



REQUEST #GC0300321 Nike Ease Challenge

RESPONSE DUE DATE: **December 15, 2016**

QUESTIONS? Visit us at:
www.NikeEaseChallenge.com

Call-To-Action

Design a new, innovative footwear solution that provides a more hands-free design and helps athletes of all abilities to more easily put on, secure and take off their shoes.

Overview

Nike is calling all designers, engineers, makers, and innovators who have a passion for innovation and desire to remove barriers for all athletes. Driven by its competitive spirit, Nike is committed to doing the seemingly impossible for its athletes. As part of its innovation culture, Nike is inviting others to design solutions that will advance footwear in a way that enable athletes at all levels to live more active and independent lives.

Timeline

December 15, 2016: Submission deadline (Nike reserves the right to review only the first 500 qualified submissions).

January 2017: Up to 15 innovators will be invited to prototype their design/technology.

March 2017 – April 2017: Three finalists will be invited to Nike World Headquarters to present and compete for the winning design.

April 2017: Winner will be announced.

Opportunity

Three finalists will be invited to Nike World Headquarters to present their footwear designs to a panel of Nike leaders and athletes.

The winning innovation will receive a \$50,000 cash award, with the possibility to innovate along with leading Nike designers. **NIKE, Inc. employees are not eligible for the \$50,000 cash reward.**





REQUEST DESCRIPTION

Nike is seeking new, innovative footwear solutions that are more hands-free and improve ease-of-use, with a focus on solving for those with limited dexterity. Designs should be functional, designed for performance footwear, and allow people to more easily put on, secure and take off their shoes.

Successful technologies will be:

- Optimized for easy entry, closure and exit of a shoe
- Engineered for high performance and fit
- Transferrable across a wide range of shoe sizes and styles
- Viable solutions ready for prototyping

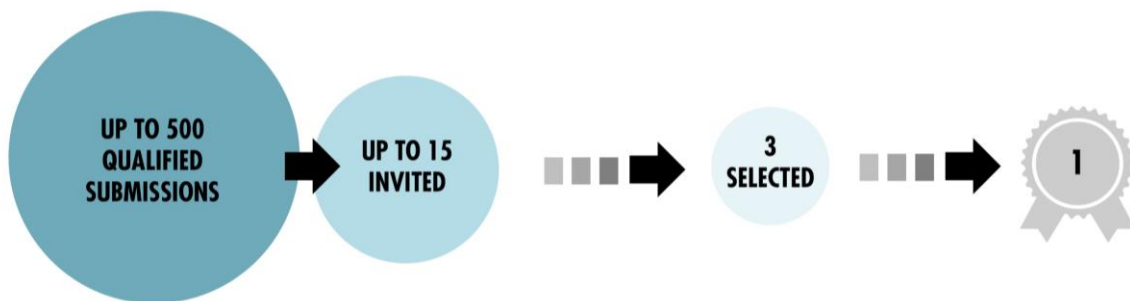
BACKGROUND

Nike's mission is to provide inspiration and innovation to every athlete* (*If you have a body you are an athlete). The Nike Ease Challenge embodies that mission by calling on a broader community of innovators who share Nike's commitment to elevate athletes at all levels – from the elite to the everyday. The challenge is intended to build upon the advancement of Nike innovations that break the conventional mode of lacing and entry systems. Previous Nike innovations in this space include [Nike HyperAdapt 1.0](#), [Nike FLYEASE](#), [Nike Air Rift](#), [Nike Sock Dart](#) and more.

Design and innovation at Nike exists to serve the athlete – whether you're competing at the highest levels or putting on your sneakers unassisted for the first time. The Nike Ease Challenge aims to accelerate footwear innovation in a way that makes the seemingly impossible possible for athletes of all abilities.

ABOUT THIS CHALLENGE

Nike Ease Challenge participants will vie for a \$50,000 cash award, with the possibility to collaborate with leading Nike designers to advance solutions and designs in this space. ***NIKE, Inc. employees are not eligible for the \$50,000 cash reward.***



Phase 1 (October 28 – December 15, 2016): Participants must complete and submit the online submission form by December 15, 2016. Nike reserves the right to consider only the first 500 qualified submissions. All submissions will serve as the participant's first and final proposal and should include evidence to support the technical feasibility of the design, the problem it solves for, and the advantage afforded by the proposed approach. Up to fifteen innovations will be invited to advance to Phase 2.

Phase 2 (January – March 2017): In late January, up to fifteen innovators will be invited to submit a prototype of their design/technology in a Nike shoe. Each will have until early March 2017 to submit a prototype and compete for a spot in the finals.

Phase 3 (March – April 2017): Three finalists will be selected by the end of March 2017 and invited to Nike World Headquarters to present their design to a panel of Nike leaders and athletes. In addition to travel arrangements, the finalists will receive non-monetary assistance, such as presentation support for their



demonstration. The winning innovation will be selected and announced in April 2017, and will receive a \$50,000 cash award with the possibility to innovate along with leading Nike designers. *NIKE, Inc. employees are not eligible for the \$50,000 cash reward.*

APPROACHES OF INTEREST

The Nike Ease Challenge requires solutions that work for athletes of all abilities. When looking for inspiration, participants should take into account designing for people, or a caregiver of a person, with:

- Limited dexterity or a cognitive disability that impacts ability to tie shoe laces
- Limited reach that impacts ability to put on, secure or take off a shoe
- Restricted use of arms, hands or lower body
- Reduced movement of lower leg, feet or ankles

APPROACHES OF LESS INTEREST

The following approaches are of less interest:

- Powered systems
- Traditional zipper technology
- Technology requiring a separate, non-integral tool or device

APPROPRIATE RESPONSES TO THIS CHALLENGE

Appropriate responses will address the following:

- Inspiration behind design and participation
- Proposed technical approach
- Technical maturity of the approach
- Data to support performance claims
- Experience or expertise

Please see the Nike Ease Challenge submission form for details.

SUBMITTING A RESPONSE

All proposals and supporting data must be submitted online at www.NikeEaseChallenge.com according to the instructions in the submission form.

For assistance, please contact the Solution Provider Help Desk (grandchallenge@ninesigma.com). NineSigma has been contracted by Nike for the administration of the Nike Ease Challenge.

RESPONDING TO THIS CHALLENGE

BY SUBMITTING A RESPONSE, RESPONDENTS ACKNOWLEDGE AND AGREE TO NIKE'S [OFFICIAL RULES](#).

Confidentiality

Respondents confirm and represent that their submissions do not contain any confidential information. Your entry will not be treated as confidential.

Selection/Review Process

Respondents acknowledge that Nike reserves the sole and absolute right and discretion to determine and award prizes as stated in the challenge.

See [Official Rules](#) for details. Contest opens on October 28, 2016. Entries must be submitted by December 15, 2016 to be eligible. Nike reserves the right to review only the first 500 qualified entries. Must be a legal resident of the United States residing in the U.S. and at least 18 years of age to participate. No purchase necessary. Void where prohibited.