



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.**





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.