

## IDEATION PITCHING STAGE

Welcome to the Colloquium Ideation Pitching Info Pack! With the help of this extensive guide, you can create your own proposal to enter the ideation pitching stage. To initiate the ideation pitching stage, select your preferred area of interest from:

**1. Injury Risk Management:**

To ensure the safety and performance of athletes.

**2. Recovery Strategies:**

To maximize recovery and performance after performing strenuous activities during training and competition.

**3. Performance and Development:**

To advance and achieve long-term success in training and ongoing assessment from an innovation or technology.

### Who may enter the contest?

1. Local university and institute academy students and lectures
2. The participants should consist of students (1-4) and one supervisor (1 lecturer).
3. A variety of three pillars are available for the team to select.
4. Various disciplines of study can join this event, including:
  - Sports Science
  - Sports Medicine
  - Exercise Physiology
  - Biomechanics
  - Coaching and Sports Management
  - Physical Therapy and Rehabilitation
  - Athlete Development
  - Engineering

### Why you need to enter the contest

The winner team will be eligible to receive some attractive rewards. The top three winners will each walk away with a jaw-dropping **RM1,000!** But that's not all - for those who truly excel and meet the requirements, there's an opportunity to take your research to the next level with collaboration with ISN. Talk about a game-changer!

### Guidelines of the proposal of the idea pitching:

**Select your idea of pitching:** Choose the pitching aspect that aligns with your goals and needs. Please write your pitching interest topic as below.

- **The title**
  - *Catchy Title*
- **Background Team**
  - *Describe the background of a team member in writing, for instance: name of member involves, professional experience, education and training, specialized skills, collaborative approach, notable achievements or etc.*
- **Focused Challenge Context** (150 words)
  - *Identify a specific problem or challenge that is currently unaddressed or inadequately addressed. Explain why this challenge is significant and deserves attention, outlining its implications in particular for the sports sector.*
- **Target Population and Impact** (150 words)
  - *Explain how addressing the specific challenge will benefit this group in both short and long term.*
- **Innovation (novelty)** (100 words)
  - *Demonstrate the original approach. Compared to existing options, show how your concept is better.*
- **Implementation Feasibility (Potential for Scale-Up/Replication)** (100 words)
  - *Consider the feasibility of your plan. Resources, stakeholders, and guidelines should be considered. Discuss scaling or replicating the solution in other settings or regions.*
- **Overall Idea Description** (500 words)
  - *Give a detailed summary of your solution to handle the focused challenge for the target population. Include essential characteristics and functions of your solution, implementation stages, expected outcomes, measurement and assessment methodologies, risks and mitigation strategies, a sustainability strategy, etc., to ensure innovation and feasibility.*

*\*Remember, the best pitchers are well-rounded. Feel free to explore your creativity and ideas to unlock your full potential on the mound. We wish all our presenters the very best of luck! Let's go out there and make history!*