

## **Top Prize – Excitera Innovation Challenge's (EIC) “The Best New Mobile Service” competition**

Sriram Krishnan, an Electrical Engineering Year 4 student, currently at the NUS Overseas College in Stockholm recently won the inaugural Excitera Innovation Challenge's (EIC) “The Best New Mobile Service” competition. Together with his team mates, David Haddad and Micheal Frantzen, from the Royal Institute of Technology, they managed to survive through three rounds of idea screening, innovation plan writing and elevator pitching and win the top prize from a total of around 70 participating groups.

EIC is a competition aiming to increase the interest in entrepreneurship among students, and to bring together students and researchers to work on the commercialization of research results. EIC is organized and run by students from the Royal Institute of Technology (KTH) and invited students from all of Sweden to participate.

Sriram's team, Attention! won the following:

- 1) 75,000 Swedish Kronor in cash
- 2) 100,000 Swedish Kronor in ear-marked cash for founding a company
- 3) An offer to join incubator iQube
- 4) Free telecom infrastructure from Telenor during company's first six months of existence

“We want to encourage students to find good mobile services to develop into exciting new companies”, says Michael C. Bergman, the jury chairman and manager at Telenor New Business. “Attention!” clearly showed the innovation power within the Swedish student community.

All three students have different backgrounds and studied in different programs. They all met at the Hej! 2007 web technology conference which Sriram co-organised couple of months ago in Stockholm.

Their service makes it possible for mobile users to find information that other users left behind on physical locations. The mobile will for instance alert when the user passes a restaurant that a friend has recommended by leaving a text message, or if the tourist authority is giving tips on interesting sights in the close vicinity to the user. Through having users leaving text messages for their friends or clients at specific locations the networked users collectively build a knowledge database for these locations, just as a web based wiki.



