



ABB CRACK THE COST CHALLENGE 2026

INVITATION | APPLY BY AUGUST 16

HOSTED BY



SynerLeap



Final Event in Fort Smith, Arkansas, October 14-15,
Interact, present your work and meet with key figures within ABB.

I'M A STARTUP, WHY SHOULD I JOIN?

- **Paid MVP project.** The two winning startups (one per track) receive \$50,000 each for collaboration with ABB to address the challenge.
- **SynerLeap Membership.** Also, the winning startups receives a SynerLeap Membership, ABB's Open Innovation Platform, which will boost your growth and visibility across ABB, our partners and customers.
- **Networking.** Unique opportunities to connect and maintain contact with key figures within ABB.
- **Customers.** Potential to offer solutions to ABB's global customer base.
- **ABB insight.** Interaction with ABB and SynerLeap coaches for in-depth understanding of products, customers, and industrial domains, along with business development support.
- **Social Media Promotion:** Benefit from promotional campaigns on ABB's social media platforms, increasing their visibility and market presence.
- **Access to state-of-the-art technology.** Gain access to ABB's cutting-edge tools, infrastructure, and industrial data.
- **Long-term Partnership Potential** Possibility of a long-term partnership or collaboration with ABB beyond the initial project scope, for sustained support and growth.



Apply by August 16, 2026

We review applications continuously during the application period.

Apply here

CHALLENGE

01

ABB MOTION NEMA MOTORS

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END-TO-END COST VISIBILITY

UNLOCKING ALL COSTS ACROSS SUPPLY CHAIN

Problem we are trying to solve?

Motion NEMA Motors lacks a unified view of the true end-to-end cost of the products and components we manufacture and source globally. Cost drivers are scattered across multiple systems and functions—including materials, labor, logistics, tariffs, routings, sourcing decisions, and supplier costs—making it difficult to accurately evaluate manufacturing alternatives or identify the most cost-effective supply chain strategy.

This creates critical business challenges:

- Limited visibility into the total landed cost of products and components
- Make-versus-buy decisions are based on incomplete or disconnected cost data
- Manufacturing location decisions do not fully account for changing tariffs, logistics, and labor costs
- Supplier negotiations lack comprehensive should-cost insights
- Data integrity issues across routings, BOMs, sourcing, and standards reduce confidence in decision-making

What solution do we seek?

Develop an AI-enabled solution that provides end-to-end product cost intelligence across ABB's global manufacturing and supply network. The solution should combine data from BOMs, routings, supplier pricing, labor rates, logistics, tariffs, and sourcing information to answer three key questions:

- What does a product actually cost today?
- What should it cost? Future scope
- Why does it cost what it costs? Future scope

Future scope: The system should allow users to compare manufacturing and sourcing scenarios across locations, evaluate the impact of changing tariffs and supply chain conditions, identify key cost drivers, and support data-driven make/buy, sourcing, pricing, and production location decisions.

Why now?

- Cost volatility is rising across tariffs, logistics, capacity, and regional manufacturing
- Cost data exists, but is split across ERP, sourcing, logistics, suppliers, tariffs, and spreadsheets
- AI can connect these sources, reveal cost drivers, and model sourcing or manufacturing scenarios

ABB MOTION NEMA MOTORS

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SLOW DESIGN OPTIMIZATION

AI-DRIVEN INTELLIGENT DESIGN-TO-COST OPTIMIZATION

Problem we are trying to solve?

We optimize designs one variable at a time, not across the full business reality. Electrical motor design is inherently a trade-off: improving one parameter often worsens another. Increasing copper can reduce I^2R losses but may raise cost or create new design constraints. Steel grade, stack length, horsepower, mounting, design letter, manufacturing location, and material tariffs all influence the best answer. Today, these factors can be simulated, but largely one at a time. That limits our ability to identify the true best design when performance, manufacturability, and total cost must all be optimized together.

What solution do we seek?

We are looking for innovative creators to develop an AI-enabled design-to-cost optimization capability that can integrate with ABB's electrical design ecosystem. The solution should be framework-agnostic, allowing it to interface with existing design tools such as IMP, 802, and Design Expert, while remaining adaptable to future design frameworks and calculation engines. The capability should be able to evaluate thousands to millions of design combinations simultaneously and identify optimal design paths across cost, efficiency, and manufacturability objectives.

Why now?

Material costs, tariff exposure, and sourcing options are changing too quickly for manual or sequential analysis. At the same time, the internal design foundation already exists: Design Expert already supports optimization within design bounds, and 802 has now been connected through the API. This creates a timely opportunity to evolve from performance-only optimization to full cost-and-sourcing optimization. The team is uniquely positioned because it combines domain knowledge in motor design with access to the existing design tools, making this a practical next step rather than a greenfield concept.

CHALLENGE

02

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August 16