

Questions from Fly your Ideas Briefing call:

Could you provide an example for the business model theme of the challenge?

There are 2 examples provided in the pack:

- How can aircraft be used other than carrying commercial passengers?
- How can we revolutionize the passenger experience? This could be digitally, cabin seating etc.

Can a challenge be cross-themed instead of belonging to a single theme?

Please only choose one theme.

For sustainable materials, the objective is to propose an alternative sustainable material with a particular application on the aircraft?

This does not need to be linked to the presentation provided in the call. This can be a sustainable alternative for any Airbus product. e.g. Aircraft or Satellite.

What are the key things you are looking for? How innovative is the idea? How detailed is the solution? Anything else?

We will be judging your submission based on

- 1) Originality and creativity of the idea
- 2) Longevity and viability of the idea
- 3) Link to the Airbus Values:

<https://www.airbus.com/en/who-we-are/our-values#:~:text=We%20are%20guided%20by%20a,member%20of%20our%20global%20family.>

How far should the idea be described? Concept phase or with a proof of concept?

Concept phase is OK, however explanation of further testing, method of proof would be great to include

Do we need to make a prototype?

If you would like to make a prototype to further explain/prove your idea, then please do so. However it is not mandatory.

What is the technical precision expected?

We expect to see a good technical and logical understanding behind your proposal. Use your academic knowledge as that is what we would hope to see you show in your Airbus Global Graduate Programme assessment.

Any limits on the length of the presentation? if it is slides, any limit on how many slides?

There is no limit to how many slides for your presentation, however aim to be able to present it in 20 minutes.

Does the business model theme have to be with respect to primary customer front enhancement or should be “Original Equipment Manufacturer” (OEM) specific?

That is your choice. Depending how your team approaches this It can be focused either on the primary customer or the OEM.