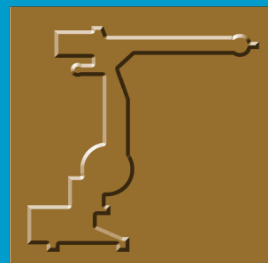


# CALL FOR APPLICATION



## IERA AWARD.

Innovation and Entrepreneurship in Robotics and Automation

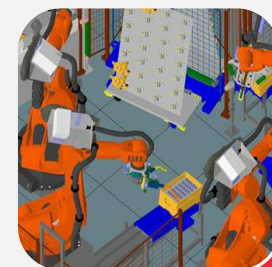
# 2025

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## IEEE/IFR INNOVATION & ENTREPRENEURSHIP AWARD

### FOR OUTSTANDING ACHIEVEMENTS IN COMMERCIALIZING INNOVATIVE ROBOTICS AND AUTOMATION TECHNOLOGY



**Winner 2008:**  
Daimler Assembly 21



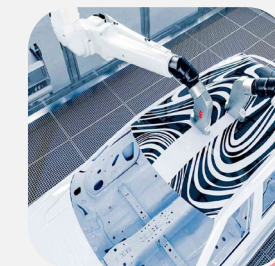
**Winner 2011:**  
Aldebaran NAO



**Winner 2012:**  
Universal Robots' UR5

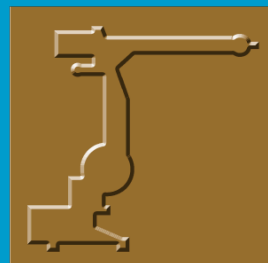


**Winner 2019:**  
Blue Ocean Robotics' UVD Robot



**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](#) on **November 6, 2025**, which is being held in conjunction with the [International Symposium on Robotics ISR](#) at [Robot World](#) from **November 5 to 6, 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.

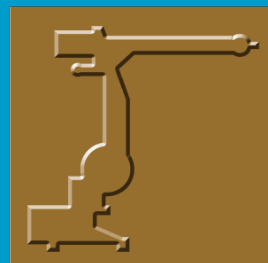
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**A certificate will be awarded to each finalist and prestigious plaque and a US\$ 2,000 prize will be awarded to the winner.**

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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.

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## SUBMISSION OF APPLICATIONS

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

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**FINAL AT**



**on  
November 6, 2025**

