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## UNIMPOSSIBLE MISSIONS: THE UNIVERSITY EDITION

**YOUR MISSION: PROPOSE AN EXPERIMENT USING GE  
TECHNOLOGY TO DISPROVE THE IMPOSSIBLE**

### THE CHALLENGE

Every day at GE, we do things that supposedly can't be done. By taking the smartest minds and giving them access to the most cutting-edge technology available, we're solving the world's toughest problems.

In other words we take the impossible, and make it *unimpossible*.

We demonstrated this recently with a series of films where we took three common expressions describing things that can't absolutely be done. And then we went ahead and did them, [one after the other](#).

Now it's your turn. Using your intelligence, knowhow, and a toolkit of GE technology, we want you to select a common expression or idiom—and then describe an experiment that disproves it.

Up to three students will be selected as Competition winners. Up to two second place winners will be awarded a paid internship at one of GE's Global Research Centers (GRC)... and up to one grand prize winner will additionally receive a Scholarship of up to \$100,000 USD and a trip to GE's New York GRC to see their idea filmed as one of the next *Unimpossible Missions*.

### HOW TO ENTER

- 1 SELECT YOUR IDOM**—*Consider the following when selecting your idiom:*
  - 1. Your idiom should ideally describe something that's difficult, unlikely or impossible.** "Catching lightning in a bottle" is a good example, because catching lightning is something that's incredibly hard to do. "A piece of cake" is a bad example, because people make pieces of cake all the time.
  - 2. It helps if your idiom makes a claim.** This is because claims can be disproved with an experiment. For example, with the film, "A snowball's chance in hell," it makes the claim that snowballs have no chance in hell, which we disproved by immersing one in molten metal and it didn't melt. "At the drop of a hat" can't be disproved, because it doesn't really make a claim.
  - 3. Your idiom can be from any part of the world.** It doesn't have to be from the US or even be in English.
- 2 THEN SOLVE**—When you're thinking about how you would propose to debunk the idiom you've selected, make sure to use at least one piece of existing GE technologies (you can use as many as you'd like). Or an existing

GE technology that can be adapted for another purpose. Or GE technology that can be used to create new technology. Just make sure GE technology plays a significant role. Here is a [GE Technology Toolkit](#) to help you.

**SUBMIT**—*NineSigma is administering this challenge on behalf of GE. Visit [9sig.co/unimpossible](http://9sig.co/unimpossible) to enter.*

### THE PRIZES

Up to three students will be selected as winners, including up to:

#### (1) GRAND PRIZE WINNER:

- Up to \$100,000 USD Scholarship
- A 10-Week Paid Internship at a GE Global Research Center
- Trip to the New York GE GRC to have their idea filmed in the next *Unimpossible Missions* series!

#### (2) SECOND PLACE WINNERS:

- A 10-Week Paid Internship at a GE Global Research Center

## TIMELINE

**CONTEST LAUNCH:** April 19, 2016 @ 9am EDT

**RESPONSE DEADLINE:** June 14, 2016 @ 5pm EDT

**ANNOUNCEMENT OF AWARDS:** August 2016

**WINNERS' 10-WEEK PAID INTERNSHIPS:** 2017

## RESPONDING TO THE CHALLENGE

By submitting a response, respondents agree to the Official Challenge Rules and all of the following submission requirements:

### SELECTION AND REVIEW PROCESS:

Respondents acknowledge that GE Reserves the sole and absolute right and discretion to award prizes as stated in the Challenge, including awarding prizes to less than three (3) respondents.

### AWARDS AND OPPORTUNITIES:

Up to three (3) respondents will be selected as winners: up to two (2) Second Place winners will be awarded a 10-week paid internship at a GE Global Research Center, and up to one Grand Prize winner will be awarded a paid Internship, an up to \$100,000 USD Scholarship and a paid Trip to have their idea filmed in the next *Unimpossible Missions* series.

### NOTE

Subject to [Official Rules](#). Must submit at least one Entry at 5pm EST on June 14, 2016 to be eligible. To participate, must be over the age of 18 or the age of majority in said individual's country of origin, attending an accredited university or college and have will not have graduated before December 31, 2017. Free NineSigma account and internet access required. No purchase necessary. Void where prohibited. Up to two second place prizes of paid GE Global Research Center "GRC" internships (up to \$28,000 USD each) and up to one grand prize (including paid GE Global Research Center internship, Scholarship up to \$100,000 USD and a paid trip to the Niskayuna, New York GRC to have winning Entrant's idea featured in the next *Unimpossible Missions* series) available. Winning depends on Entrant's skills in meeting judging criteria. Sponsors reserve right not to award all prizes depending on quality of Entries received.



### QUESTIONS?

Contact the NineSigma HelpDesk: [phd@ninesigma.com](mailto:phd@ninesigma.com)



## ABOUT UNIMPOSSIBLE MISSIONS

In the summer of 2015, a request came to the GE Global Research Center to do three impossible tasks. Over the course of several months, the GRC assembled a dream team of technical experts from a variety of disciplines to tackle the challenges.

They were tasked with their *Unimpossible Missions*: protecting a snowball on a journey to hell and back, turning a wall into a good listener, and catching lightning in a bottle.

The experiments they designed are a testament to the great work that can be accomplished when experts from disparate areas come together to collaborate and find out-of-the-box solutions to big problems. The way our researchers share knowledge and expertise across areas and business is what is called the GE Store and it's what makes GE so unique.

## ABOUT GE

GE (NYSE: GE) is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. GE is organized around a global exchange of knowledge, the "GE Store," through which each business shares and accesses the same technology, markets, structure and intellect. Each invention further fuels innovation and applications across our industrial sectors. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry. [www.ge.com](http://www.ge.com)