



Announcing the Beat Waste Start-up Challenge

New crowdsourcing platform for environmental and social innovation launches first competition in partnership with the Plastiki Expedition

Myoo Create is a new online platform for environmental and social innovation- where people who share a passion for inspiring and co-creating a better world can come together and apply their talents to challenges that matter.

Myoo Create launched in beta this April, and is announcing its first challenge: The Beat Waste Start-up Challenge. Sponsored by the Plastiki Expedition, it is a competition to find businesses and social enterprises that reduce or eliminate waste. A prize pot of \$25,000 is available for the winners, as well as an audience with our panel of game changing entrepreneurs, innovators and thought-leaders:

Paul Hawken – Entrepreneur, author • **Graham Hill** – Treehugger • **Zem Joaquin** – EcoFabulous • **Adam Lowry** – Method • **Blake Mycoskie** – TOMS Shoes • **David de Rothschild** – Adventure Ecology • **Lynell Cameron** – Autodesk • **Premal Shah** – Kiva • **Adam Werbach** - Saatchi & Saatchi S

This is an open competition, anyone can enter, and all are invited to vote on entries and help determine the winners.

This is the first in a series of Beat Waste Challenges sponsored by the Plastiki. The Plastiki is a unique vessel with a unique mission: she is seeking to inspire us all to rethink waste. How? Well for starters, she is built out of trash. Old two liter plastic bottles keep her afloat while reclaimed irrigation piping stands as her mast. All together she is a 100% recyclable boat that explores uncharted waters in her endeavor to show there's no such thing as waste. She is currently sailing across the Pacific to showcase the power of innovation and design to eliminate waste.

Now the organizers of the Plastiki are seeking inspirational businesses and enterprises that can make the dream of a zero-waste future a reality. They are looking for enterprises with an innovative and scalable solution to the problem of waste- regardless of whether the enterprise uses a for-profit, more-than-profit, or not-for profit enterprise model.

Myoo Create is honored to host the Plastiki Beat Waste Challenge Series as the first in a long series of prize-driven innovation competitions that help organizations tackle social and environmental innovation challenges. Myoo Create operates under the philosophy that 'nobody is as smart as everybody', and is working to bring me + you (myoo) together to create a cleaner, saner planet. Recognizing that mass collaboration is the most effective way to generate the rapid, large scale innovation needed to address the world's pressing environmental and social issues – the Myoo Mantra is "collaborate to innovate."

Beat-Waste Start-up Challenge Details:

Eligibility: International competition for start-ups that have received no more than \$200,000 in revenue, income or funding up until 31 December 2009. **To enter:** A three minute elevator pitch and a short 200 word description is all it takes to enter the first round. The top entrants, as determined by crowd voting, will be invited to submit a more detailed enterprise plan for review by the judges. **Key Dates:** June 6th 2010 final day to enter, June 13th, 2010 voting on entries closes, June 15th, finalists notified.

Enter the Beat Waste Challenge, and view full competition details here:

http://www.myoocreate.com/challenges/1#full_briefing

For more information on the challenge sponsor, the Plastiki, visit: <http://www.plastiki.com>

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