IXL CENTER

2 · BREAKTHROUGH RESULTS
Deliver new growth · Pursuit

Innovation Olympics

Your growth challenge. The best graduate-student teams. Eight weeks.

Top graduate teams from 120+ universities compete to solve one sponsor's real growth challenge, coached by IXL and powered by our AKAIO AI platform.

1 Is this your issue?

Growth questions pile up faster than your team can explore them.

Your team is too close to the problem

The same people see the same options. You need fresh eyes.

Exploring new spaces is slow and costly

A traditional study takes months and a big budget before you see a single concept.

You lack the next generation's view

Your future customers think differently, and most of your markets are far from headquarters.

Finding top talent is hard

You want to see how graduates perform on real work before you hire them.

QUESTIONS SPONSORS HAVE BROUGHT US

- ? How do we grow beyond our core products?
- ? What digital services could we offer customers?
- ? Where does AI create new business for us?
- ? Which new markets should we enter first?
- ? How do we earn more loyalty and share of wallet?
- ? How do we serve an aging population?

If you answered yes to any of these, read on.



Innovation Olympics at the University of Calgary

2 Is there a solution?

Yes: put three to five university teams to work on your challenge, in a competition you judge.

Innovation Olympics

Graduate-student teams compete over eight weeks to solve one company's growth challenge. IXL coaches every team in the GIMI method.

Since 2025, teams use our AKAIO AI platform to scan trends, generate futures and stress-test concepts, at a scale no team of people can match.

1 Agree the challenge
Frame one growth question and what success looks like.

2 Teams compete for eight weeks
Coached by IXL, with check-ins from your experts.

3 Judge the finals
Your executives hear the best business cases and pick the winners.

FIVE STEPS IN EIGHT WEEKS

1 Intent
The growth question and what success looks like

2 Insights
Trends, customers and market signals

3 Fields of Play
The most promising strategic spaces

4 Concepts
Solution concepts, developed and tested

5 Business Case
Investable cases for your executives

WHAT YOU RECEIVE

100s
of insights on trends, customers and markets

15–25
developed concepts

5–10
tested business cases

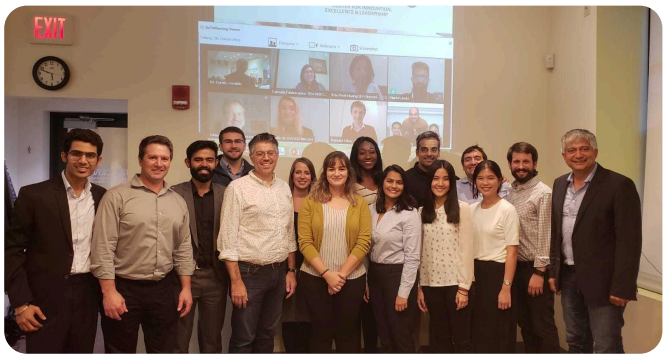
3–5
university teams working for you

FOR SPONSORS
Fresh ideas, fast
A portfolio of options in eight weeks, at a fraction of the cost of a consulting study.

FOR YOUR TEAM
A talent pipeline
Watch top graduates work on your business. Many sponsors have hired from their teams.

FOR STUDENTS
Real experience
Coaching, a real client and GIMI certification, for credit at many universities.





3 Why us?

The original global innovation competition, running since 2009.

2009
first season, at Hult International Business School

250+
sponsor companies in 40+ industries

120+
universities

4
seasons a year

WHAT SPONSORS RECEIVED

PHILIPS HEALTHCARE · 2011

A digital solution funded with US$10M

Several business cases on medical imaging and home care; several students were hired.

BOEHRINGER INGELHEIM · 2013

Two ideas taken forward

Five options for patients with COPD went to senior leadership; a student joined the innovation team.

S&P GLOBAL RATINGS · 2025

150+ AI-powered ideas

23 strategic spaces and 22 potential solutions, using the AKAIO platform.

IBM

New services for an aging population

Knowledge-as-a-service partnerships, a cognitive "town square" and elder-fraud prevention.

IN THEIR WORDS

"[The teams] created results that were comparable to what external consultants provide, perhaps better because of their personal perspective from the non-Western world."

SENIOR RESEARCH FELLOW, PFIZER GLOBAL R&D

"IXL Innovation Olympics program helped us navigate this somewhat uncharted territory and provided actionable insights. We are extremely impressed by the results!"

GLOBAL MANAGER, AGING & ACCESSIBILITY SOLUTIONS, IBM

SPONSORS INCLUDE

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4 Contact us

Four seasons a year. Reserve your challenge for the next one.

STEP 1

Talk with us

Share the growth question on your desk.

STEP 2

Frame the challenge

We shape it with your team and recruit the university teams.

STEP 3

Judge the finals

Eight weeks later, your executives hear the best cases.

COMPANIES AND GOVERNMENTS

Sponsor a challenge

Bring one growth question. Get a portfolio of concepts and business cases.

UNIVERSITIES AND STUDENTS

Enter a team

Real clients, IXL coaching and GIMI certification, for credit at many schools.

Request a conversation

Tell us your challenge. We will tell you how the next season can answer it.

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> “It was a pleasure working with teams. We are moving forward with two of the ideas presented... we will definitely be participating in the next cycle.”
>
> DIRECTOR OF IS INNOVATION MANAGEMENT, BOEHRINGER INGELHEIM

> “Prioritize between robust concepts, not idea fragments.”
>
> IXL POINT OF VIEW