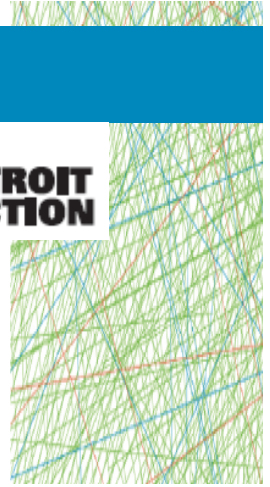


## Innovation Competition Invitation



The vehicle industry has had a long development process for new innovations – often implemented in accelerated manner only through pressure from regulatory agencies.

It currently is under tremendous pressure from a fuel economy and emissions standpoint, combined with major changes in product mix and external economic pressures on financing (both for customers and for companies).

At the same time, new inventors and innovative young companies are having a difficult time getting the attention of the Tier 1 and OE engineering community in order to communicate the value of their products and services.

The SAE Detroit Chapter, teaming with MIT Enterprise Forum, is taking the opportunity to let some of these new companies describe their solutions to industry problems in an evening technical session on December 8<sup>th</sup> of this year at the SAE Automotive Headquarters on the 16<sup>th</sup> floor of the Top of Troy Building.

The event will be sponsored by Nagano Keiki Group, <http://www.s3cinc.com/>, a leading sensor innovator for automotive and industrial applications, beginning with a reception at 5:30 pm, followed by presentations by the 4 competition finalists, who will have been pre-screened by MIT Enterprise Forum for soundness of Business Plan and by the SAE Detroit Section for soundness of their Technical Value Proposition for the mobility industry.

Learn how to compete by going to either:

SAE Detroit Section Website at: <https://www.sae-detroit.org/events.aspx#December>

Or the MIT Enterprise Forum Site at: <http://www.mitgreatlakes.org>

Fill out the application form and send it back as indicated.

Be prepared for a 15 minute presentation on your Technical Value Proposition on 8 November 8th at the SAE Detroit Section Headquarters in Farmington Hills. Based on initial application screening acceptance you will be invited to participate in the morning, with ability to support remote webex participation.

Work on a refined version of that Technical Presentation before a Panel of Judges at the December 8<sup>th</sup> event.

The overall winner will receive a free full day consulting session with AutoTech Technology Development, one of the premier advisory groups for new technology market development to prepare for at least two qualified customer opportunities. AutoTech is part of the KenMar group, <http://www.ekenmar.com/index.htm>, with over 40 years of success in getting new products to the automotive and mobility market.

Register to attend this fascinating event at the SAE Detroit Section Website at:

<https://www.sae-detroit.org/eventreg.aspx?id=82>

SAE Members: \$20, Non-SAE Members: \$25, and SAE Student: \$10. For more info you can also call +1(248)324-4445. We look forward to a fascinating evening which we hope to make an annual event.

Event Sponsor Logo:



A Nagano Keiki Group Company

Hotlink: <http://www.s3cinc.com/>

In Kind Sponsor:



Hotlink: <http://www.ekenmar.com/index.htm>

Event Lead Collaboration Partner Logos:



Hotlink: <http://www.mitgreatlakes.org>



Hotlink: <http://www.sae-detroit.org>

Event Partners:



Hotlink: <http://www.automationalley.org>



Hotlink: [www.gleq.org](http://www.gleq.org)