

## **RHU-Adobe 2026 National Competition**

Good morning.

Thank you all for being here.

**Mr. Safah Welcome to RHU**

To the ADOBE organizers and sponsors thank you **for creating this challenge:**

- You Have succeeded in getting the students out of their comfort zones.
- While reminding all that **growth often** begins with a little nudge.
- Like their mom at home (go study) (Turn the TV off)
- Whether they win or not, **the experience itself** is a victory.
- It taught them courage, perseverance, and the value of believing in themselves.

Thank you to all the students who participated in the competition.  
I am proud of you.

Thank you to the RHU faculty and the Graphic Design department for **mentoring the students to participate in this competition.**

Thank you to all the schools, the faculty, and the moms and dads that supported the participation of your loved ones in this prestigious competition.

**We are gathered to recognize those out of the box thinkers who have innovated and made an impact.**

**My friends,**

- Innovation is the use of creative ideas to **enhance: Productivity, Efficiency, Sustainability, and ultimately solving complex problems while adding value.**

Tomoki Kojima, a Japanese agriculture researcher won the 2025 Nobel Prize in Biology.

His assumption is that the drop in *cow milk yield* is not only factor of:

1. **Nutritional Imbalance:** Underfeeding, low:-fiber diets, etc.
  2. **Heat Stress:** (16-28°C) is the perfect range.
  3. **Health and Disease:**
  4. **Housing:** Changes in housing, noise, or improper handling.
  5. **Environmental:** Flies, bugs, mosquitoes.
- He investigated chemical free methods to eliminate bug bites.
  - He painted all cows in Zebra-like Strips and an amazing outcome came about. Flies' attacks were reduced by about 50%.  
Offering low cost, chemical free alternative to pesticide.

### **What an idea?**

We at RHU, we are teaching you to come up with innovative ideas and our message to you is:

- Continue to develop yourself
- Exit your comfort zone.
- Do not live in your bubble.
- If you stay in your comfort zone, you are putting yourself at disadvantage.
- **Success is not a comfortable thing.**

### **You got to get comfortable being uncomfortable.**

**We at RHU, we teach all students NOT to give up.**

**We teach them to face their challenges and come up with winning ideas,**

1. Brainstorm
2. Aim for 200+ raw ideas to identify 10 strong concepts.

3. Focus on solving a problem.
4. Use "SCAMPER" techniques: (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse) to refine concepts.

### **In Conclusion:**

#### **How to acquire an innovating mind set?**

- Read, DO Not SCROLL.
- Write,
- Talk to people,
- Cut off those who drag you down
- Surround yourself with people who force you to rise up (not those who keep you comfortable).
- Master your mind (School ends but education never does)
- Own your mistake (take ownership of your work) If you did something wrong say oops , I have learned I will not do it again.
- Value your reputation. Be the person who does the right thing
  
- Remember: **Always**
- Walk with integrity, speak with honesty and ask with courage.

I will not say much.

I am proud of you all.

I urge you to participate in future competitions,

I urge you to continue to hone your technical skills.

Best wishes to you all.