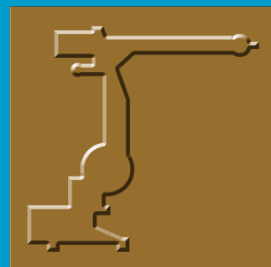


CALL FOR APPLICATION



IERA AWARD.

Innovation and Entrepreneurship in Robotics and Automation

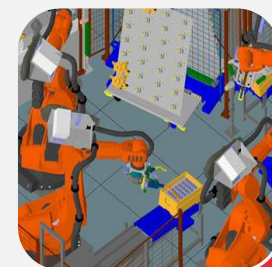
2025

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IEEE/IFR INNOVATION & ENTREPRENEURSHIP AWARD

FOR OUTSTANDING ACHIEVEMENTS IN COMMERCIALIZING INNOVATIVE ROBOTICS AND AUTOMATION TECHNOLOGY



Winner 2008:
Daimler Assembly 21



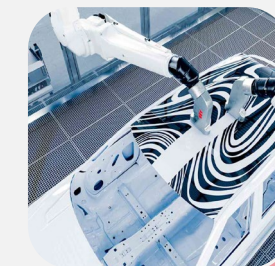
Winner 2011:
Aldebaran NAO



Winner 2012:
Universal Robots' UR5

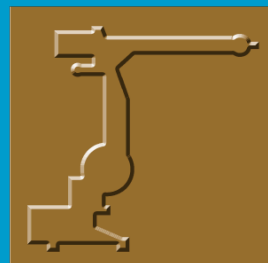


Winner 2019:
Blue Ocean Robotics' UVD Robot



Winner 2021:
ABB Pixelpaint

ANNOUNCEMENT



IERA AWARD.

Innovation and Entrepreneurship in Robotics and Automation

2025

WHO SHOULD APPLY?

The purpose of this award is to **highlight and honor the achievements of the inventors with value creating ideas and entrepreneurs who propel those ideas into world-class products.** This is a key element to the continuing success of robotics and automation today. **Active infusion of innovation and entrepreneurship into technological advancement** is regarded critical at this juncture to strengthen a healthy balance between research and practice as well as a healthy growth of industrial and commercial sectors in robotics and automation.

In a joint event the IEEE Robotics and Automation Society and the International Federation of Robotics will therefore recognize and honor **outstanding personal achievements of entrepreneurs in the commercialization of innovative robotic and automation technology.**

These achievements will be recognized in a specially organized [IEEE/IFR Joint Forum on Innovation and Entrepreneurship in Robotics and Automation](#), which is being held in conjunction with the [International Symposium on Robotics ISR](#) at [Robot World](#) from **November 5 to 8, 2025 at KINTEX, Korea.**

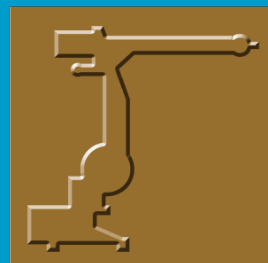
The selected finalists will have the opportunity to present their story of the genesis of a successful innovative product in robotics and automation from its very inception to the final state of commercialization in a series of plenary lectures. The ultimate winner will be chosen by an evaluation board consisting of distinguished individuals from industry and academia.

A certificate will be awarded to each finalist and prestigious plaque and a US\$ 2,000 prize will be awarded to the winner.

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APPLICATIONS



IERA AWARD.

Innovation and Entrepreneurship in Robotics and Automation

2025

HOW TO APPLY?

Applications should describe the original work that already has been translated into a commercial success (which can be bought or ordered).

The application must include statements regarding:

- description of the innovation/product/application novelty/uniqueness of the product
- sustained competitive advantage
- stages of the product genesis
- market analysis, economic viability and pathway for commercialization (ideally including business plan and KPI's)
- current and future impact on and relevance to industry
- name of the recipient of the price (this is a personal award)

Applications should not exceed a maximum length of 5 pages. Product descriptions and public relation material will not be accepted as an application. References and links to online material are permitted.

SUBMISSION OF APPLICATIONS

Please send as PDF document (< 10 MB) no later than May 31st, 2025 either to secretariat@ifr.org or to RAS@ieee.org.

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FINAL AT



**November
5 to 8, 2025**