

# Goodyear Innovation Challenge

## THE BRIEF

The transportation world is becoming increasingly connected, fueled by advances in technologies from high-speed 5G connectivity to sensors to greater product complexity. Consumer, business, and environmental expectations are constantly rising, with remote monitoring capabilities and automation at the forefront. Along with these, a demand for transparency, flexibility, sustainability throughout the product life cycle has been spurred by major events in the global transportation industry.

These trends have major implications for a legacy manufacturing company like Goodyear. Goodyear has manufacturing facilities, hundreds of different products in different segments, handling and distribution networks, service networks and raw material and energy supply system all over the world. Today, to add to the global complexity, tires and vehicle maintenance services are being transacted internationally through both physical and digital channels, both proprietary and third party.

Today's manufacturers have made significant investments in emerging technologies like RFID and blockchain for supply chain traceability and sustainability, enabling them to provide top level service to their increasingly complex matrices of B2C and B2B partners and customers. How can Goodyear leverage such technologies to move forward with its supply chain and meet the demanding customer expectations in this environmentally conscious future mobility landscape?

## YOUR TASK

Submit a proposal (PDF format and 5 PowerPoint pages maximum) to [designchallenge@case.edu](mailto:designchallenge@case.edu) that clearly defines the points below. Data sources can be cited in footnotes or in one Appendix slide.

1. **Definition of the problem** | Identify a specific problem you think is worth solving for Goodyear. The problem should be narrow enough to solve but broad enough to innovate and should be oriented from a User-Centered point of view.
2. **Evidence of the Problem** | Demonstrate why it's a problem using environmental, social, and economic analysis. How big is the problem? *Use all information available to you to ensure this is a relevant problem for Goodyear. This can include but is not limited to company websites, press releases, and financial statements.*
3. **Analogous contexts** | Identify ways the problem has been addressed successfully in at least two other industries unrelated to tires or automotive.
4. **3 Approaches** | Propose three compelling ways Goodyear could navigate the problem space that you laid out in #1.

**Teams with the top 5 proposals will be invited to participate in a 1.5-day design hackathon at a state-of-the-art makers space where the teams will be tasked with developing and testing prototypes, and pitching their concept.**



### QUESTIONS?

[DESIGNCHALLENGE@CASE.EDU](mailto:DESIGNCHALLENGE@CASE.EDU)

### IMPORTANT DATES

14 OCT 2019 | PROPOSAL DUE

18 OCT 2019 | HACKATHON  
INVITEES  
NOTIFIED

14-15 NOV 2019 | HACKATHON

### HACKATHON LOCATION

THINK[BOX] | CLEVELAND, OHIO

CHECK OUT THINK[BOX] [HERE](#)

### PRIZES

1<sup>ST</sup> PLACE TEAM - \$5000

2<sup>ND</sup> PLACE TEAM - \$3000

3<sup>RD</sup> PLACE TEAM - \$2000

### EVENT WEBSITE

<https://design.case.edu/>

WEBSITE INCLUDES:

| TOOLBOX

| SIGN UP PAGE

| GENERAL INFO