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For Immediate Release

## **Think & Act Differently, Powered by BHP, launches global innovation challenge focused on Orebody Knowledge**

**Unearthed, a leading facilitator of open innovation in the resources sector, is pleased to announce the launch of the latest global challenge in partnership with Think & Act Differently, Powered by BHP.**

The Orebody Knowledge Challenge invites innovators from diverse industries to present concepts and solutions that improve subsurface data collection, a fundamental factor in mining decision-making. The challenge seeks advancements in three critical areas:

**Faster Data Collection:** Innovations that increase drilling rates or reduce the need for drilling while maintaining accuracy.

**Improved Characterization Between Drill Holes:** Technologies that enhance orebody data resolution, enable better sample analysis, or improve in-situ measurement precision.

**Enhanced Data Integration & Unification:** solutions that collect high-density data and unify multiple sources for more robust decision-making.

Understanding the orebody at a high resolution is essential for defining mining methods, optimizing ore extraction, and ensuring the economic viability of mining operations. With mineral deposits becoming harder to locate and more complex to mine, improved orebody knowledge is critical for sustainable mining.

Through this innovation challenge, Think & Act Differently, powered by BHP, will provide selected innovators with tailored support, including:

- **Funding** for physical or digital experiments to de-risk solutions.
- **Access to Resources**, including mining experts, sample data, and operational insights.
- **Network Connections** to BHP Ventures, industry partners, and funding ecosystems.
- **Technical Support** to design and execute solution testing with guided feedback.
- **Mentorship** from industry and commercial experts to refine market entry strategies.

This challenge welcomes participation from innovators inside and outside the mining industry, recognizing that cross-industry perspectives drive the best breakthroughs.

To participate, please register for the challenge, where you will receive access to more information about the challenge background. [Register here](https://uneearthed.solutions/u/challenges/open-house-orebody-knowledge)  
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### **Unearthed Solutions**

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**Think & Act Differently** is the welcoming face of BHP Innovation, with a unique approach that challenges conventional thinking and connects dots in new and exciting ways. We are a global team that collaborates with partners across different ecosystems. We work with broad innovator segments, including startups, research institutions, original equipment manufacturers, engineering companies and other mining companies. We find people with the best technology solutions to support BHP's ambitions in delivering resources the world needs in innovative ways. We help innovators develop their technology and ideas, accelerating the creation of new options. <https://www.thinkactdifferently.com>

**Example of a past Think & Act Differently ecosystem thematic**

The [Comminution Challenge](#) was focused on finding ways to reduce energy consumption or increase throughput by delivering potential step changes in the way we crush, pulverize and grind rocks for mineral extraction.

**Unearthed Solutions** is the mining and resources industry's gateway to an open, collaborative and connected global ecosystem that's solving the sector's hardest challenges. Based in Perth, Australia, we are immersed in one of the world's major mining hubs but have a global reach in our activities. <https://unearthed.solutions/>