



In the name of God

Call registration and Process of Kanoon's 4th Ideaazad National Toy Event

The General Directorate of Constructive Entertainment and Computer Games of the Children and Adolescents Intellectual Development Center will hold Ideaazad toys and games ideation event to bring together the designers, manufacturers, craftsmen, experts and enthusiasts of this socio-cultural field in the spring of 2021. In five steps, following the development and acceleration of the ideas and work of creative Iranian youth in the field of toys and entertainment, these ideas will be introduced to the toy manufacturers which is indeed an effective step in commercializing these ideas.

Step1: Enrolment

Ideators and designers can register and upload their ideas and concepts during the registration period from **March 14, 2021 to May 1, 2021**, by visiting the Ideaazad event website at ideaazad.ir and reading the general conditions of participating in the event.

Please be aware the 4th National Ideaazad event will be focused on the field of board games, toys and merchandising with an emphasis on **cognitive toys**.

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Step2: Selection of ideas

At this stage, from the ideas received by the event secretariat, the ideas that can be upgraded, completed, and presented to the market by the selection committee will be selected and will proceed to the next stage. At least forty of the ideas received are expected to make it to the next stage. The judging panel (consisting of four specialized judges in the fields of education, psychology, design, and graphics-illustration and the judges of the Cognitive Science and Technology Development Headquarters) will judge and select the selected ideas in a meeting. The most important factor for the success of any idea is the proximity of the idea to the target market in terms of investors and producers and having indicators of Iranian culture.

Step3: The process of mentoring

In the following, the selected ideators will learn about the implementation of the program, the conditions for participating in the free idea, the stages of accelerating, as well as the legal issues of this process, in the briefing session dated 15 May 2021, which will be held online. The absence of the ideator or his representative in this meeting will be considered as a cancellation of the continuation of the event. In the briefing session, the emphasized dimensions and components in this event, the style of how designers interact with the producers, investors, and the experience of past Ideaazad by mentors, judges, and participants of previous Ideaazad event will be stated.

After the briefing, the ideas that have a scalable core will be examined during workshops and meetings with the presence of various domestic and foreign experts in the field of toys, and educators and guides will provide their suggestions on the commercialization of these ideas to the designers. At this stage, the five mentors will be with the idea makers with the aim of purposeful guidance, and in the development of the idea, the production processes, game mechanics, and prototyping will accompany the economic justification calculations of the idea makers.



Step4: Presenting superior ideas

At this stage, ideas that have completed the mentoring process and are ready for the commercialization and production process will be presented in various ways on the day of the event. Speech, prompt or written presentation in the event book, are three main ways to present the works and designs to producers and investors.

Step5: Commercialization of top ideas

Selected ideas that have been able to use the platforms of this national event in various ways to be presented to producers, investors and sponsors, and have received the necessary support for commercialization and production; Their process of production and raising capital will be carried out under the supervision of the specialists of the General Directorate of Constructive Entertainment and Computer Games until the desired result is achieved.



Important Notes

- The Whole process of Ideaazad event is free of charge for the participants
- This year Ideaazad is accompanied by the Cognitive Technologies and Science Development Headquarters and focuses on cognitive approaches toward toys and games
- The fourth Ideaazad national event will pay special attention to national and indigenous dolls and will hold workshops with the participation of local and foreign experts.
- The development and acceleration of board games will have a special process in this event.
- Student groups that succeed in the early stages of the event will also receive special support from the University Jihad Students Organization.

Important Dates

- March 13- 2021: Start registering and uploading ideas
- Late April- 2021: Deadline for registration and uploading ideas
- May 1- 2021: Announcement of selected ideas
- May 5- 2021: start of the mentoring process
- July 6- 2021: Final presentation even

Secretariat of the National Ideaazad Toy Event