teams/students received a one-month internship in the company.</p>
<p>Photos from public presentation of solutions (if applicable)</p>	<p>-</p>

3.1.2 The second report

Data about Higher education institution where Open Innovation campaign has been conducted:

<p>The full name of HEI</p>	<p>University of Kragujevac</p>
<p>Short name</p>	<p>UKG</p>

Information about challenge:

<p>The title of challenge</p>	<p>Development of user application for automatized calculation of working hours rate (service cost) based on given specification</p>
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Name of company initiated the challenge	Proenergy d.o.o
Short description of challenge	Development of user application for automatized calculation of working hours rate (service cost) based on given specification of bills and proforma invoice of work under the tender documentation for realization of construction works (construction, electro, machine, thermo-technical works, etc.)

Students' teams participating in the open innovation campaign:

No.	Name of the students' team	Faculty/University
1.	UKG FIN team 1: Nenad Pantelić, Nikola Babić and Jovan Petrović	Faculty of Engineering Sciences / University of Kragujevac
2.	SUNP Team 1: Milan Filipović	State University of Novi Pazar
3.		
4.		
5.		

Composition of the students' team which solution has been selected as the most appropriate by the company:

Name of the students team	SUNP Team 1
Number of the members of the team	1

No.	Members of the team (name and surname)	Email
1.	Milan Filipovic	milanfilipovicnp97@gmail.com
2.		
3.		
4.		

Description of the suggested solution by this students' team

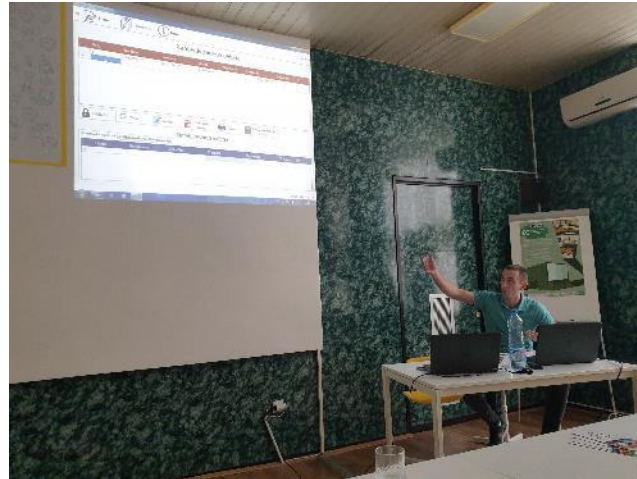
Title of the solution	User application for automatized calculation of working hours rate (service cost) based on given specification and generation of financial reports
Detailed description	The software solution enables the company to easily monitor costs and work orders for various projects in the field of construction. It is adapted to the needs

<p>(up to 1500 characters)</p>	<p>of Proenergy and offers a large number of reports that allow them to monitor the business and the revenue, expenditures, engaged resources, profits.</p>
<p>Illustrations of the solution (up to 2 photos)</p>	

Additional information:

<p>Long-term collaboration possibility (type)</p>	<p>Money prize for the winner is 400 EUR. Maintaining software application and its further development. Students can protect IP and place the software application on the market. Support in finding customers and business partners</p>
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Photos from
public
presentation of
solutions (if
applicable)





3.1.3 The third report

Data about Higher education institution where Open Innovation campaign has been conducted:

The full name of HEI	University of Kragujevac
Short name	UKG

Information about challenge:

The title of challenge	Development of an interactive application for managing the process of development of project documentation for the construction of facilities
Name of company initiated the challenge	Extent d.o.o
Short description of challenge	<p>The application is intended for establishing a professional relationship between investors and designers. Project bureaus often do not have entire project teams, but project teams are composed of several design houses that need to work on one project. The whole process is largely conditioned by the requirements of the investor as a procuring entity who has the ability to change certain decisions at the design stage. In order to successfully complete the many decisions and demands of investors, legal regulations, rules of the profession and other conditions of public enterprises influence the design process. This application would directly affect the way the design process is conducted, which would minimize the errors and inconsistencies between individual projects. This tool would allow all participants to interactively monitor the project, approve solutions and synchronize with other participants in the project. Through this application, the investor would always be able to fully inspect all project details and the ability to influence the further course of the project with its decisions and requirements. The designers would have preferred from their old one what the decision-making process about the solutions would quickly bring about and make all the changes in the project, which were evidenced by changes in the requirements recorded through the reports. In this way, the work of the designers would be evaluated in the right way, i.e., anything that would have happened would have its mark, so it could also be charged from the investor. The basic application can be developed and added special modules that would be related to topics interesting investors and designers - vendor list, tenders, dynamics of project design and construction, preparation of documentation for technical reception of the facility, service and maintenance of the facility through exploitation.</p>

Students' teams participating in the open innovation campaign:



No.	Name of the students' team	Faculty/University
1.	UKG FIN team 2: Nenad Pantelić, Nikola Babić, Kosta Erić, Nikola Samardžić, Nikola Marković, Jovan Petrovic	Faculty of Engineering Sciences / University of Kragujevac
2.	SUNP Team 2: Ahmet Halilović, Armin Bronja	State University of Novi Pazar
3.		
4.		
5.		

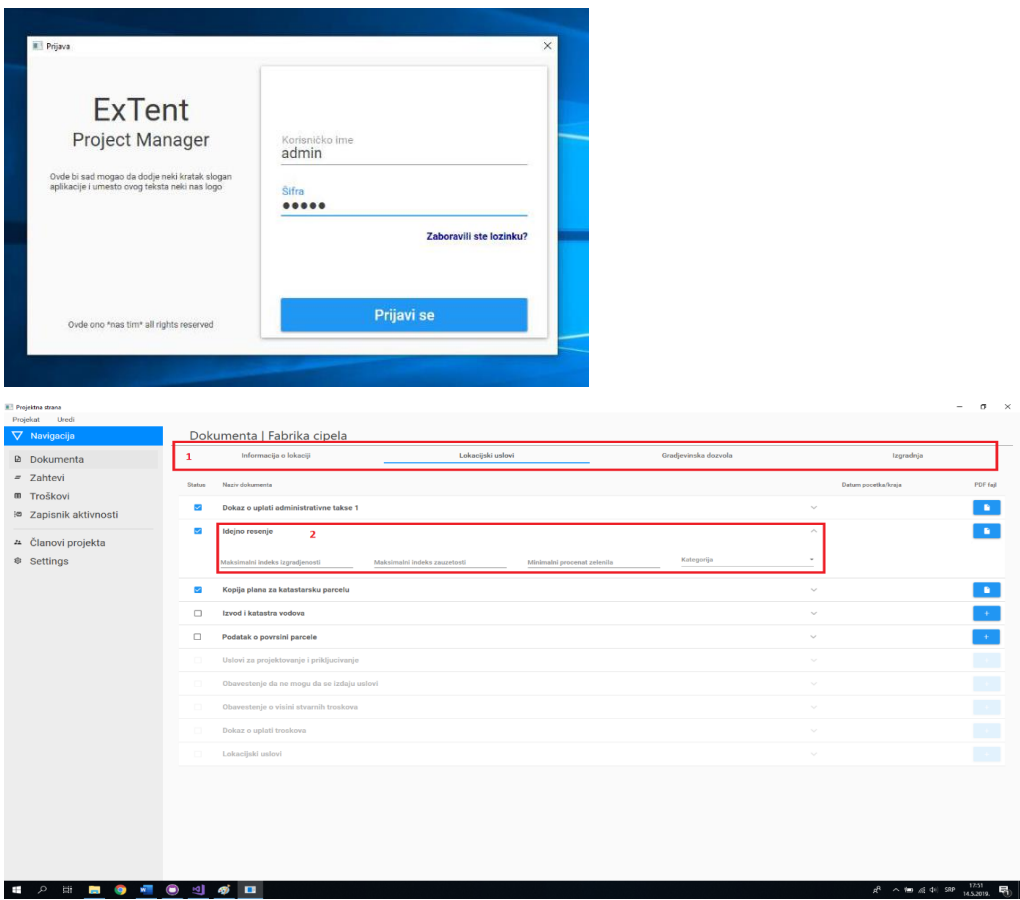
Composition of the students' team which solution has been selected as the most appropriate by the company:

Name of the students team	SUNP Team 2
Number of the members of the team	2

No.	Members of the team (name and surname)	Email
1.	Ahmet Halilović	akihalilovic@gmail.com
2.	Armin Bronja	/
3.		/
4.		

Description of the suggested solution by this students' team

Title of the solution	Interactive software platform for managing the process of development of project documentation for the construction of facilities
Detailed description (up to 1500 characters)	The application allows the user to control all segments of the project from start to finish. The application is a simple solution for monitoring the design process, which in turn is a complicated procedure. It was designed to be easy and intuitive to use, allowing users to use the application without any previous training. The system provides a detailed insight into finance and thus provides the employer with security and serves as a certificate or proof in case of disagreement with the participants in the project. This means that any action from any application user will be documented, and important decisions require confirmation from other project partners. The system displays all documents of a project, classified by category, which provides the user with an insight into the key information of that document or access to the document itself (in pdf format).

	<p>The software application should provide access to multiple users at the same time. Accordingly, it is designed in such a way that the user provides an asynchronous approach, i.e. that the performance of one user's work does not affect the work of others. Users will not experience any interference or delays in performance of functions, regardless of the number of currently active users. This kind of operation requires a database that is located on an online server, it is already implemented in our system and the database on which it works is active.</p> <p>The main functionality of the system is based on the Windows desktop application, while the final product next to Windows will be available on mobile platforms Android and iOS, which means that the insight into the project will be available to the user anytime, anywhere.</p>
<p>Illustrations of the solution (up to 2 photos)</p>	 <p>The first screenshot shows the login window for 'ExTent Project Manager'. It includes a title bar, the application name, a placeholder for a logo, and a login form with fields for 'Korisničko ime' (username) containing 'admin' and 'Sifra' (password) with masked characters. A 'Zaboravili ste lozinku?' link and a 'Prijavi se' button are also visible.</p> <p>The second screenshot shows the main application interface. It features a sidebar with navigation options like 'Dokumenta', 'Zahtevi', 'Troškovi', and 'Zapisnik aktivnosti'. The main content area displays a list of documents under the heading 'Dokumenta Fabrika cipela'. A red box highlights a document entry with the title 'Idejno rešenje' and a status of '2'. Other document entries include 'Dokaz o uplati administrativne takse 1', 'Kopije plana za katastarsku parcelu', and 'Izvod i katastre vodova'.</p>

Additional information:

<p>Long-term collaboration possibility (type)</p>	<p>Money prize of 1000 EUR Joint development of additional software platform functionalities Shared sales and percentage of earnings</p>
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Photos from
public
presentation
of solutions
(if
applicable)





3.2 Reports from UBG

3.2.1 The first report

Data about Higher education institution where Open Innovation campaign has been conducted:

The full name of HEI	University of Belgrade
Short name	UBG

Information about challenge:

The title of challenge	Analysis of the business environment of new Gorenje production factory
Name of company initiated the challenge	Gorenje
Short description of challenge	Chinese company Hisense builds another factory of cooling appliances in Serbia, which will be the center for the whole Europe. What are the advantages and challenges that they will face with in the local market? Prepare SWOT analysis.

Students' teams participating in the open innovation campaign:

No.	Name of the students' team	Faculty/University
1.	Cool crew	Faculty of Economics/UBG
2.	Zmajevi	Faculty of Economics/UBG
3.	SWOT team	Faculty of Economics/UBG
4.	Developers	Faculty of Economics/UBG
5.	Najbolje za kraj	Faculty of Economics/UBG

Composition of the students' team which solution has been selected as the most appropriate by the company:

Name of the students team	<i>Zmajevi</i>
Number of the members of the team	6

No.	Members of the team (name and surname)	Email
1.	Pavle Nastić	
2.	Igor Iđoski	

3.	Luna Nikolić	
4.	Katarina Milatović	milatovickata@gmail.com
5.	Aleksandra Velikić	
6.	Ana Pantović	

Description of the suggested solution by this students' team

Title of the solution	SWOT analysis
Detailed description (up to 1500 characters)	
<p>Illustrations of the solution (up to 2 photos)</p>	

Additional information:



Long-term collaboration possibility (type)	n/a
Photos from public presentation of solutions (if applicable)	https://www.dropbox.com/home/IF4TM/WP5/5.6/Open%20Inno%20UBG

3.2.2 The second report

Data about Higher education institution where Open Innovation campaign has been conducted:

The full name of HEI	University of Belgrade
Short name	UBG

Information about challenge:

The title of challenge	SymOrg Case Study Hackathon 2018
Name of company initiated the challenge	NALED, the Tax Administration and the Association for the Development of Entrepreneurship with the support of the Swiss Agency for Development and Cooperation
Short description of challenge	Changing the base for levying a flat tax in accordance with the average earnings in the entrepreneur's activity, with tax exemptions at the start of business and online services for more efficient communication between entrepreneurs and the Tax Administration - ideas that could improve the taxation system for half of registered entrepreneurs in Serbia - They are roughly 110,000 out of a total of 240,000.

Students' teams participating in the open innovation campaign:

No.	Name of the students' team	Faculty/University
1.	GGWP	UBG and Singidunum University
2.	LightIdeas/AMT Consulting	UBG
3.	Treće mesto	UBG
4.		
5.		
6.		



NB: six teams overall; The competition will be attended by 6 teams to be selected after the selection process. Teams are interdisciplinary, made up of 5 members, of which 3 are programmers and 2 members are students with experience in solving business case studies. All students aged 19 to 26 years can apply for the competition.

Composition of the students' team which solution has been selected as the most appropriate by the company:

Name of the students team	GGWP
Number of the members of the team	6

No.	Members of the team (name and surname)	Email
1.	Kristina Đurić	
2.	Milan Mojsilović	
3.	Aleksa Đokić	
4.	Nikola Arsić	
5.	Nikola Milovanović	
6.	Tijana Smiljić	

Description of the suggested solution by this students' team

Title of the solution	SWOT analysis
Detailed description (up to 1500 characters)	Students from the Faculty of Organizational Sciences (UBG), Faculty of Political Science (UBG) and the Faculty of Informatics and Computing (Singidunum University), gathered in the team of "GGWP" proposed that the average salary in the area where the entrepreneur operates, in order to define the tax for flat-rate taxpayers, instead of the general average salary, obligation in accordance with real incomes of entrepreneurs after the first year of work. According to the formula they offered and integrated into the software, a more equitable system would be provided, whereby those who earn more on the market would also pay more sums to the state budget.
Illustrations of the solution	

Additional information:

Long-term collaboration possibility (type)	n/a
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Photos from public presentation of solutions	https://sr-rs.facebook.com/pg/CaseStudyHackathon/posts/
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3.2.3 The third report

Data about Higher education institution where Open Innovation campaign has been conducted:

The full name of HEI	University of Belgrade
Short name	UBG

Information about challenge:

The title of challenge	Cesim OnService Business Simulation
Name of company initiated the challenge	SmartTarget
Short description of challenge	The simulation case encompasses the essential elements of service business management. Participants run a small family hotel in a seasonal environment with one established market and an option to expand to a new market with different demographics. During the rounds, teams manage their companies' staffing with both permanent and temporary resources, direct sales, sales channels, investments, service quality, pricing, and marketing. They operate in competitive markets with seasonal variations in demand and economic conditions. Strategic decisions about expanding operations to a new market are also included.

Students' teams participating in the open innovation campaign:

No.	Name of the students' team	Faculty/University
1.	Plavi	UBG
2.	Crveni	UBG
3.	Žute i Žuti	UBG
4.	4N	UBG
5.	Roze	UBG
6.	Narandžasti	UBG



7.	Oker Poker	UBG
8.	Zeleni	UBG
9.	Teget	UBG
10.	Gray Hotels	UBG

Composition of the students' team which solution has been selected as the most appropriate by the company:

Name of the students team	<i>Oker Poker</i>
Number of the members of the team	5

No.	Members of the team (name and surname)	Email
1.	Ana Bogdanović	
2.	Marija Gojačanin	
3.	Uroš Jovičić	
4.	Maša Krupniković	
5.	Irena Đorđević	

Description of the suggested solution by this students' team

Title of the solution	Full house
Detailed description (up to 1500 characters)	Team developed and implemented a consistent business plan that addressed the seasonal variations in demand and utilized the principles of management effectively. In addition, well-planned human resource management was highly important. Success is measured by both operational and financial key indicators, including capacity utilization rates, customer and employee satisfaction, market shares, profit per employee, net profit, return on capital, and earnings per share.
Illustrations of the solution (up to 2 photos)	

Additional information:



Long-term collaboration possibility (type)	n/a
Photos from public presentation of solutions (if applicable)	https://www.dropbox.com/home/IF4TM/WP5/5.6/Open%20Inno%20UBG



3.3 Report from UNS

Data about Higher education institution where Open Innovation campaign has been conducted:

The full name of HEI	University of Novi Sad
Short name	UNS

Information about challenge:

The title of challenge	Orthopedic medical device based on laser beam
Name of company initiated the challenge	CAM Engineering
Short description of challenge	It is necessary to develop device and method for precise determination of the position of the hole in medical stick, which is inserted into broken bone as a fixator, with the aim to fix and support faster curing of broken bone (usually at lag)

Students' teams participating in the open innovation campaign:

No.	Name of the students' team	Faculty/University
1.	Fixator	Faculty of Technical Sciences, University of Novi Sad
2.		
3.		
4.		
5.		

Composition of the students' team which solution has been selected as the most appropriate by the company:

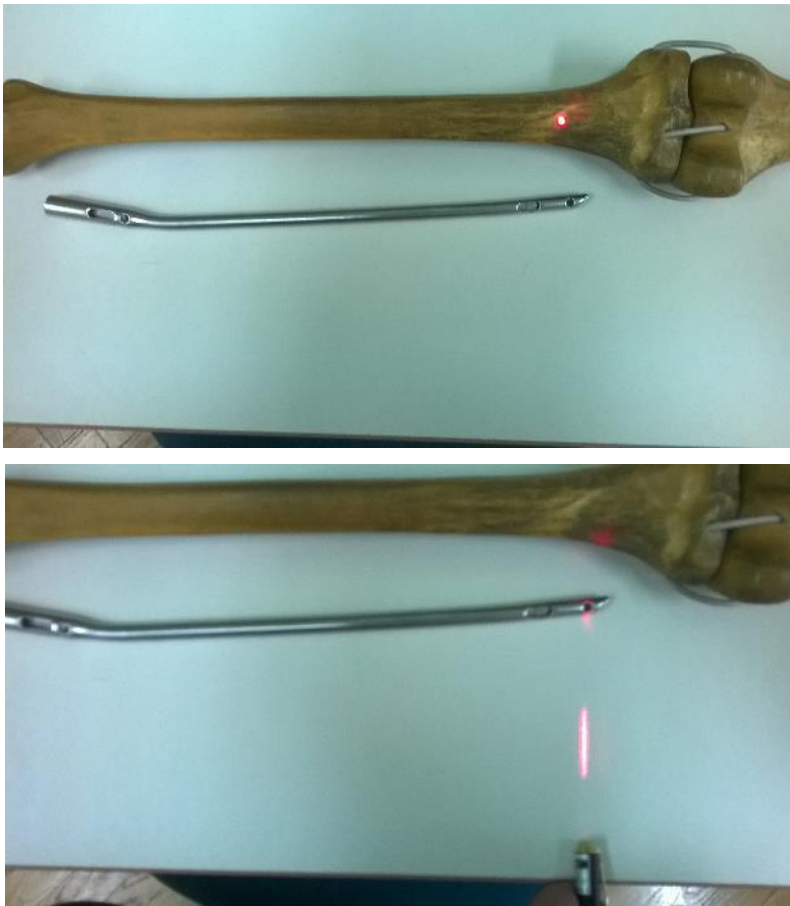
Name of the students team	<i>Fixator</i>
Number of the members of the team	2

No.	Members of the team (name and surname)	Email
1.	Tijana Kojić	tijana_koyote@hotmail.com
2.	Dejan Krstić	dejankrstic@hotmail.com



3.		
4.		

Description of the suggested solution by this students' team

Title of the solution	Parallel laser beam
Detailed description (up to 1500 characters)	It is very challenging task to provide exact position of the hole for fixations of metal rod (stick) which are used in orthopedy which are inserted in the middle of the broken bone. Our solution is to create one parallel rod with laser beam mounted on that rod which lightened the exact hole position and doctor can put the screw and to make fix position of the rod. This is completely new and innovative solution on the market.
Illustrations of the solution (up to 2 photos)	 <p>The top photograph shows a metal rod with a laser beam attached, positioned over a bone model. The laser beam is directed at a specific point on the bone. The bottom photograph shows the same setup from a different angle, highlighting the laser beam's position relative to the bone model.</p>

Additional information:

Long-term collaboration possibility (type)	Temporary engagement
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Photos from
public
presentation of
solutions (if
applicable)





3.4 Report from SUNP

Data about Higher education institution where Open Innovation campaign has been conducted:

The full name of HEI	State University of Novi Pazar
Short name	SUNP

Information about challenge:

The title of challenge	Novi Pazar City Model
Name of company initiated the challenge	Tourist organisation of Novi Pazar
Short description of challenge	Model of the old city centre with emphasis on important landmarks. Model is prepared for tourism fair in Belgrade and it is part of overall presentation of Novi Pazar.

Students' teams participating in the open innovation campaign:

No.	Name of the students' team	Faculty/University
1.	Ilma Mahmutović	State University of Novi Pazar
2.	Berna Batilović	State University of Novi Pazar
3.	Edina Hamidović	State University of Novi Pazar
4.	Belma Župić	State University of Novi Pazar
5.	Emina Ganić	State University of Novi Pazar
6.	Elmedin Karišik	State University of Novi Pazar
7.	Tarik Kurtagić	State University of Novi Pazar
8.	Sanel Husović	State University of Novi Pazar



Composition of the students' team which solution has been selected as the most appropriate by the company:

Name of the students team	<i>SP Arhitektura</i>
Number of the members of the team	<i>8</i>

No.	Members of the team (name and surname)	Email
1.	Ilma Mahmutović	
2.	Berna Batilović	<i>bbatilovic5@gmail.com</i>
3.	Edina Hamidović	
4.	Belma Župić	<i>zupicbelma98@gmail.com</i>
5.	Emina Ganić	
6.	Elmedin Karišik	
7.	Tarik Kurtagić	
8.	Sanel Husović	

Description of the suggested solution by this students' team

Title of the solution	Model of the Novi Pazar City Centre
Detailed description (up to 1500 characters)	Model is developed for the presentation need of Tourist organisation of Novi Pazar. Model of the centre is done in 1:1500 ratio and dimensions of the model are 200x150 cm. All historical monuments and other PoI in center are carefully presented and bar codes are added to each important PoI with detailed informations about each. Model was completed in 21 days, students spend 210 working hours in development of this solution.



Illustrations of the solution (up to 2 photos)



Additional information:



Long-term collaboration possibility (type)	This collaboration establish SUNP as reliable partner to local public utility companies. University will continue cooperation in promoting projects of wider social importance. This project also promote students of the University and sets of knowledges acquired on University.
Photos from public presentation of solutions (if applicable)	



3.5 Reports from BMU

3.5.1 The first report

Data about Higher education institution where Open Innovation campaign has been conducted:

The full name of HEI	Belgrade Metropolitan University
Short name	BMU

Information about challenge:

The title of challenge	"Girls Can Code"
Name of company initiated the challenge	International Girls in ICT Day backed by all ITU Member States in ITU Plenipotentiary Resolution 70 (Rev. Busan, 2014)
Short description of the challenge	International Girls in ICT Day, an initiative backed by all ITU Member States in ITU Plenipotentiary Resolution 70 (Rev. Dubai, 2018), aims to encourage and empower girls and young women to consider studies and careers in the growing field of ICTs, enabling both girls and technology companies to reap the benefits of greater female participation in the ICT sector. The aim of the challenge was to design an IT solution that will encourage girls and solve existing problems in the community that women around the world are dealing with.

Students' teams participating in the open innovation campaign:

No.	Name of the students' team	Faculty/University
1.	Diva Code	Belgrade Metropolitan University
2.	NDAD	Belgrade Metropolitan University
3.	Goals Diggers	Faculty of Organisational Sciences, Faculty of Mathematics, ITS
4.		
5.		

Composition of the students' team which solution has been selected as the most appropriate by the company:

Name of the students team	<i>Diva Code</i>
Number of the members of the team	3

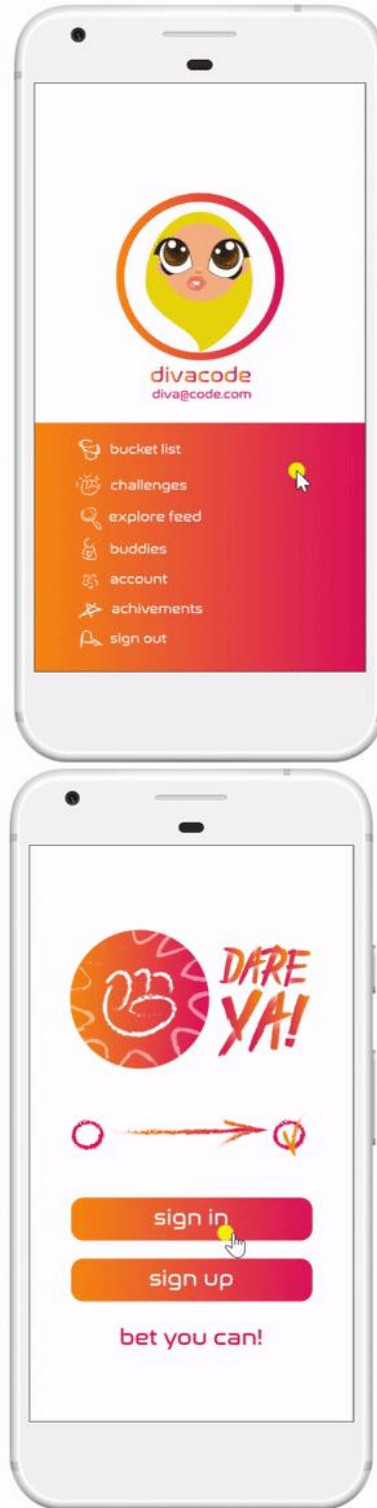


No.	Members of the team (name and surname)	Email
1.	Ljubica Cvetković	ljubica.cvetkovic.3029@metropolitan.ac.rs
2.	Ajla Džeković	ajla.dzerkovic.2470@metropolitan.ac.rs
3.	Petra Ćirić	petra.ciric.3391@metropolitan.ac.rs
4.		

Description of the suggested solution by this students' team

Title of the solution	
DARE YA!	
Detailed description (up to 1500 characters)	<p>Different researches show that enterprises with women in managerial positions are more profitable, women have higher degrees of education than men and achieve greater success than men in school. But women are prone to underestimation of their capabilities, give up solving complex tasks when they are not sure they have 100% of the required competencies, they do not hope to get prestigious job and are expected to be paid less than men for the same amount of dedication. When they fail to perform the task, women blame themselves for their poor performances rather than say that the task was tough.</p> <p>In order to fully realize their potential, women must build three elements - face failure, take the risk and persevere in their intentions. Diva Code's application DARE YA! enables that.</p> <p>DARE YA! is an application that challenges girls and young women to get out of their comfort zone, to confront their fears and thus overcome the boundaries that they have set by themselves and those that were set by society. By using the application, girls and young women get a chance to, through the acquisition of new skills, prove themselves and others that they CAN do it.</p> <p>The application is designed to call for action and motivate girls and young women to learn and improve their own skills through challenges. It also contains the moment of gamification and notifications that maintain a connection with users and provides the ability to track progress that affects the motivation for using the applications.</p>

Illustrations of the
solution (up to 2
photos)



Additional information:

Long-term
collaboration
possibility (type)

Realization of described idea or founding start-up company, working on new challenges, new competitions, potential collaboration with companies, etc.

Photos from
public
presentation of
solutions (if
applicable)



3.5.2 The second report

Data about Higher education institution where Open Innovation campaign has been conducted:

The full name of HEI	Belgrade Metropolitan University
Short name	BMU

Information about challenge:

The title of challenge	Global Game Jam 2019
Name of company initiated the challenge	Global Game Jam, Inc



Short description of the challenge	<p>The Global Game Jam® (GGJ) is the world's largest game jam event (game creation) taking place around the world at physical locations. It is a hackathon focused on game development, all condensed into a 48 hour development cycle. The GGJ encourages people with all kinds of backgrounds to participate and contribute to this global spread of game development and creativity.</p> <p>The aim of 2019's challenge was to create a game on the topic "What Home Means To You".</p> <p>The winners of the challenge were high school students that were awarded with 1000 euros scholarship for the first year of studies at BMU.</p>
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Students' teams participating in the open innovation campaign:



No.	Name of the students' team	Faculty/University
1.	Good Fellas	/
2.	Magma	SS " Bora Stankovic"
3.	Programeri u pokušaju	/
4.	IQOverflow	/
5.	Nešto originalno	/
6.	Forsiraj	/
7.	UL	/

Composition of the students' team which solution has been selected as the most appropriate by the company:

Name of the students team	<i>Magma</i>
Number of the members of the team	<i>4</i>

No.	Members of the team (name and surname)	Email
1.	Bogdan Mitrović	bogdanmitrovic17102001@gmail.com
2.	Dušan Mitrović	dusanmitrovic2001@gmail.com
3.	Luka Ivković	lukadev10@gmail.com
4.	Bogdan Micić	bogdanmicic0307@gmail.com

Description of the suggested solution by this students' team

<p>Title of the solution</p>	<p>Apollo 2019</p>
<p>Detailed description (up to 1500 characters)</p>	<p>The theme of this years' challenge was "What does your home mean to you?". Thus, the contestants made the following solution.</p> <p>The computer game Apollo 2019 was inspired by the board game "Sorry". The main character of this game is a figurine who is looking for his home. He goes from planet to planet, searching for his own birthplace and passes through various obstacles. A lot of obstacles await the protagonist in his adventure (holes in which he can fall, enemies who want to kill him, teleportations, etc.). On every planet, find another figurine from the game "Do not be angry with the man" until there is a total of 16, 4 of each color in time. Then he comes to the Game Jam planet where he actually sees that his home is where people are like him and that it does not matter where his whole family is there.</p> <p>Further information about the game you can find on the following link: https://globalgamejam.org/2019/games/apollo-2019 .</p>
<p>Illustrations of the solution (up to 2 photos)</p>	 

Additional information:

<p>Long-term collaboration possibility (type)</p>	<p>Developing of the game, founding start-up company, working on new games, new competitions, potential collaboration with game companies, etc.</p>
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Photos from
public
presentation of
solutions (if
applicable)





3.5.3 The third report

Data about Higher education institution where Open Innovation campaign has been conducted:

The full name of HEI	Belgrade Metropolitan University
Short name	BMU

Information about challenge:

The title of challenge	Global Game Jam 2018
Name of company initiated the challenge	Global Game Jam, Inc
	<p>The Global Game Jam® (GGJ) is the world's largest game jam event (game creation) taking place around the world at physical locations. It is a hackathon focused on game development, all condensed into a 48 hour development cycle. The GGJ encourages people with all kinds of backgrounds to participate and contribute to this global spread of game development and creativity.</p> <p>The aim of 2018's challenge was to create a game on the topic "Transmission".</p> <p>The winners of the challenge were high school students that were awarded with 30% discount on scholarship for Bachelor's studies at BMU.</p>

Students' teams participating in the open innovation campaign:

No.	Name of the students' team	Faculty/University
1.	Tigrovi	/
2.	Shocked	/
3.	Chroma	/
4.	Tesla Tower Taxi	/
5.	Worthy	/
6.	Trapsmission	/

Composition of the students' team which solution has been selected as the most appropriate by the company:

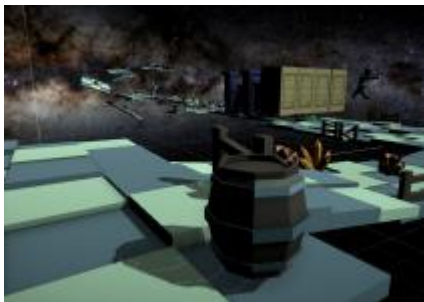
Name of the students team	<i>Tigrovi</i>
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Number of the members of the team	4
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No.	Members of the team (name and surname)	Email
1.	Srđan Jokić	Keyboardmasherz@gmail.com
2.	Marko Stevanović	marko.stevanovic99@gmail.com
3.	Dimitrije Vranić	disasterdon@outlook.com
4.	Maksim Jovović	jovovicmaksim@yahoo.com

Description of the suggested solution by this students' team

Title of the solution	Umash
Detailed description (up to 1500 characters)	<p>With the theme of Global Gam Jam 2018 – “Transmission”, came the solution “Umash”. “Umash” is a game about two brothers stuck inside a single soul. Through the power of love and commitment, brothers have to prove that by sticking together you can overcome any challenge.</p> <p>Further information about the game you can find on the following link: https://globalgamejam.org/2018/games/umash</p>
Illustrations of the solution (up to 2 photos)	

Additional information:

Long-term collaboration possibility (type)	Developing of the game, founding start-up company, working on new games and new competitions (hackathons), potential collaboration with game companies, etc.
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Photos from
public
presentation of
solutions (if
applicable)





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