

# WHAT IF YOU COULD WIN A NATIONAL GEOGRAPHIC ADVENTURE?

## Shell Ideas360



**Shell Ideas360** is more than a global competition that connects students to develop ideas that tackle the pressures on the world's Food, Water and Energy resources. It's an exciting journey of learning and discovery.

Collaborate with like-minded innovators and connect with Shell experts and mentors to expand your horizons.

The winning team will win a once-in-a-lifetime opportunity to explore the world on a **National Geographic Adventure**.

### What if... your idea could change the world?

Register and submit your idea now at [www.shellideas360.com](http://www.shellideas360.com)

#### STAGE 1: FORMULATE →

- Register online
- Explore the online community
- Introductory webinars

#### STAGE 2: DEVELOP →

- Selected ideas will access:
- A designated mentor
  - Expert webinars support to further develop idea
  - Leadership & business skills training to enhance your career

#### STAGE 3: PITCH

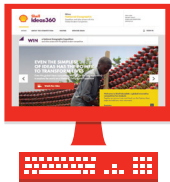
- Finalist teams receive:
- A trip to the Netherlands
  - 3 days intensive coaching
  - Opportunity to pitch ideas to senior Shell executives, innovators and industry leaders



# IT'S MORE THAN A GLOBAL IDEAS COMPETITION, IT'S CHANGING THE WORLD ONE IDEA AT A TIME.

Shell  
Ideas360

Register at  
[www.shellideas360.com](http://www.shellideas360.com)



Join our online community of innovators as an individual or a team of up to three people.



## LEARN AND DISCOVER AT EVERY STAGE

### FORMULATE idea

- Discovery
- Learning



### LEARN AND BE INSPIRED

You can submit your idea, access webinars and explore online communities to shape your idea before submission.

### WEBINAR THEMES INCLUDE:

- Innovation
- Strategy
- Personal Development
- Business & Leadership
- and more...

### DEVELOP idea

- Mentoring
- Coaching



### CONNECT TO THE EXPERTS

Connect with a Shell mentor and experts to access business skills webinars.

### PITCH idea

- Training
- Senior support



### REFINE YOUR SKILLS

Make your idea pitch perfect with training, insight and support from senior Shell experts and gain exclusive access to Shell Eco Marathon and Powering Progress Together forum in Rotterdam.

Win a once-in-a-lifetime trip on a **National Geographic Adventure**

NATIONAL GEOGRAPHIC  
**ADVENTURES**

## 2014 WINNERS

Business, Engineering and Film Students – McGill University and the University of Concordia

**“The opportunity of having an experienced professional mentor to support us to develop our idea was invaluable.”**  
2014 winners

**“It’s amazing to see the effort that Shell has put into this competition – it shows the importance Shell gives to student ideas.”**  
2014 finalists

## BUT THE JOURNEY DOESN'T END THERE...

All ideas submitted to Shell Ideas360 have the chance to be considered by the GameChanger, our innovation incubator.

And with the connections made through the journey, ideas in the competition have received interest from external industry backers too. So there are lots of opportunities to see your idea become reality.



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