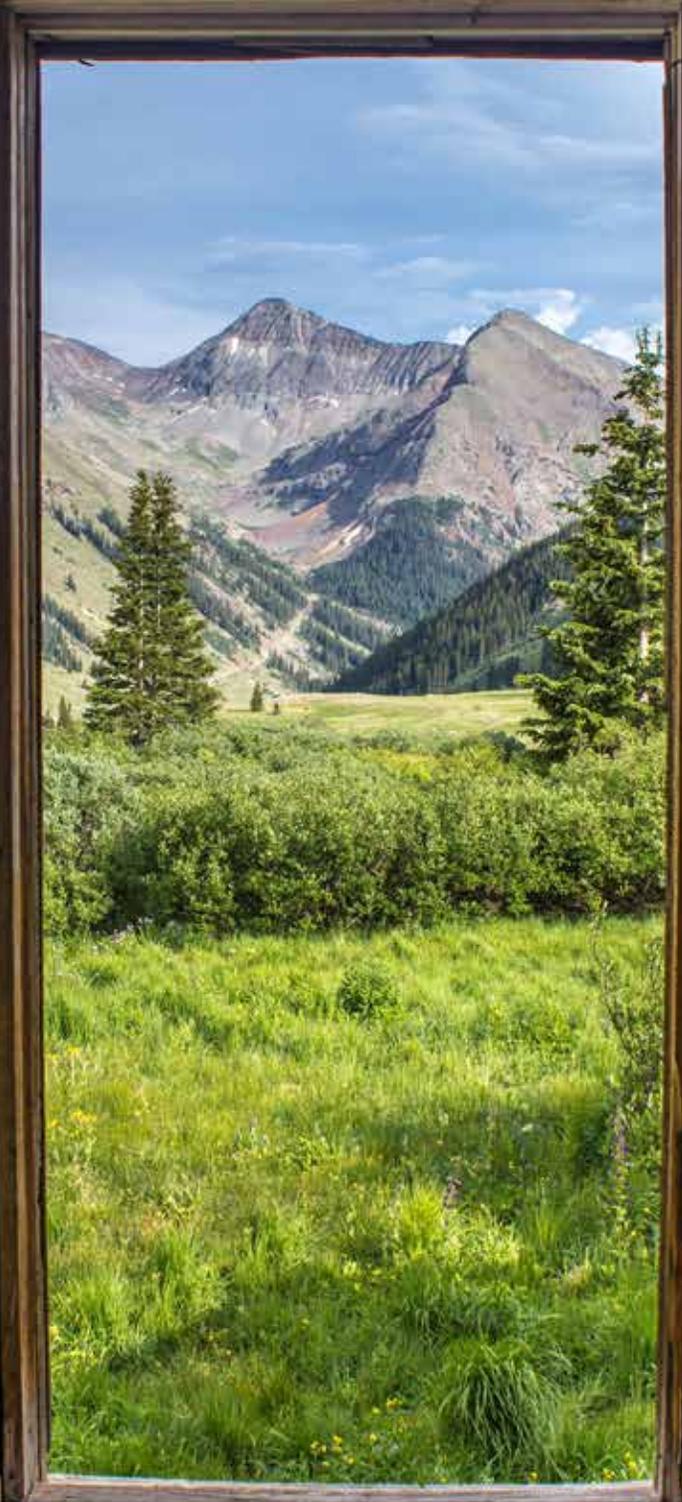


Image by Glenn Merritt



**BIOMIMICRY**  
GLOBAL DESIGN  
CHALLENGE

# THINK OUTSIDE

Biomimicry Global Design Challenge Sponsorship Package | 2015-2017



# Design for life.

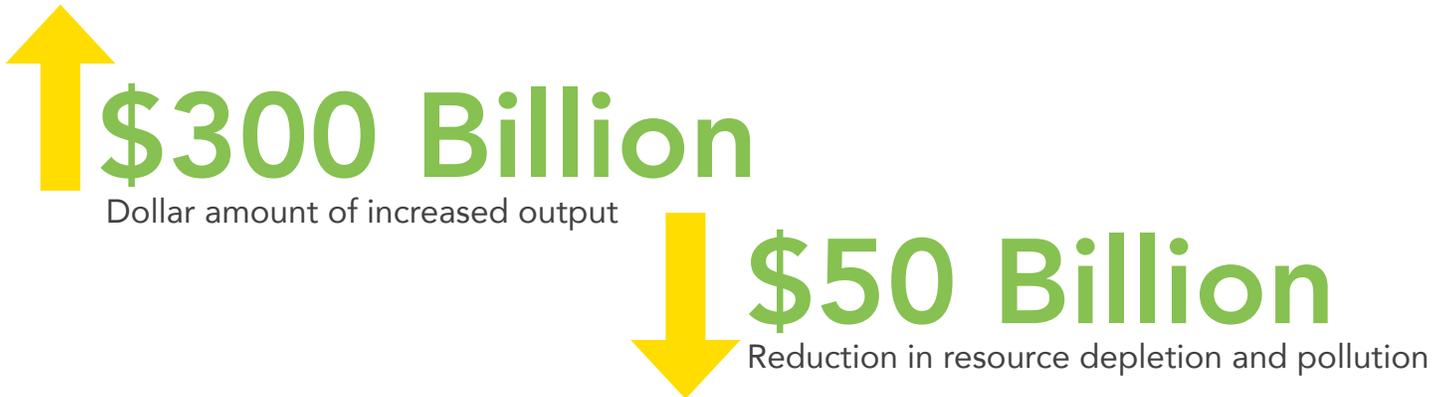
The Biomimicry Institute is a non-profit organization committed to making the act of asking nature's advice a normal part of everyday inventing. Founded in 2006 by global thought leader Janine Benyus, the Institute promotes biomimicry as a design framework for solving the 21st century's most pressing human and environmental health challenges.

The Biomimicry Institute is a 501(c)(3) organization.



# THE VALUE OF BIOMIMICRY

BIOMIMICRY'S ESTIMATED IMPACT ON U.S. GDP, 2025



Source: FBEI and Point Loma Nazarene University

Driven by rising energy costs, diminishing natural resources, regulatory legislation, and consumer demand, companies are looking for new ways of doing business that are more efficient, lower-cost, and healthier for people and the planet.

Biomimicry is one of the most promising design approaches to 21st century sustainability challenges, and the only one based upon 3.8 billion years of successful innovation.

Since scientist Janine Benyus popularized it in her 1997 book, *Biomimicry: Innovation Inspired by Nature*, the discipline has grown exponentially.

- *Harvard Business Review* named biomimicry one of the **20 Breakthrough Ideas** for 2009.
- In 2013, the Gottlieb Duttweiler Institute selected Janine Benyus as one of the **"Top 100 Global Thought Leaders"** shaping today's discourse on the future of society and the economy.
- The Society of Manufacturing Engineers named biomimicry at the top of its 2012 list of **Innovations That Could Change the Way You Manufacture.**
- A 2012 article in *Forbes* called biomimicry possibly our best solution to **ending world hunger.**
- Clean Edge named biomimicry one of its **Clean Energy Trends of 2013.**
- Sustainable Brands listed biomimicry as one of five forces that would drive meaning, growth, and impact in 2014.
- A **study** by Point Loma Nazarene University calls biomimicry "an economic game changer" that could represent \$300 billion annually of U.S. GDP and 1.6 million U.S. jobs by 2025.

*"Biomimicry will change your life. It has already changed mine. And it may save the world."* – Amory Lovins, TIME magazine

## WHAT IS BIOMIMICRY?

BIOMIMICRY IS AN INNOVATION PRACTICE THAT BORROWS INSPIRATION FROM NATURE'S 3.8 BILLION YEARS OF "R&D" TO HELP SOLVE OUR THORNIEST SUSTAINABILITY CHALLENGES.

# BIOMIMICRY INSTITUTE

We believe that the widespread adoption of nature-inspired design and business solutions will catalyze a new era in industry that benefits both people and the planet. Our core program areas include:

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## BIOMIMICRY GLOBAL DESIGN CHALLENGE

The **Biomimicry Global Design Challenge** (BGDC) expands the scope and impact of our past program by opening the challenge to professionals, providing start-up support, and fostering a biomimicry solution incubator program. The Global Challenge features substantial award money, including the \$100,000 Ray C. Anderson Foundation "Ray of Hope" Prize for one winning prototype each year.

**GLOBAL BENEFIT:** With this new accelerator model, we will create a pipeline of biomimetic products and services by advancing the most viable design concepts to prototype and pre-commercialization stages and shepherding those solutions to the global market. We will also continue to support development of a biomimicry-trained work force by offering an awards category specifically for students.

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## ASKNATURE

**AskNature** provides innovators with the world's most comprehensive catalog of nature's solutions to human design challenges.

**GLOBAL BENEFIT:** The inspiration and ideas offered by AskNature are facilitating the creation of radically innovative, sustainable products and services around the globe.

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## GLOBAL BIOMIMICRY NETWORK

The Institute helps localize biomimicry on a global scale by supporting the creation of regional networks. The **Global Biomimicry Network** includes 30 regional networks from five continents that include more than 7,000 students, kindergarten through university educators, engineers, designers, biologists, chemists, and trained biomimicry professionals.

**GLOBAL BENEFIT:** By fostering the adoption of biomimicry on a local level, regional biomimicry networks are facilitating the mainstream practice of the discipline globally.



2012-2013 Biomimicry Student Design Challenge Winners: Team Egy-Osmo from the German University of Cairo in Egypt.



Inspired by the spiral growth pattern of the Scot's pine tree, the Vitalis water bottle offers strength through structure. The water bottle saves parent company Unicer 250 tons of raw materials per year.





# BIOMIMICRY GLOBAL DESIGN CHALLENGE



## How will we feed nine billion in 2050? *Nature has the answers.*

The Biomimicry Institute is partnering with the Ray C. Anderson Foundation and food and conservation experts to solicit nature-inspired solutions toward improving our food systems. From 2015-2017, our Global Design Challenge will mobilize thousands of students and professionals around the world to tackle challenges around food. Our goal: show how modeling nature can provide viable solutions to reduce hunger and address industry challenges, while creating conditions conducive to *all* life.

*“Move over genetic engineering; biomimicry seems the better bet for solving global hunger.”*

– FORBES

**Biomimicry is the best strategy for creating more resilient food systems.** Whether addressing waste, growing methods, pest management, packaging, preservation and distribution, soil quality – or a changing climate – nature offers innumerable strategies for solving issues around food and agriculture in innovative ways. And nature does so while supporting community and minimizing water use, energy use, and waste.



BIOMIMICRY  
INSTITUTE



**WE WASTE**  
**1/3**  
**OF THE FOOD WE PRODUCE**  
**WHILE NEARLY**  
**1 BILLION**  
**PEOPLE**  
**ARE GOING**  
**HUNGRY**



# SPONSORSHIP LEVELS AND BENEFITS



# RAINMAKER SPONSOR\*

**\$100,000**

(ONE SPONSORSHIP AVAILABLE)

*Benefit packages can be customized at higher sponsorship levels to position your company prominently in our programs and publications throughout the year.*

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## THOUGHT LEADERSHIP, EVENTS & NETWORKING

- One custom speaking event with a trained biomimicry professional
- Opportunity for a representative from your organization to serve as a Challenge judge
- Prominent logo placement and session sponsorship at our annual awards event (October 2015 and/or spring 2016)
- Ten free tickets to our annual awards event

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## WEBSITE & VIDEO RECOGNITION

- Prominent logo placement on BGDC website
- Logo placement on BGDC banner featured on AskNature homepage
- Sole logo placement on two AskNature Collections of strategies or products related to BGDC theme
- Logo placement on all videos related to BGDC, including video credits
- Use of Rainmaker sponsor seal for your website and marketing materials

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## PRESS & SOCIAL MEDIA

- Recognition as headline sponsor in BGDC press releases
- Recognition of content-specific sponsorship in social media
- Recognition as headline sponsor in Institute e-newsletter articles related to BGDC
- Most prominent logo placement in BGDC printed collateral
- Most prominent logo placement in slide deck presentations on BGDC
- Media coverage of your company's biomimetic practices on BGDC website

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## BIOMIMICRY EDUCATION

- Six hours of consultation with a trained biomimicry professional
- Five copies of *Biomimicry: Innovation Inspired by Nature* book signed by Janine Benyus
- Three DVDs of *Second Nature: The Biomimicry Evolution* documentary

\*All benefits last the duration of the Challenge unless otherwise noted.



# VENTURE CAPITAL SPONSOR\*

\$50,000

(THREE SPONSORSHIPS AVAILABLE)

*Benefit packages can be customized at higher sponsorship levels to position your company prominently in our programs and publications throughout the year.*

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## THOUGHT LEADERSHIP, EVENTS & NETWORKING

- Prominent logo placement and session sponsorship at our annual awards event (October 2015 and/or spring 2016)
- Opportunity for a representative from your organization to serve as a Challenge judge
- Six free tickets to our annual awards event

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## WEBSITE & VIDEO RECOGNITION

- Prominent logo placement, on BGDC website
- Logo placement on BGDC banner featured on AskNature homepage
- Logo placement on all videos related to BGDC, including video credits
- Use of Venture Capital sponsor seal for your website and marketing materials

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## PRESS & SOCIAL MEDIA

- Recognition as supporting sponsor in BGDC press releases
- Recognition of content-specific sponsorship in social media
- Recognition as supporting sponsor in Institute e-newsletter articles related to BGDC
- Logo placement in BGDC printed collateral
- Logo placement in slide deck presentations on BGDC

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## BIOMIMICRY EDUCATION

- Three hours of consultation with a trained biomimicry professional
- Five copies of *Biomimicry: Innovation Inspired by Nature* book signed by Janine Benyus
- One DVD of *Second Nature: The Biomimicry Evolution* documentary

\*All benefits last the duration of the Challenge unless otherwise noted.



## ANGEL INVESTOR SPONSOR\*

\$25,000

(SIX SPONSORSHIPS AVAILABLE)

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### THOUGHT LEADERSHIP, EVENTS & NETWORKING

- Prominent logo placement at our annual awards event (October 2015 and/or spring 2016)
- Opportunity for a representative from your organization to serve as a Challenge judge
- Four free tickets to our annual awards event

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### WEBSITE & VIDEO RECOGNITION

- Logo placement on Challenge webpage
- Logo placement on all videos related to BGDC, including video credits
- Use of Angel Investor sponsor seal for your website and marketing materials

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### PRESS & SOCIAL MEDIA

- Recognition of content-specific sponsorship in social media
- Logo in BGDC printed collateral
- Recognition in BGDC-related e-newsletter articles
- Logo in slide deck presentations on BGDC

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### BIOMIMICRY EDUCATION

- One hour of consultation with a trained biomimicry professional
- Two copies of *Biomimicry: Innovation Inspired by Nature* book signed by Janine Benyus
- Digital access to *Second Nature: The Biomimicry Evolution* documentary

## SEED INVESTOR SPONSOR\*

\$10,000

(UNLIMITED SPONSORSHIPS AVAILABLE)

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### THOUGHT LEADERSHIP, EVENTS & NETWORKING

- Prominent logo placement at our annual awards event (October 2015 and/or spring 2016)
- Two free tickets to our annual awards event

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### WEBSITE & VIDEO RECOGNITION

- Logo placement on Challenge webpage
- Use of Seed Investor sponsor seal for your website and marketing materials

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### PRESS & SOCIAL MEDIA

- Recognition of content-specific sponsorship in social media
- Logo in BGDC printed collateral
- Recognition in BGDC-related e-newsletter articles
- Logo in slide deck presentations on BGDC

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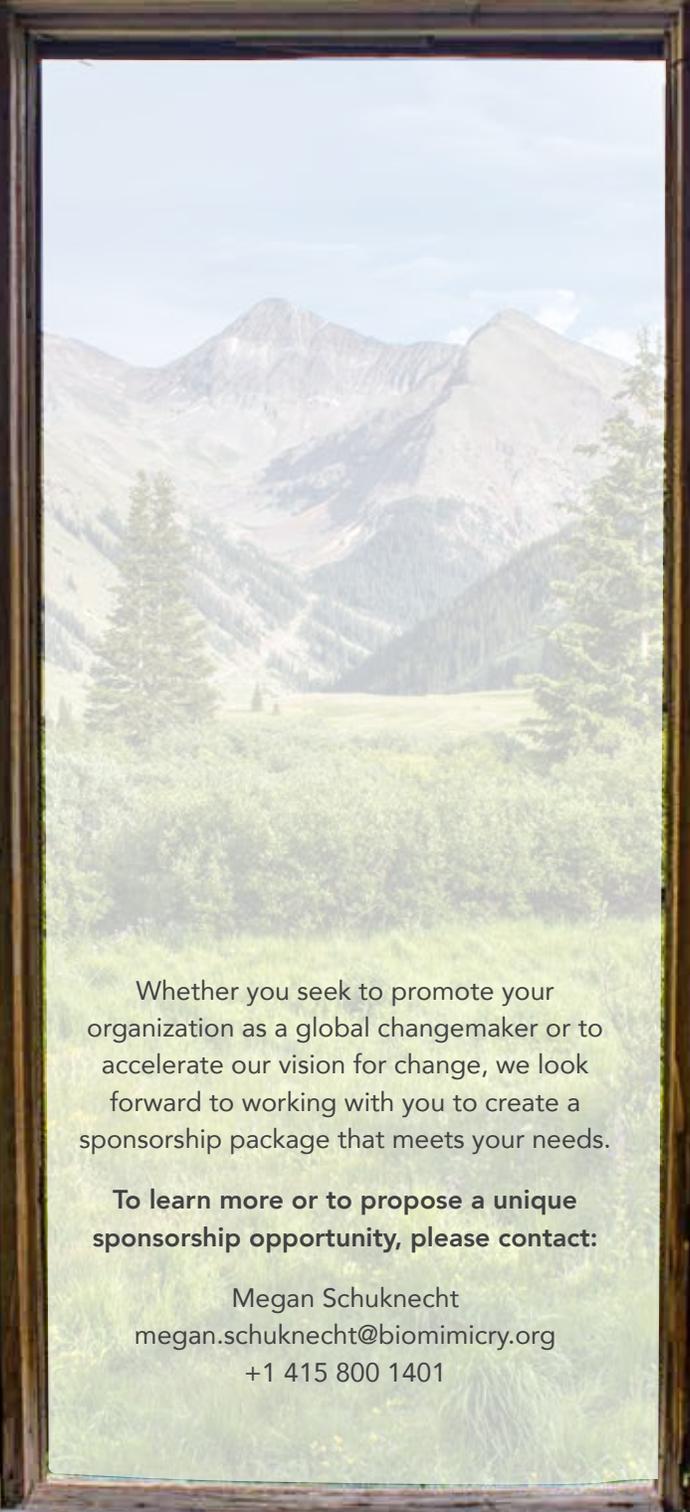
### BIOMIMICRY EDUCATION

- One copy of *Biomimicry: Innovation Inspired by Nature* book signed by Janine Benyus
- Digital access to *Second Nature: The Biomimicry Evolution* documentary

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*Benefit packages can be customized at higher sponsorship levels to position your company prominently in our programs and publications throughout the year.*

\*All benefits last the duration of the Challenge unless otherwise noted.



Whether you seek to promote your organization as a global changemaker or to accelerate our vision for change, we look forward to working with you to create a sponsorship package that meets your needs.

**To learn more or to propose a unique sponsorship opportunity, please contact:**

Megan Schuknecht  
megan.schuknecht@biomimicry.org  
+1 415 800 1401

**The Biomimicry Institute is a 501(c)(3) organization.**

**Biomimicry.org | AskNature.org**