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## BLENDLEE WINS ERICSSON INNOVATION AWARDS IN THE SUBJECT OF THE FUTURE OF LEARNING

- Team Blendlee wins the EUR 25,000 first prize for their platform for self-development based on the concept of blended learning
- Teams from Germany, India, Ukraine and USA made it to final four in Ericsson Innovation Awards (EIA)
- Over 270 teams from 43 countries submitted entries

Team Blendlee, consisting of Marcos Welker and Jolita Kiznyte from Germany, has been chosen as the winner of the Ericsson Innovation Awards for their platform for self-development based on the concept of blended learning.

The term 'blended learning' refers to a formal education program in which a student learns at least in part through delivery of content and instruction via digital and online media. When launched, Blendlee aims to help users discover their talents and strengths and incentive them in achieving new goals by integrating various functionalities and learning resources such as video classes from renowned universities, a talent community, and a job matching engine.

Taking home a top prize of EUR 25,000, the winners beat off strong competition from runners-up Pik-Do (USA), third-placed 132 CONNECT (India) and Bridge (Ukraine), who came in fourth place.

Motivating their decision to choose Blendlee as the winners, the judges said: "Blendlee did a great job of structuring a combination of educational activities into personal goals and strength assessment. Bringing in a coaching community, taking a lifetime learning approach and mixing in certifications and goal mapping was definitely appreciated."

Open to student from all over the world, the teams that entered the 2015 competition were asked to be fundamental drivers of change in the future of education. Each was required to come up with an innovative idea, a business plan and a description of why it should be chosen ahead of the others.

In addition to the first, second and third place winners, a special Technology for Good award was given to one team in special recognition for their work in social responsibility how they used technology for a good cause. The prize was EUR 3,000.

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The winners for the Technology for Good award were Tent School System team from Pakistan consisting of team leader Zulqarnain Jameel and Maryem Tanveer, Mahoor Obaid and Yasir Mustafa. The team's ultimate is to eradicate illiteracy in Pakistan by 2020 and operates in an Islamabad slum, offering free education to children who don't even have basic necessities.

Started in 2009, the competition began as the Ericsson Application Awards, a research and development initiative to spark app development and boost innovation.

In 2015, the competition changed its name to the Ericsson Innovation Awards, and the scope was broadened to target university talent globally. With education playing a key part in the move toward Ericsson's vision of the Networked Society – where everything that can be connected will be connected – the 2015 theme was The Future of Learning.

The competition has been open to students from any academic institution, and 270 teams from 43 countries entered.

### NOTES TO EDITORS

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