Smart Border Coalition,

Rady School of Management and Jacobs School of Engineering, UCSD

Presents:

1st Border Innovation Challenge

Vision

- **The Border Innovation Challenge,** is a business competition focused on bringing to the spotlight commercially promising, border focused solutions and technologies generated by the finest minds at UC San Diego and the San Diego and Baja entrepreneur ecosystem.

- The program is presented through a partnership of the Smart Border Coalition, the Rady School of Management and the Jacobs School of Engineering.

- The competition awards cash prizes totaling $20,000 to support new and innovative ideas that relate to the border.

- Anyone (**students, faculty and staff**) affiliated with UC San Diego is invited to apply. For the first time, this competition will also be open for entrepreneurs south of the Border.

Why partner with UCSD?

- **UCSD believes that the story of the border must be told in a different way.**

- By stimulating the bi-national entrepreneurial community to tackle the region's port efficiency and security challenges, we will make our border smarter and will start the process to become the most innovative border on the planet.

- Young, talented and visionary entrepreneurs are critical to the future of our border. Their collaboration with civic society, consumers, established businesses and agencies such as Customs and Border Protection and its Mexican counterpart (SAT) will accelerate the changes we must make to have a smoother flowing border for legitimate travelers and cargo. It will also help change the narrative from a border of constraints to a border of possibility.

Why now?

Many of our region's entrepreneurs are familiar with the challenges at the ports of entry. Some entrepreneurs have worked with companies with manufacturing operations in Tijuana and administrative offices in Southern California and understand the importance of cross-border supply chains.

The Border Innovation Challenge participants will address challenges such as:

- Accurate northbound wait time measurement and predictive analytics

- Most efficient use of port access and exit roads based on current Tijuana infrastructure

- Better queue and lane management for northbound traffic

- Processing improvements at Customs and Border Protection booths receiving northbound traffic

- Accurate, fast and seamless facial recognition for northbound pedestrians and passengers in vehicles

- Accurate, fast and seamless license plate readers for northbound vehicles

- Non-intrusive inspection technology to detect northbound or southbound illegal goods

- Prevention against drivers mistakenly entering SENTRI lanes

- Southbound traveler guidance to appropriate port(s) and easy directions to return to the U.S.

- Pre-Clearance for northbound and southbound cargo supported by Internet of Things for faster passage through border

- Crowdfunding and online fundraising to support basic border infrastructure needs on both sides of the border

Event Development

- Start Process February, 2019

- Announce event and start applications March 2019

- Info Session with Smart Border Coalition Members Mid-March 2019

- Evaluation Process with Smart Border Coalition Members April 2019

- Semifinals Mid-April 2019

- Border Innovation Challenge event May 2019