

Call for Applications IERA Award 2021

IEEE/IFR Innovation & Entrepreneurship Award

for Outstanding Achievements
in Commercializing Innovative Robot and Automation Technology

in conjunction with



**IEEE/IFR Joint Forum on
Innovation and Entrepreneurship in
Robotics and Automation (IERA)**
June 2021

co-located with



May 30 to June 5, 2021

Xi'an International Convention
and Exhibition Center
Xi'an, China

sponsoring organizations



www.ieee-ras.org



www.ifr.org

Deadline for applications: February 28, 2021

<http://www.ieee-ras.org/awards-recognition/society-awards/>

Announcement

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 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 Conference on Robotics and Automation ICRA. **The ICRA 2021 will be held in a hybrid format, including both on-site and cloud meetings.** 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 prestigious plaque will be awarded to each finalist and a US\$ 2,000 prize will be awarded to the winner.

Applications should describe the original work that has been translated into a commercial success. 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
- current and future impact on and relevance to industry

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 (< 6 MB) no later than February 28, 2021 either to secretariat@ifr.org or to RAS@ieee.org.

Schedule

2021-02-28	Submission of applications
2021-03-15	Evaluation of applications and selection and notification of finalists
2021-06-02	Plenary lectures of the finalists and selection of the winner at the IEEE/IFR Joint Forum on Innovation and Entrepreneurship in Robotics and Automation
2021-06-04	IERA Award Presentation

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