



TECH
CiTY

AVEIRO
STEAM CITY



2nd Edition

Aveiro Urban Challenges

PARTICIPATION RULES

INDEX

Foreword.....	3
CHAPTER I - GENERAL RULES.....	3
Article 1.º - Object.....	3
Article 2.º - Objectives.....	3
Article 3.º - Definitions.....	4
Article 4.º - Beneficiaries.....	4
Article 5.º - Challenges and Categories.....	5
Article 6.º - Schedule and stages.....	5
CHAPTER II - APPLICATION.....	6
Article 7.º - Application submission and deadlines.....	6
Article 8.º - Application's documents.....	6
Article 9.º - Projects' requirements.....	7
Article 10.º - Invalid applications.....	7
Article 11.º - Pre-Selection and Evaluation.....	8
Article 12.º - Jury.....	9
Article 13.º - Communication of Pre-Selected Projects.....	9
CHAPTER III - PROGRAMME.....	10
Article 14.º - Aveiro Tech City Pitch.....	10
Article 15.º - Selection and Evaluation of "Aveiro Tech City Pitch".....	10
Article 16.º - "Aveiro Tech City Pitch" Jury.....	11
Article 17.º - Training.....	11
Article 18.º - Development and Trial.....	12
CHAPTER IV - FINAL PITCH & DEMODAYS.....	13
Article 19.º - <i>Final Pitch</i>	13
Article 20.º - Demodays & Wrap up Session.....	13
CHAPTER V - PRIZES & FUNDING.....	14
Article 21.º - Funding.....	14
Article 22.º - Prizes.....	14
CHAPTER VI - CLAUSES.....	15
Article 23.º - Obligations and responsibilities.....	15
Article 24.º - Intellectual property.....	15
Article 25.º - Final Clauses.....	16
Article 26.º - Omissions.....	16
ANNEX I – APPLICATION FORM.....	17
ANEXO II – PROGRESS REPORT.....	20

Foreword

The last decade intensified the change in our society, whose economic development paradigms and creation of business were modified by a society more entrepreneurial, with greater access to technological solutions that permits the development innovative and disruptive business models.

Having this in mind, governmental agents must improve and promote public policies to leverage the development of favourable ecosystems to create jobs, new services and goods, capable to increase value to the market.

The second edition of **"Aveiro Urban Challenges"** consists of an initiative to support the development of ideas and projects that intend to respond to urban challenges.

CHAPTER I - GENERAL RULES

Article 1.º - Object

This document states the rules in relation to the submission of applications to the second edition of Aveiro Urban Challenges, promoted by the Municipality of Aveiro, within the project of Aveiro STEAM CITY (UIA03-084), cofounded by the European Union programme Urban Innovative Actions.

Article 2.º - Objectives

Aveiro Urban Challenges is an initiative that aims to:

- a) Support the application of new projects to solve urban challenges.
- b) Provide business opportunities to entrepreneurs and companies with projects in a development phase.

Article 3.º - Definitions

For the current rules, should be considered the following definitions:

- a) «*Startup*» - Entities with less than two years of activity, regardless their legal form, with less than two years of activity.
- b) «*Scaleup*» - Entities with more than two years of activity and less than ten years, regardless their legal form, in a process of growth, access to new markets and increasing of employees.
- c) «*R&D Institutions*» - Equivalent organisations foreseen in subparagraph a) of the article 14º of the *Decreto-Lei* n.º 63/2019, from 16th May, which establishes the legal framework of research and development institutions, R&D units, Governmental Labs and Associated Labs.
- d) «*Project*» - Group of structured and correlated activities and tasks with the objective to develop a new service/product, a new process/market, new methodologies/organisation and new characteristics of products/services with economical potential.
- a) «*Participants*» or «*Entrepreneurs*» - People aged 18 or more taking part of a team or project.

Article 4.º - Beneficiaries

- 1. The second edition of this programme is addressed to:
 - a) *Startups*.
 - b) *Scaleups*.
 - c) R&D Institutions.
- 2. The application must be submitted by one or more members from an organisation. Each team must have one to three members, and if selected, must participate in the different stages of the programme.

3. The organisation will exclude from this edition every organisation with a financial turnover of 50 Millions of Euros.

Article 5.º - Challenges and Categories

1. The challenges of the programme fall under the following themes:
 - a) **Smart management of users and visitors:** Technological solution aimed to manage public in events and cultural spaces (indoor or outdoor).
 - b) **Inclusive Tourist Guide:** Technological solution aimed to promote inclusive tourism and cultural' s offers.
 - c) **Flood Management:** Solution aimed at controlling and maintaining the level of Aveiro's urban channels in accordance with variables of the level of external and internal water, precipitation and wind.
 - d) **Edge Computing for LIDAR sensors focusing urban mobility:** Development of an Edge Computing solution for data analysis and processing through LIDAR detection of vehicles and people in the public space.
 - e) **Aveiro candidacy for European Capital of Culture 2027:** Development of a mapping, mediation, communication and cultural creation platform, between the Cultural and Creative Industries of the Region of Aveiro.
2. Candidate solutions must fit into one of the five themes presented in the previous number, which details are described in Annex III.

Article 6.º - Schedule and stages

Aveiro Urban Challenges will be implemented with the following timeline:

- **11st of January to 28th of March 2021:** Application submission period.
- **29th March to 13th of April 2021:** Selection period.

- 14th of April 2021: Announcement of 25 projects to participate in *Aveiro Tech City Pitch*.
- 23rd of April 2021: *Aveiro Tech City Pitch*.
- 28th of April 2021: Kick-off Event.
- 28th of April to 30th of September 2021: Development and trial stage.
- 24th to 26th of May 2021: Training Sessions.
- 09th of August 2021: Progress Report delivery.
- 11st to 17th of October 2021: *Demodays @ Aveiro Tech Week 2021*.
- 14th of October 2021: Pitch Training.
- 15th of October 2021: Final Pitch.

CHAPTER II - APPLICATION

Article 7.º - Application submission and deadlines

1. Each application must respect the requisites stated in article 9^a and must be submitted until 11h59pm by the **14th of March 2021** (GMT time), using the application form available in the website <https://www.aveirotechcity.pt/>, whose model is described in Annex I.
2. Each organisation must submit only one application.

Article 8.º - Application's documents

1. The application is necessarily composed by the Application Form, available on the program's website and duly completed.

2. The applications must state clearly which theme/category they fall in and which challenge they respond to.
3. The participants can also voluntarily include additional documents such as: business model, portfolio, leaflets, videos or other elements to illustrate the project.

Article 9.º - Projects' requirements

1. Projects should lead to the emergence of new solutions, products or services for existing markets, or from a disruptive perspective, to foster the development of new markets or concepts based on the challenges presented by the stakeholders.
2. Projects should be well considered in terms of their technical feasibility, presenting a degree of maturity equal to or greater than TRL 2 and equal to or less than TRL 7, according to TRL - Technology Readiness Levels, available [here](#)). Aveiro Urban Challenges is a program that aims to support the initial development and implementation of projects and, as such, projects must be proposed and designed regarding program deadlines.
3. Projects must also belong to the participants, being those the responsible, in all legal terms, for their authorship.
4. Each team must identify their representative throughout the programme, and must also ensure the participation of at least one member in all phases of the contest, namely: Aveiro Tech City Pitch, training sessions, final pitch and demodays, under penalty of not being granted the support and monetary prizes referred in articles 21 and 22.

Article 10.º - Invalid applications

1. Applications in any of the following situations are considered invalid:
 - a) Submitted after the deadline referred in Article 7.

- b) Fail to submit all the requested documentation as described in Article 8.
 - c) The information provided is false.
 - d) Do not comply with the requirements set out in Article 9.
 - e) If there is any other irregularity with the application.
2. Applications that fall in these previous situations will be automatically eliminated from the competition and competitors will be notified.

Article 11.º - Pre-Selection and Evaluation

1. The pre-selection stage includes 25 projects that will participate in Aveiro Tech City Pitch, under the terms referred in Article 14.
2. Applications will be evaluated by a Jury, in accordance with Article 12, taking into account the following criteria, score and weighting:

Pre-Selection Criteria	Score	Weight	
Solution			
Maturity	(1-5)	20%	75%
Innovation	(1-5)	20%	
Response to the challenge - relevance and impact of the solution	(1-5)	20%	
Adequacy and justification of the budget	(1-5)	15%	
Promoters			
Company Competences/Skills	(1-5)	15%	25%
Work Methodology / Implementation Organization	(1-5)	10%	

100%

3. To the previous evaluation, Jury will give additional weight considering the nature of the beneficiaries:
 - a) Startups increased by 15%.
 - b) Scaleups increased by 10%.
 - c) R&D institutions increased by 5%.

Article 12.º - Jury

1. The pre-selection will be made by a Jury composed by seven elements, representative of:
 - a) A representative of the Economic Development and Entrepreneurship Division of the Municipality of Aveiro.
 - b) A representative from the Culture, Tourism and Citizenship Division of the Municipality of Aveiro.
 - c) A representative of the Mobility and Transport Division of the Municipality of Aveiro.
 - d) A representative of the Executive Committee of Aveiro 2027 - European Capital of Culture.
 - e) A representative from Instituto de Telecomunicações.
 - f) A representative from Altice Labs.
 - g) A representative from Beta-i.
2. The Jury evaluates the pre-selected projects based on the information provided in the application form and the documents referred in Article 8 and in accordance with the evaluation criteria set out in Article 11.
3. In the event of a tie, the decision of a tiebreak, rests with the president of the jury, appointed by the Municipality of Aveiro.
4. The jury's scores and decisions, transcribed and disclosed by the candidates, are sovereign and without appeal.

Article 13.º - Communication of Pre-Selected Projects

Applicants will be notified by email about the admission or exclusion of their application until the 14th of April 2021.

CHAPTER III - PROGRAMME

Article 14.º - Aveiro Tech City Pitch

1. The 25 pre-selected projects shall participate in Aveiro Tech City Pitch, which will be held on **23rd of April 2021**, in a place indicated later, where the promoters will have the opportunity to present the candidate projects.
2. Each team will have 5 minutes to present their solution, using audiovisual tools if necessary.
3. Each team participating in the Aveiro Tech City Pitch will receive a financial support of € 500.00 (five hundred euros) to support travel and accommodation costs for on-site participation in the event, in accordance with article 21.
4. This event will select **five projects**, according to Article 15, that will benefit from monetary support to its implementation in the amount of € 20,000.00 (twenty thousand euros), paid in accordance with Article 22.

Article 15.º - Selection and Evaluation of "Aveiro Tech City Pitch"

The projects participating in Aveiro Tech City Pitch will be evaluated by a Jury, in accordance with Article 16, taking into account the following criteria, score and weighting:

Selection Criteria	Score	Weight	
Solution			
Maturity	(1-5)	20%	70%
Innovation	(1-5)	25%	
Response to the challenge - relevance and impact of the solution	(1-5)	25%	
Promoters			
Competences/Skills Demonstration	(1-5)	15%	15%
Pitch			
Ability to explain/communicate the project	(1-5)	15%	15%

100%

Article 16.º - "Aveiro Tech City Pitch" Jury

1. The selection of the 5 finalist will be made by a Jury composed by seven elements, representative of:
 - a) A representative of the Economic Development and Entrepreneurship Division of the Municipality of Aveiro.
 - b) A representative from the Culture, Tourism and Citizenship Division of the Municipality of Aveiro.
 - c) A representative of the Mobility and Transport Division of the Municipality of Aveiro.
 - d) A representative of the Executive Committee of Aveiro 2027 - European Capital of Culture.
 - e) A representative from Instituto de Telecomunicações.
 - f) A representative from Altice Labs.
 - g) A representative from Beta-i.
2. The Jury evaluates the projects based on the *pitch* and in accordance with the evaluation criteria set out in Article 15.
3. In the event of a tie, the decision of a tiebreak, rests with the president of the jury, appointed by the Municipality of Aveiro.
4. The jury's scores and decisions, transcribed and disclosed by the candidates, are sovereign and without appeal.

Article 17.º - Training

1. The teams from the five selected projects will participate in training sessions according to the following schedule, in a place indicated later:
 - a) **24th of May 2021:** Workshop *Talking to costumers*.

- b) 25th of May 2021: Workshop *Pilot Canvas*.
 - c) 26th of May 2021: Workshop *Pilots KPI's*.
 - d) 14th of October 2021: Workshop *Pitch Training*.
2. Training sessions will take place at a designated place and will be conducted by professionals of proven experience in workshops and training sessions.
 3. Each team must be represented in each training action with at least one element, however, it is possible and desirable, the participation of all elements, under penalty of not being awarded the monetary support referred in Articles 21 and 22.

Article 18.º - Development and Trial

1. Development and trial phase, held between 28th of April and 30th of September 2021, will enable the five final projects to access information and data to test the applicability and future success of the project in real context.
2. During the development phase, the organization offers a co-work space in the business Incubator of the Municipality of Aveiro in order to team members develop their projects. This space must be requested by email to the organization.
3. During the development phase, each team will have access to a total of **30 hours of one-to-one mentoring**, whose scheduling is the responsibility of the candidates and whose sessions can take place in person or remotely, according to the convenience of the participants and mentors.
4. For each challenge, will be identified mentor(s) responsible for the theme that fits the solution presented by the candidates and who will accompany the development of the project.
5. Until 9th of August 2021, each team shall submit a brief progress report (Annex II), identifying the steps and works developed, the mentoring meetings carried out or

other relevant information, reported as 31st of July 2021, that will allow to measure the work and results achieved during the development phase.

CHAPTER IV - FINAL PITCH & DEMODAYS

Article 19.º - *Final Pitch*

1. The final pitch will take place on **15th of October 2021** at a place that the organization may indicate.
2. Each team will have 5 minutes to present their project, using audiovisual tools if necessary.
3. The main goal of the Final Pitch is for teams present the “final product” that was developed to meet the challenge presented. The project must be evaluated positively by the jury members so the payment of the second parcel can be authorized, according to Article 22.

Article 20.º - Demodays & Wrap up Session

1. The five projects / solutions developed within the scope of Aveiro Urban Challenges must be publicly presented to the community, between **11st to 17th of October 2021**, as part of Aveiro Tech Week 2021 events programme.
2. The finalist entities must guarantee the good development of the solutions, and, if necessary, affect the monetary prize attributed within the scope of Aveiro Urban Challenges, as referred in Article 22, to the demonstration of the solution during Demodays.

CHAPTER V – PRIZES & FUNDING

Article 21.º – Funding

1. Each of the twenty-five pre-selected projects in the second edition of Aveiro Urban Challenges benefit from a monetary support of € 500.00 (five hundred euros) to cover travel and accommodation expenses for the Aveiro Tech City Pitch's on-site participation.
2. The amount referred in the previous number will be deposited directly into the bank account previously indicated by the representative of each team, within 10 working days after the Aveiro Tech City Pitch event is held.

The five finalists' projects of Aveiro Urban Challenges benefit from the following support:

- a) € 500.00 (five hundred euros) monetary support to cover travel and accommodation expenses for the on-site participation in Aveiro Tech City Pitch and access to the global prize of € 20,000.00 (twenty thousand euros).
- b) Participation in training workshops for project development.
- c) Access to a network of mentors and experts specializing in certain business areas.
- d) Access to real data provided by the Municipality of Aveiro.
- e) Free co-work space at the Business Incubator of the Municipality of Aveiro during the Development & Test phase.

Article 22.º – Prizes

1. The five finalists will receive a cash prize of € 20,000.00 (including the monetary support referred in Article 21) to support the development of the proposed solution.
2. The prize will be paid in two parcels, each one worth € 10,000.00, being the first tranche paid after the participation and the end of the training sessions and the second tranche will be paid after the Demodays and only after a positive evaluation by the mentors who accompanied the project.

3. The prizes will be paid by bank transfer, in an account indicated by the representative of each team, who is responsible and commits to incorporate the prize in the development and implementation of the project.
4. Any fees or taxes applied to the award are supported by the winners.
5. If participating teams do not demonstrate satisfactory progress in developing their solutions, and/or do not attend in the various program activities, the organization reserves the right to cancel payment of the second prize parcel or trigger the legal mechanisms to be reimbursement of the first prize parcel, already paid.

CHAPTER VI - CLAUSES

Article 23.º - Obligations and responsibilities

1. The participants of Aveiro Urban Challenges commit to:
 - a) Comply with the directives set in these participation rules and other accompanying documents, as well as provide information about their project, whenever requested.
 - b) Attend and actively participate in each phase of the programme, namely: Aveiro Tech City Pitch, training sessions, final pitch and demodays, under penalty of not being awarded the monetary support referred to in Articles 21 and 22.

Article 24.º - Intellectual property

1. Project participants / promoters are recognized for the intellectual property of the solutions presented.
2. The solutions developed within the scope of Aveiro Urban Challenges, including hardware and software, will be assigned to the Municipality of Aveiro in exchange for the monetary prizes awarded for their development.

3. None of the teams may develop products and other components without the prior written consent of the party to whom their respective industrial/intellectual property rights belong.
4. The teams will be responsible for any third party licenses necessary for the correct functioning of the submitted solution, and assume all responsibility from third party claims regarding copyright as well as industrial property rights.
5. Participants accept the collection of communication content for dissemination of Aveiro Urban Challenges to the general public, without prior notification.

Article 25.º - Final Clauses

1. The organization guarantees the confidentiality of the submitted applications, as well as the anonymity of the beneficiaries that will not be selected.
2. Participants automatically agree to the use of images, voices and names for the disclosure and promotion of Aveiro Urban Challenges, without charge or term of retribution.
3. The organization reserves the right to modify these rules, as well as the Jury composition.
4. If there is any dropouts, participants must communicate by email (aveirotechcity@cm-aveiro.pt) and the jury may reinstate other projects/participants.

Article 26.º - Omissions

Any situation not foreseen in these rules, as well as any questions or problems that arise during the program, should be communicated to the organization by email (aveirotechcity@cm-aveiro.pt), that will act accordingly.

ANNEX I – APPLICATION FORM

1. ENTITY/ORGANIZATION

- Name *
- Type * (Startup / Scaleup / Instituição de I&D)
- Website/Linkedin
- Responsible for the team/project (name, email and mobile) *

2. PROJECT

- Name *
- Category (choose one of) *
 - Smart management of users and visitors.
 - Inclusive Tourist Guide.
 - Flood Management.
 - Edge Computing for urban mobility on LIDAR sensors.
 - Aveiro candidate for European Capital of Culture 2027.

2.1. Short description of the project (maximum 1000 words) *

Project description (type of product/service to be developed)

2.2. What problem/need or opportunity are you looking to address or benefit from the project? *

Short explanation of potential users or customers, what problem will be answered or what opportunity will be created by the development of the project. If possible give detailed responses with quantitative or qualitative data.

EVALUATION CRITERIA: Project Maturity + Response to the theme/challenge

2.3. What technology underpins the product or service? *

Clear and objective description of the current stage and the next critical steps in solution development. Participants should be aware of what type of information is transmitted in order to avoid disclosure of confidential information. In other words, we suggest not the explanation on how technology works, but rather what it does and how it meets customer needs.

EVALUATION CRITERIA: Innovation of the Project

2.4. What makes the solution innovative and how? *

Clearly provide a description, in 2 or 3 sentences, of the benefits to customers and how it overcomes existing problems. We advise the answer to be as quantitative as possible, such as avoiding expressions such as "is better or faster than...", by choosing arguments such as "allows a improvement by XX%".

EVALUATION CRITERIA: Innovation of the Project + Project Maturity

2.5. Is there opportunity for global impact?

Description of generic market characteristics in which the product or service is inserted and to what extent your value proposition makes the solution attractive.

EVALUATION CRITERIA: Scalability and Commercialization Potential + Project Maturity

2.6. What developments and investments are needed to implement the solution/project by October 2021? *

Description and/or schedule of the actions to be developed and the investments required for the solution/project to be presented publicly in October 2021.

EVALUATION CRITERIA: Adequacy and justification of the budget presented

3. TEAM

- Number of Elements (maximum 3) *
- Names, emails and cellphone numbers *

EVALUATION CRITERIA: Team/Promoters Skills/Competences

- Which is the role of each member in the project *

Describe the skills, knowledge and experience of each member and their role within the project.

4. ANNEXS

Participants will be able to add documents such as business model, portfolio, prototypes or videos.

5. FINAL CONSIDERATIONS

By submitting the application, participants declare that:

- The information is reliable and true.
- They are responsible for any claims about intellectual and industrial property rights or improper access to third party data and information.
- Accept additional information required by the organization

ANEXO II – PROGRESS REPORT

This progress report, reported on July 31, 2021, should be sent, by each team, to the email aveirotechcity@cm-aveiro.pt, until AUGUST 09, 2021, with the reference "Name of Project - Progress Report - Aveiro Urban Challenges".

1. Project identification

Project name

2. Actions and Activities developed

Description of the work carried out to develop and implement the project. Try to specify and detail the actions developed and, if possible, schedule them over time.

3. Mentoring

Description of the sessions conducted with the Mentor (s) and the work plan that resulted from each session.

4. Team

Description of the work carried out by each member of the team and the allocation to the project.

5. Team identification

Name Element 1:	% Allocation:
Name Element 2:	% Allocation:
Name Element 3:	% Allocation: