



**CMR
UNIVERSITY**

Private University Estd in Karnataka State by Act No. 45 of 2013

BENGALURU

Challenge Brief

Your City : Reimagined

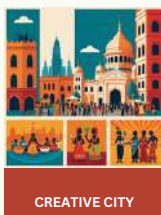
CAUSE 2025

CARE | COLLABORATE | CREATE

*A Global Open Innovation Challenge to unleash the
changemaker within you!*

Index

- **Purpose**
- **Why Participate?**
- **Who Can Participate?**
- **Competition Process**
- **Competition Timeline**
- **How to Participate ?**
- **Submission Requirements**
- **Judging criteria**
- **Shortlisted Teams: Next steps**
- **Frequently Asked Questions (FAQ)**
- **Contact Information**



Purpose.

WE BELIEVE EVERYONE HAS
THE POTENTIAL TO BE A
CHANGEMAKER!

Purpose

CMR University proudly presents **Cause 2025**, an open innovation challenge designed to inspire students worldwide to tackle real-world challenges through the transformative power of Design Thinking. Rooted in our mission to nurture **creative thinkers who drive positive global change**, this initiative empowers participants to create impactful solutions aligned with the **United Nations Sustainable Development Goals (UN SDGs)**.

At CMR University, we are committed to equipping students with 21st-century skills—creativity, empathy, critical thinking, and collaboration—enabling them to transform ideas into actions that matter.

Cause 2025 offers a platform for students to think beyond conventional boundaries, prototype bold solutions, and lead with purpose, all while addressing pressing global issues with innovative approaches.

This year's challenge draws inspiration from Bengaluru's recognition as the **World Design Protopolis** by the World Design Organisation. With a focus on leveraging design to enhance civic well-being and solve global challenges, **Cause 2025** invites changemakers to reimagine the future and create a meaningful impact.

Join us in Cause 2025 and be part of a movement where passion meets purpose, and ideas shape a sustainable future. Together, let's care, collaborate and create positive global change!

Purpose

Why Participate?

- **Showcase your problem-solving skills:** Put your creative and critical thinking to the test by tackling real-world urban challenges.
- **Opportunity to pitch to industry experts:** Present your solutions to a panel of distinguished experts and receive valuable feedback.
- **Networking with leaders in the field:** Connect with top professionals and thought leaders in Design Thinking, sustainability, and urban innovation.
- **Cash prizes** from a pool of over INR 1,30,000/USD 1500*: Win exciting cash prizes to support your future endeavors and projects.
- **Exclusive Changemakers Bootcamp:** Shortlisted teams will be invited to attend the Changemakers Bootcamp on 16th April to refine their solutions and gain hands-on experience in Design Thinking and innovation.

Who Can Participate?

- **The competition is open exclusively to Higher Education UG and PG students globally.**
- Teams must comprise a minimum of **2** and a maximum of **6** members.

*This competition is not open to working professionals or K-12 students.

Process

YOUR JOURNEY TOWARDS BEING A
CHANGEMAKER

Process

Step-by-Step Process for Participants in Cause 2025

1. Registration and Team Formation

- a. Register for Cause 2025 on the official competition portal.
- b. Form a team with 2 to 6 members. Ensure all team members are UG or PG students from higher education institutions.
- c. Submit your team details and contact information during the registration process.

2. Theme Selection

- a. Choose from one of the six themes of the competition:
 - i. **Sustainable City**
 - ii. **Creative City**
 - iii. **Enterprising City**
 - iv. **Building your City**
 - v. **Safe City**
 - vi. **Future Now City**
- b. Your team will focus on a real-world challenge within the selected theme.

3. Project Submission

- a. Work collaboratively to create a design proposal or solution based on your theme.
- b. Submit your proposal through the online portal, including all necessary documentation, sketches, and design ideas.
- c. Ensure your submission demonstrates the application of Design Thinking principles in addressing the urban challenge.

Process

4. Shortlisting

- a. After reviewing all submissions, shortlisted teams will be selected based on creativity, feasibility, and impact.
- b. These teams will be notified and invited to attend the Changemakers Bootcamp on 16th April.

5. Changemakers Bootcamp (for Shortlisted Teams)

- a. Attend the Changemakers Bootcamp on 16th April at the CMR University Lakeside Campus to refine your design, improve your pitch, and get expert mentoring.
- b. Collaborate with industry experts, mentors, and peers to enhance your ideas and prepare for the final presentation

6. Solution Showcase & Pitch at the Design Thinking Day

- a. On 17th April, shortlisted teams will showcase and pitch their refined solutions at the DT Day Finale.
- b. Present your solution to a distinguished panel of industry experts, entrepreneurs, and thought leaders.
- c. Teams will be evaluated based on the creativity, feasibility, and impact of their solution.

7. Winners Announcement and Prizes

- a. The top teams will be announced, and cash prizes will be awarded from a pool of INR 1,30,000/USD 1500*

8. Additionally, networking opportunities and recognition in the field of Design Thinking await the winners.

Process

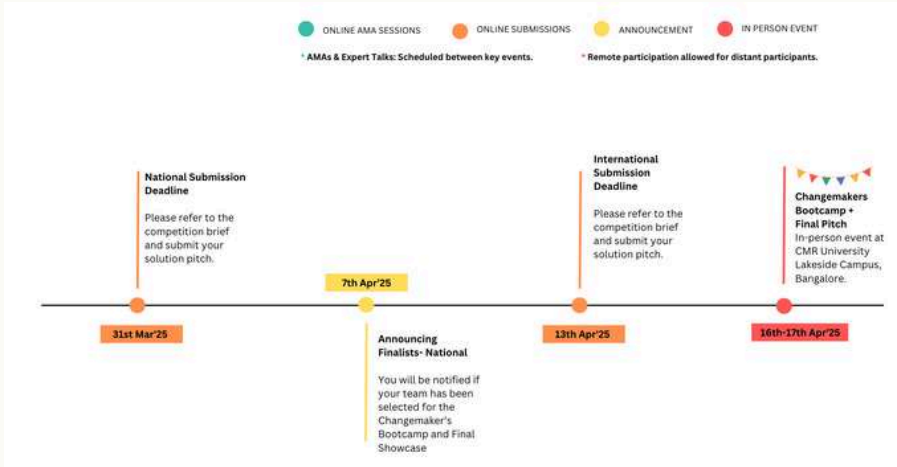
Note for International Participants:

Shortlisted international teams are required to submit their final project pitch in a video format. The submitted video will be evaluated by the judging panel, and the results will be communicated to the teams via email. More details on the same will be directly communicated to the shortlisted international teams via email.

Timeline.

YOUR JOURNEY FROM
REGISTRATION TO 16TH APRIL

Timeline



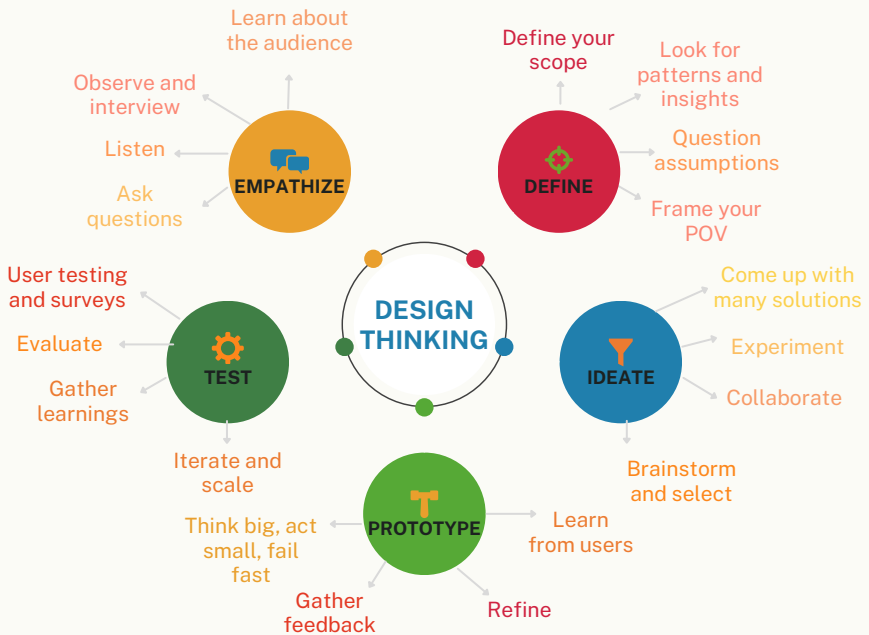
Event	Date	Day	Action/Process/guideline/Details
National Teams: Project Submission Deadline	31st Mar' 25	Monday	Submit your team's design proposal and solution based on the selected theme.
Announcing National Finalists	7th April	Monday	Shortlisted teams will be announced and invited to attend the bootcamp at CMRU to showcase their solutions. Remote teams will receive further instructions on their participation in the final round.
Expert Talks/ AMA Sessions Online	Scheduled in between key events	email and whatsapp notification will be sent	Join our Expert Talk & AMA session to prepare for the next stage of the competition and get your questions answered.
International Teams: Project Submission Deadline	13 th April	Sunday	Submit your team's design proposal and solution based on the selected theme.
Changemakers Bootcamp - Welcome and Orientation at CMRU Lakeside Campus	16th April	Wednesday	Attend the welcome and orientation session of the Changemakers Bootcamp.
Final Solution Showcase and Ground Zero	17th April	Thursday	Online (for remote participants) and In person Solution showcase of projects and final ground zero pitch.

HOW TO PARTICIPATE?

REGISTER BY 23RD MARCH 2025

Particip

We encourage teams to apply the Design Thinking Process while Problem Solving



PROBLEM FINDING.

THINK ABOUT WHAT YOU WOULD
LIKE TO SEE CHANGED.



SUSTAINABLE CITY



CREATIVE CITY



ENTERPRISING CITY



BUILD CITY



SAFE CITY



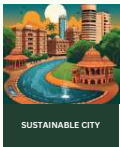
FUTURE NOW CITY

Problem



Problem Finding - Your City : Reimagined

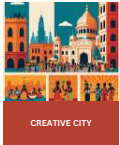
CAUSE 2025 explores the transformative power of design thinking in shaping the future of cities. Inspired by the World Design Protopolis (WDP)[™] themes from the World Design Organisation, the six focus areas align with the United Nations Sustainable Development Goals (UNSDGs), driving positive change and enhancing civic well-being. Pick a theme that you would like to explore in your city!



SUSTAINABLE CITY

SUSTAINABLE CITY

Explore solutions that address water conservation, waste management, clean energy, and environmental resilience. How can your design contribute to building a city that thrives sustainably, ensuring a healthier planet for future generations?



CREATIVE CITY

CREATIVE CITY

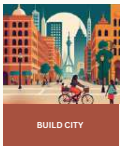
Celebrate the rich culture, heritage, and food of urban spaces through design. How can design integrate and elevate a city's artistic identity, traditions, and creative industries, fostering a dynamic and vibrant urban culture?



ENTERPRISING CITY

ENTERPRISING CITY

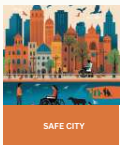
Develop ideas that leverage technology and entrepreneurship to drive economic growth. Focus on creating solutions for start-ups and circular enterprises that can transform the city's economy and promote sustainable business practices.



BUILD CITY

BUILDING YOUR CITY

Address infrastructure challenges and propose solutions for last-mile mobility. How can we build a city that is well-connected, inclusive, and accessible, enhancing both urban infrastructure and transportation systems?



SAFE CITY

SAFE CITY

Design for safety and well-being by focusing on the needs of vulnerable populations, including people with disabilities and non-human urban inhabitants. What innovations can make our city safer, more inclusive, and equitable for all?



FUTURE NOW CITY

FUTURE NOW CITY

Harness technology to shape the future of urban living and youth empowerment. How can design thinking drive technological solutions that improve education, foster innovation, and empower the next generation to lead the way in shaping their cities?

Problem

Empathize and Define

Based on the theme chosen, Think about what you would like to see changed in your city, community, or country. **Choose one of the following starting points to explore your problem:**

1. **Problem:** What problem are you trying to solve?
2. **Person/community:** Who is affected by this problem?
3. **Scenario/Context:** Describe the scenario/context of the problem
4. **Place:** Where is this problem occurring?

Consider the following factors while selecting your problem:

- **Access:** Ensure you can access the people and places involved in the problem for observation and interviews.
- **Interest and Commitment:** As a team, ensure you are deeply interested in the issue and committed to solving it.
- **UNSDG's :** What SDG's are you addressing through this project?
- **Bite-Sized Focus:** Zoom into a specific aspect of the problem, focusing on a clear and manageable area.

Primary Research

Carry out first-hand research by engaging with those affected by the problem. Observe the situation and conduct interviews to understand:

- What the problem is
- Where and why it happens
- Who is causing it
- Who is affected and how

Problem

Examples of Stakeholders:

migrants displacement
senior disability
persons schools lake bus security
housekeeping canteen students public
transport teachers government
energy commuters hostel vendors
animals waste citizens workers
construction college street
bbmp food

**the above are examples of stakeholders/ places/ people that you may have access to. You could pick from this list or come up with your own as a team.*

Secondary Research

Analyze existing resources and case studies to understand why the problem persists and why past solutions may have failed. Look for published data, newspaper articles, reports, or academic papers.

Here are some Design Thinking Tools to help you empathize and define your problem:

[EMPATHY MAP](#) | [JOURNEY MAP](#) | [STAKEHOLDER MAP](#) |



[5 WHY ANALYSIS](#) | [HOW MIGHT WE?](#)



Join our online sessions if you have any questions or need help with the process.

SOLUTION FINDING.

WHAT WOULD BE AN IDEAL OUTCOME?
HOW CAN WE GET THERE?

Solution

Ideate, Prototype and Test :

After defining the problem you want to solve, teams are encouraged to Ideate - Brainstorm ideas, Evaluate them, Prototype and Test your final solution to ensure that your solution is [Desirable, Viable and Feasible!](#) ✨

Your solution could be in the form of a product, service or experience- it could be physical or digital.

Evaluate, Prototype and Test

Click on the links to learn more about this process.

- [How to brainstorm?](#)
- [How to evaluate your idea\(s\)/market research? Desirable, Viable and Feasible!](#)
- [How to Prototype and Test?](#)

Create a paper prototype/ 2d prototype of how your idea(s) could come to life. It could be a product/ service or an experience- your prototype should clearly communicate your idea to the users.

1. **What is your plan to implement this idea?**
2. **Can the idea generate revenue or be self funded- would it need to be a funded pilot project in the early stages?**
3. **Please touch upon a few of these pointers.**
4. **What all resources you would need to bring this idea to life?**
5. **Can your idea scale? Will it have long-term sustainability?**
Think about how you would expand or modify the solution for broader impact.

SUBMISSION REQUIREMENTS.

HOW TO SUBMIT YOUR PITCH

Require

There are 2 Submission requirements.

1. **Presentation Document (PDF)**

- Showcase your problem-solving process in a well-structured presentation.
- Limit to **15 slides** with concise and impactful content.
- Keep it visually engaging—avoid text-heavy slides.
- This serves as a supporting document for your Pitch Video.

Format: Unique ID number_Theme name

Example: CAUSE2025#12345_Sustainable City

2. A **video** of your problem statement and solution as a **pitch** not exceeding 3 Minutes. (mp4 format/ landscape)

Your pitch must talk about

- The problem
- Your insights
- Your solution
- How is your solution addressing the problem?
- Your plan to implement the solution
- Upload your video on either Youtube/Vimeo/Google drive (please ensure that anyone with the link can view the video)

Format: CAUSE2025#Unique ID number_Theme Name

Example:CAUSE2025#12345_Sustainable City

- Copy the Video link and share it on the student dashboard after you login.

Criteria

Judging Criteria

Problem Statement	Problem is clearly defined, specific, and aligned with the chosen theme. Demonstrates in-depth research and understanding.
Insights from Research	Demonstrates excellent use of primary and secondary research, providing actionable insights into the problem.
Solution Ideation & Impact	Solution is innovative, addresses the problem effectively, and has a high potential for impact. Clearly articulated benefits.
Feasibility & Implementation Plan	Implementation plan is well thought-out, realistic, and detailed, covering resources, timeline, and execution strategy.
Presentation & Pitch Video	Presentation is engaging, concise, and clearly communicates the problem, insights, solution, and implementation plan. Pitch video is compelling and professional.

SHORLISTED TEAMS

JOIN THE CHANGEMAKERS
BOOTCAMP APRIL 16TH, 2025

SHOWCASE YOUR WORK ON
'DESIGN THINKING DAY' -
APRIL 17TH, 2025.

ONLINE AND IN PERSON



CMR MAIN CAMPUS BAGALUR.

Shortlisted

Shortlisted Teams: Next steps

1. Online Expert Talk / AMA Sessions.

- Join our Expert Talk & AMA session to prepare for the next stage of the competition and get your questions answered.

2. Solution Showcase: Poster Preparation

Before arriving at CMR University, teams must prepare a poster (it should fill a 3x4 ft board) showcasing their solution.

Poster Requirements:

- Content: Clearly communicate the problem, your insights, the solution, prototype, and its impact.
- Design: Ensure the poster is visually engaging and easy to understand.
- Purpose: This will be displayed during the Changemakers Bootcamp and serve as a key element in presenting your work.

3. Arrival at CMR University



Date: April 15th, 2025 (Tuesday)



Location: CMR University, Lakeside Campus

- Arrive and get ready for an immersive experience filled with collaboration and learning.

4. Changemakers Bootcamp



Date: April 16th, 2025 (Wednesday)



Location: CMR University, Lakeside Campus

Workshops:

- Solution Impact Workshop and Pitching Workshop with Mentors
- Teams will showcase their prepared posters as part of the bootcamp activities.

Shortlisted

5. Prepare for Final Showcase

- Submit your **final presentation and prepare for your final pitch.**
- Ensure your submissions are concise, clear, and impactful.

6. Ground Zero: The Finale



Date: April 17th, 2025 (Friday)



Event: Design Thinking Day – Ground Zero

- **Categories:**
 - National Teams
 - International Teams
 - CMR University Teams
- **Pitch your solutions** to a distinguished panel of judges and showcase your poster as part of the event.
- Compete for recognition, prizes, and the coveted changemaker title.

Important Notes

- **Poster Preparation:** Ensure your poster is ready before arrival. It will play a critical role during the Bootcamp, Solution Showcase, and finale.
- **Stay Updated:** Watch your email and the student dashboard for detailed guidelines and updates.

We are excited to see your creativity and innovation in action. Let's make Cause 2025 a groundbreaking success! 🌟

AWARDS.

A PRIZE POOL OF OVER
INR 1,30,000 OR USD 1500

Awards

Winners stand a chance to win from a prize pool of over INR 1,30,000 or USD 1500 in the following categories,

CAUSE CHANGEMAKERS AWARD - NATIONAL
CAUSE CHANGEMAKERS AWARD - INTERNATIONAL
CAUSE CHANGEMAKERS AWARD - CMR UNIVERSITY

All Shortlisted Teams for the Changemaker Bootcamp will also receive a Certificate of Recognition

FAQ's

ANSWER TO ALMOST ALL OF YOUR
QUESTIONS

QnA

1. What will we get if we win?

A cash prize from a pool of over Rs. 1,30,000 / USD 1500* to be won.

2. Will I get a certificate for participation?

Yes, every team shortlisted for the final showcase will receive a participation certificate.

3. How many projects will be selected for the final showcase?

This will be decided by CMR University based on the No. of Registrations

4. Can I participate as an individual?

We are sorry, the competition is only for groups. Collaboration is a vital component of Design Thinking, and we expect it to be reflected in your projects. A minimum of 2 members and a maximum of 6 members per team are required.

5. Can we submit multiple projects?

No, only one project will be accepted per team.

6. I don't know anything about the Design Thinking Process. Can I still apply?

We believe the Design Thinking Process is innate to human beings, and we are open to all applications. To learn more about Design Thinking, please refer to the brief.

7. What about intellectual property rights?

All intellectual property rights of the applicants are retained by the applicants throughout their time working at CMR CAUSE 2025. By submitting a solution to one of our challenges, you still keep your intellectual property rights.

QnA

8. Can I join another team after registering?

We recommend thinking carefully before joining another team, as this may disrupt the team dynamics. However, we have provided the option to add/remove team members (except for the primary member) until the last date of registration, March 23, 2025, on your user dashboard once you sign up.

9. Is the competition physical or virtual?

The first round will be an online submission. For the Bootcamp and showcase on April 16th and 17th, 2025, we recommend participants from South India attend in person at CMRU, Bagalur Campus. Virtual participation is available for those unable to travel. International participants can join virtually.

10. Do I have to pay for participating in CMR CAUSE?

No, there is no application fee for participating in the Cause Challenge.

11. Will CMRU reimburse any costs incurred in creating my project?

Participants are responsible for their projects, and there will be no reimbursement for any costs incurred by participants.

12. Can we submit multiple projects?

Each team can submit only one project.

13. How will I receive my cash prize if I win?

After verifying your ID/Student ID, the cash prize will be granted. The mode of the transaction will be informed.

14. What happens if there is plagiarism?

Plagiarism will be checked. Any violation of state/national laws will result in immediate disqualification. CMR University reserves the right to cancel or modify the rules of the event without prior notice. The university's decision will be final regarding awards, prizes, and disputes.

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Your City : Reimagined



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CLICK HERE TO REGISTER



<https://www.cmr.edu.in/design-thinking-day>

For any details and information, simply drop a mail at:

design.thinking@cmr.edu.in

STAY UPDATED

