



On the 10th April we launched our Cool Idea award and we think it's pretty cool.

We are officially launching our £50,000 **Cool Idea** annual awards scheme across Europe to help turn brilliant ideas into reality.

The award gives applicants the chance to win our help to get their great ideas off the ground. That might be assistance with product development, building a prototype or even an initial production run.

It's all part of our commitment as the world's fastest manufacturer of custom prototypes and on-demand production parts to ensuring the best new ideas are brought to market, rather than languishing on a drawing board somewhere.



FarmBot, a past Cool Idea Award winner in the US, is an open source precision agriculture CNC farming project

We've run a similar scheme in the United States since 2011 and it has had some fantastic results. Take previous winner Rory Aronson as a great example.

Rory runs FarmBot, an automated precision farming system. Our award helped Rory and his team manufacture injection moulded parts for farming systems that can now be purchased through the FarmBot website.

Rory said: "**The Cool Idea Award** came at the perfect time for us as we were transitioning from smaller quantities to larger production volumes." FarmBot has since gone on to work with NASA on a project that aims to establish a botany laboratory on Mars.

We know there will be no shortage of similarly brilliant ideas across Europe – many of which are in danger of being stifled because product development resources are scarce. Our Cool Idea Award will help turn those inspiring concepts into real-life products.

The European awards will run independently of those in America and will be split over four quarterly programmes to help support as many innovations as possible. The first closes on May 31.

So what are you waiting for? We can't wait to hear all about your brilliant idea – and how we can help turn it into something real.

What could be more cool?

[Click here to find out more](#)