**THE EUROPEAN CHAMPIONSHIP OF UNIVERSITIES AND MAJOR SCHOOLS ANNOUNCES THE THIRD MORPHEUS CUP ON 28 APRIL 2017.**

Already adopted by hundreds of campuses from 20 different countries in 2015 and 2016, the event is now Europe's largest competition for talent, projects, ideas and startups in twenty disciplines.

Supported from its launch by the **European Commission**,the Morpheus Cup offers two great opportunities for European students to compete remotely and/or on-site.

**Morpheus Prize: 500 ideas, projects and startups competing**

Students invited to submit a summary in one of 20 **Morpheus** **Prize** categories, such as **FinTech**, **Artifical** **Intelligence**, **Healthcare, Retail, Coding, Design, Space, Telecom, Mobility** and many others.

What is on offer is the Morpheus Prize for best student project by category, but a place in the final to pitch to world-class jury and the winners in other categories.

An endowment of 25,000 euros in cash, connections with employers and investors as well as equipment are up for grabs. The Morpheus Prize is extremely easy to take part in: simply register individually or in teams and submit the draft electronically on the website morpheuscup.com before 1 March 2017.

**Morpheus Cup: a day of disruptive challenges and experiences**

Welcomed and challenged by the most innovative companies in Europe, students from universities or colleges wanting to combine for the Cup must this time form a team of 2 to 3 competitors, and be present on-site, in the House of Knowledge (Luxembourg) on 28 April.

In the morning, all students without distinction will gather for generic tests in the round: culture, creativity and speed. Bonuses, fun and experiential events are offered on stands or in the lecture hall by local and international brands. Warner Bros, Mars One, ING, Deloitte, FC Barcelona and Vogue, for example, have taken part in the competitions in 2015 and 2016.

In the afternoon, students are grouped by area of expertise and choose a specific course: Business Games, Coding Games, Architecture Games, Marketing Games, Finance Games, Engineering Games etc according to their choice.

Specific prizes are available for the best "performers" on each course, kept secret right up to D-Day.

**Warsaw School of Economics best in show in 2015, HEC in 2016, who in 2017?**

In 2016, it was the Homelife team from HEC Paris that won the favour of a jury composed of international personalities such as Jelena Djokovic (Novak Djokovic Foundation), Chanda Gonzales (Google Lunar XPrize), Olivier Schaack (Canal+) ... and brought the trophy to France.

Two events that showcase the MBA, but in which students from other courses could go home with special awards, those for Best Performers in each category (Engineering, Fintech, Design ..) in the afternoon, and end up on the podium.

Will 2017 be the year of coders, designers or engineers? Which countries or campuses will dominate the rankings for the third year of the prize? One thing is certain; the enthusiasm felt today is greater than the 750 places available: it is recommended to register as soon as possible.

A unique competition in the world, involving European students as well as employers, personalities individuals and leading investors, the Morpheus Cup will once again be an unforgettable experience for young talents and companies resolutely oriented to the future.

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**How to submit a project, an idea or a start-up?**

Participation is simple and free and involves no other effort than submitting an application online through the website in the section [Registration for the Morpheus Prize](http://www.morpheuscup.com/registration-2017/)

**How to get into teams to compete for the Cup?**

Make sure that you are at least two from the same campus, and enter your details in an online folder on the website in the section [Registration for the Morpheus Cup](http://www.morpheuscup.com/registration-2017/)

**How to take part for campuses**

The directors of the campus or faculty can contact us to encourage their students and get them involved - for the project support as well as the competition. In some cases, it could be integrated in the marking system. Contact for this: *fabien@morpheuscup.com*

**How to take part for employers**

There are three options for employers. On the one hand, book or create a project category for Morpheus Prize, organise the jury and provide the specific price, thus encouraging innovation to bond with the most entrepreneurial and imaginative talents in the industry. On the other hand, it is possible within Morpheus to create a generic (morning) or specific (coding, design, FinTech ...) afternoon event. A final option is to offer an experiential booth to welcome and challenge potential candidates for an internship or a job. Here too, our team is at your disposal.

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***About Farvest***

*The Morpheus Cup and the Morpheus Prize are organised by* [*Farvest*](http://www.farvest.com/)*, a marketing agency founded in June 2000 and already with major tech and digital media summits behind it (ICT Spring, Space Forum) as well as events in 10 sectors of activity.*

*For more information, please visit* [*www.morpheuscup.com*](http://www.morpheuscup.com/)

*Press release by Farvest*

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