

Red Bull Basement 2020 Challenge

Innovate at University Today, Disrupt the World Tomorrow

If you see yourself as a student tech innovator and want to create a positive impact in society and potentially the world, then Red Bull Basement 2020 is here to help you develop your ideas and bring them to life.

Red Bull Basement 2020 is an open call for student innovators in all areas of study to innovate, collaborate, and showcase their work at a local and global level. The program enables innovators to incubate big ideas around socially driven technology with the goal of developing forward-thinking solutions that leave a lasting social impact. Red Bull Basement was launched in São Paulo, Brazil in 2015 and has since expanded to almost 30 countries. This is the second time Kenya is participating.

How to Participate?

To enter, currently enrolled university students aged 18 and older qualify to participate. Brainstorm your idea then describe it in a 60-second video (Introduction, Problem and the solution). Upload the video and your application on the [Red Bull Basement website](https://www.redbullbasement.com). The deadline is on October 25th 2020. Remember, public voting will take place the week of October 26. Share the idea with the public. A team can consist of one or two people.

The top-voted ideas from each country will make it to the judges' round. A panel of judges will select the best single idea to represent each country, based on creativity, feasibility, and impact. Each country's finalist team will then further develop their idea with the help of the Red Bull Basement network including an international mentor program, access to workspace, and micro-funding prior to the Global Workshop.



The poster features a blue background with a grid pattern. At the top left, a red box contains the year '2020'. The Red Bull logo is at the top center, with 'Red Bull' in red and 'BASEMENT' in white below it. The central image shows two students, a man and a woman, looking at a laptop. A glowing blue globe is projected from the laptop. To the right, a bicycle is shown with a custom-built electronic device mounted on its frame. At the bottom right, a red box says 'APPLY BY 25.10'. Below the main image, the text 'Red Bull gives wings to student innovators to drive positive change through tech solutions. Best ideas will be invited to the Global Workshop.' is written in small white font. The main slogan 'INNOVATE AT UNIVERSITY TODAY, DISRUPT THE WORLD TOMORROW' is in large, bold, white letters. At the bottom, logos for 'dimension data', 'HONOR', and 'KAMI LAMU' are displayed, along with the website 'REDBULLBASEMENT.COM'.