



ACCELERATING INNOVATION IN  
HEALTH TECH, SMART CITY  
AND GREENTECH

# URBAN TECH PROGRAMME

## Guide for applicants

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# URBAN TECH programme

## Guide for Applicants

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## 1. Introduction

The Guide for Applicants of the URBAN TECH Open Call aims at describing the overall financial support scheme and presents the detailed process of the short proposal submission. Further details and templates on the next selection process will be provided at the different stages.

## 2. About URBAN TECH project

URBAN TECH supports the acceleration of competitive success of **European SMEs through market launch of new or significantly improved products and services with higher value (with higher quality, increased access, eco-innovative, resource efficient and internationally scalable)**. In long term perspective, the project aims to innovate and increase the competitiveness of European Health Tech, Smart City and Greentech industries globally.

URBAN TECH seeks innovative solutions to cross-sectoral and cross-border challenges, either public or private and brings together different stakeholders of the industry value-chain to cooperate and innovate together, as well as providing support to SMEs and start-ups in scaling their solutions and products globally.

URBAN TECH partnership consists of cluster, innovation and entrepreneurial support organisations to SMEs and start-ups, mediators between the societal stakeholder's needs and solution providers from 9 countries.

## 3. Topics and Challenges

URBAN TECH focuses on industries, which are the ones who contribute to the emergence of healthy, smart and green urban environment of the future: more sustainable, healthy, energy-saving, that creates new business opportunities, is resource efficient and eco-innovative. Health Tech, Smart City and Greentech are three emerging industries who seek to create a better, safer and more sustainable life for any citizens in the world.

### Smart City

A Smart City is a framework, predominantly composed of Information and Communication Technologies (ICT), to develop, deploy, and promote sustainable development practices to address growing urbanization challenges. A big part of this ICT framework is essentially an intelligent network of connected objects and machines that transmit data using wireless technology and the cloud. Cloud-based Internet of Things (IoT) applications receive, analyse, and

manage data in real-time to help municipalities, enterprises, and citizens make better decisions that improve quality of life.

In smart cities, citizens engage with smart city ecosystems in a variety of ways using smartphones and mobile devices, as well as connected cars and homes. Pairing devices and data with a city's physical infrastructure and services can cut costs and improve sustainability. Communities can improve energy distribution, streamline trash collection, decrease traffic congestion, and even improve air quality with help from the IoT.

Coverage and capacity of technologies are challenges that a smart urban setting face. Interoperability with existing infrastructure for energy, water and transportation systems, digital security, different or missing legislation and policies are great obstacles. Moreover, smart cities have to tackle the lack of confidence or reluctance shown by citizens. There is a great need for sustainable funding and business models.

## Health Tech

Health Tech includes any technology-enabled healthcare products and services that are primarily delivered and/or consumed outside of the hospital or physician's office—one notable exception being hospital and practice management software. It includes information technologies to improve healthcare delivery while decreasing costs and technologies and services to optimize patient-centric healthcare through things like cloud computing, internet services and social mobility.

Health Tech provides consumers similar improved experience in the health sector, which they already have in other sectors, like in the sharing economy. Digital health solutions respond to the need of the consumers of taking more interest in their health. Wearables are becoming the forefront of the Health Tech. Technology can help to address the need of an ageing population.

Privacy protection is proving to be a major roadblock to Health Tech development by preventing or limiting the sharing and distribution of data. The proliferation of data is incredibly important for the future of Health Tech and it is vital to the continuation of solutions to disease prevention, patient communication services and consumer wearables technology. Lean approaches to innovation and fail-fast attitude cannot simply apply to the healthcare industry and digital health start-ups. Healthcare regulations differ from region to region.

## Greentech

Greentech refers to a type of technology that is considered environmentally friendly based on its production process or its supply chain. Greentech – which is an abbreviation of "green technology" – can also refer to clean energy production; clean energy production is the use of alternative fuels and technologies that are less harmful to the environment than fossil fuels.

There is an increasing awareness about the impacts of climate change and the depletion of natural resources. The goal of Greentech is to protect the environment, repair damage done to the environment in the past, conserve natural resources and preserve the Earth's natural resources.

Climate change and vulnerabilities associated with global warming have increased environmental awareness and concerns among individuals across the globe. High R&D activities for technology-based renewable sources and is expected to be the major factor that drives the green technology and sustainability market growth.

### Challenge areas

More than 300 Challenges from 9 countries and beyond are available at the URBAN TECH Online Open Space, in a [Virtual Library](#) structured around the three topics (Greentech, Health Tech and Smart City). 35 thematical challenge areas help filtering in the Virtual Library of Challenges. The areas are reflecting different fields of interest and specialisations from the Challenges, which may accordingly be included into 2 or 3 of these areas.

35 Challenge areas (in alphabetical order)

<ul style="list-style-type: none"> <li>• administrative solutions,</li> <li>• AI &amp; IoT,</li> <li>• automation &amp; robotics &amp; sensors,</li> <li>• awareness &amp; training tools,</li> <li>• cargo handling,</li> <li>• citizens participation,</li> <li>• database solutions,</li> <li>• digital marketplaces,</li> <li>• eHealth &amp; telemedicine,</li> <li>• energy management,</li> <li>• energy sharing,</li> <li>• EV charging,</li> <li>• eVTOLs &amp; drones,</li> <li>• forecasting softwares,</li> <li>• health care management,</li> <li>• last mile solutions,</li> <li>• mobility as a service (MAAS),</li> <li>• mobility strategies,</li> <li>• monitoring solutions,</li> </ul>	<ul style="list-style-type: none"> <li>• new hardware products,</li> <li>• other environmental solutions,</li> <li>• predictive maintenance,</li> <li>• real-time &amp; big-data,</li> <li>• recycling &amp; upcycling,</li> <li>• smart &amp; sustainable buildings,</li> <li>• social inclusion solutions,</li> <li>• solar energy &amp; batteries,</li> <li>• sustainability strategies,</li> <li>• sustainable food &amp; farming,</li> <li>• tracing &amp; tracking solutions,</li> <li>• urban landscaping,</li> <li>• urban mobility solutions,</li> <li>• urban planning,</li> <li>• virtual &amp; augmented reality,</li> <li>• water solutions.</li> </ul>
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## 4. Eligibility

- **SMEs and start-ups with legal entity based in European Union countries or H2020 associated countries or the UK.** Eligible countries are listed in the Annex 1 of the H2020 Work Programme 2018-2020:  
[https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-a-countries-rules\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-a-countries-rules_en.pdf)
- **SMEs based in or having an affiliation in Russia or Belarus are NOT eligible to apply.**
- Start-up and scale-up SME companies should meet the following **criteria**:
  - **1-250 employees** (minimum requirement is to have at least one full-time employee)
  - **<50M EUR turnover annually**
- **Independent commercial company**, which is developing or commercializing an innovative product, service or business model with high market potential
- **The company is not in a liquidation or bankruptcy process**

An SME, start-up can submit more than one short proposal to the Open Call and can participate at several Hackathons, but an SME, start-up is only eligible to one **MINIMUM VIABLE PRODUCT VOUCHER** (see later funding structure).

## 5. Overview

The **URBAN TECH Programme will provide up to 54.350 EUR per SME in different funding stages** to develop a new or significantly improved service or product that addresses one of the URBAN TECH Challenges. During a competitive process, 4 evaluation and selection phases will be executed, in which 320 SMEs will start the programme and only 20 will finish.

**SMEs can apply between 22 June 2022 and 14 September 2022 by submitting a short proposal (1-pager).**

The list of **320 selected SMEs** that can continue the application process will be announced **by 31 October 2022.**

**These 320 SMEs will have the opportunity to participate in one of the 9 physical presence Hackathons**, based on the geographical proximity of the Challenge Owner, for which they proposed solutions. **The best ranked SMEs (approx. 160) can receive a Travel Voucher (TV) to attend the Hackathon.** Solution providers will work on the provided solution together with the Challenge Owner and they will **pitch the elaborated solution at the end of the Hackathon.**

If selected among the **80 best ranked projects (36 in reserve list)**, they will be invited to submit a **full proposal** to present their action plan in order to receive **1<sup>st</sup> stage funding in the form of a Minimum Viable Product Voucher (MVPV)**





In the 2<sup>nd</sup> stage **30 SMEs out of the 80 beneficiaries of the MVP Voucher will be selected to receive the Piloting Voucher (PV) of 20.000-30.000 EUR funding.**

In the last phase **20 out of the 30 beneficiaries of the Piloting Voucher can benefit from a Market Discovery Voucher (MDV) up to 14.000 EUR.**

SMEs and start-ups that do not qualify to the next phase will finish their participation in the programme.

In the overall programme, 2 million EUR grant will be awarded to SMEs in a competitive process in which altogether 160 SMEs/start-ups will receive support and 20 SMEs/start-up will receive the maximum amount of grant. **An SME/start-ups cannot receive more than 60.000 EUR financial support within the URBAN TECH Programme.**

## Funding structure

	Travel Voucher TV	Minimum Viable Product Voucher MVPV	Piloting Voucher PV	Market Discovery Voucher MDV
Funding stage	Travel voucher funding stage	1st funding stage	2nd funding stage	3rd funding stage
Grant amount per beneficiary	650-850 EUR (325-425 EUR) <sup>1</sup>	9.500 EUR	20-30.000 EUR	14.000 EUR
Cumulative grant amount per beneficiary	650-850 EUR (325-425 EUR)	9.500-10.350 EUR	29.500-40.350 EUR	43.500-54.350 EUR
Type of financial support	Lump sum	Lump sum	Lump sum	Lump sum
Distribution of fund	650-850 EUR (325-425 EUR) payment after submission of a report	7.600 EUR pre-payment after signature of the Subgrant Agreement  1.900 EUR after final report	15.000-20.000 EUR pre-payment after signature of the Subgrant Agreement  5.000-10.000 EUR after final report	up to 14.000 EUR pre-payment after signature of the Subgrant Agreement

<sup>1</sup> Local participants receive 50% of the lump sum

<b>Activities that qualify for financial support</b>	Travel, accommodation and subsistence at the challenge-based Hackathon	Travel and physical participation in the MVP development programme, meetings with Challenge Owners, development of the MVP	Travel and physical participation in the piloting programme, development of the pilot	Consultancy services to enter a new market and travel to establish partnerships
<b>Eligible participants</b>	SMEs/Start-ups from EU 27, H2020 associate countries or UK	Hackathon participants	MVPV participants	PV participants
<b>Type of admission</b>	Submission of short proposal (1-page) to propose solution	Submission of full proposal to describe action plan	PV Application form	MDV Application form
<b>Results by the end of the Grant Period</b>	Participation at the Hackathon	MVP	Pilot	2 partnerships
<b>Reporting deadline</b>	2 weeks after Hackathon	1 month after MVP development ended	1 month after the piloting ended	15 working days after market discovery ended/at the latest June 30 2024

## Overall timeline and number of beneficiaries

Phases	APPLICATION (A)			PARTICIPATION (P)		
	(A1) Short proposal phase	(A2) Hackathon phase	(A3) Full proposal phase	(P1) MVP phase	(P2) Piloting phase	(P3) Market discovery phase
<b>Funding stages</b>		Travel voucher funding stage		1 <sup>st</sup> funding stage MVP Voucher (MVPV)	2 <sup>nd</sup> funding stage Piloting Voucher (PV)	3 <sup>rd</sup> funding stage Market Discovery Voucher (MDV)
<b>Dates<sup>2</sup></b>	Submission: 22 June 2022 – 14 September 2022  Evaluation and decision on 320 Hackathon participants, including 160 TV subgrantees: 15 September 2022 – 31 October 2022	Subgrant Agreement: 1 November 2022 – 15 November 2022  Implementation: 1 November 2022-30 November 2022  Reporting: 11 November 2022 – 15 December 2022	Submission: 1 December 2022 – 4 January 2023  Evaluation and decision on 80 MVPV subgrantees: 6 January 2023 – 31 January 2023	Subgrant Agreement and pre-payment: 1 February 2023 – 28 February 2023  Implementation: 1 March 2023- 31 May 2023  Reporting and application to PV: 1 June 2023 – 30 June 2023	Subgrant Agreement and pre-payment: 1 August 2023 – 31 August 2023  Implementation: 1 September 2023 – 30 November 2023  Reporting and application to MDV: 1 December 2023 – 31 December 2023	Subgrant Agreement and pre-payment: 1 February 2024 – 28 February 2024  Implementation: 1 March 2024 – 31 May 2024  Reporting: 1 June 2024 – 30 June 2024

<sup>2</sup>Dates are indicative from (A2) phase.

		Evaluation of TV reports and payment of TV: 15 December 2022 – 15 January 2023		Evaluation of MVPV reports and decision on 30 PV voucher subgrantees: 1 July 2023 – 31 July 2023	Evaluation of PV reports and decision on 20 MDV voucher subgrantees: 1 January 2023– 31 January 2023	Evaluation of MDV reports: 1 July 2024 – 31 July 2024
<b>Number of beneficiaries</b>	<b>320</b> out of all applicants will be invited to Hackathons	<b>160</b> out of 320 Hackathon participants will receive travel voucher to participate in Hackathons	<b>80</b> out of 320 Hackathon participants + 36 in reserve list	<b>80</b> out of 320 Hackathon participants	<b>30</b> out of 80 1 <sup>st</sup> stage funding beneficiaries	<b>20</b> out of 30 2 <sup>nd</sup> stage funding beneficiaries

The numbers of beneficiaries are indicative, the URBAN TECH Consortium reserves the right to increase or decrease the number of beneficiaries based on the quality of the applications and available budget.

In the present guideline, details of the different phases are described in the following sections.

## (A1) Short proposal phase

In order to have access to the up to 54.350 EUR per SMEs, start-ups provided by the URBAN TECH Programme, as a first step SMEs, start-ups shall submit a short proposal (1-pager) between 22 June and 14 September 2022 at the F6S platform.

### Timeline for short proposal phase

Activity	Description	Time	Approx. dates	Number of participants
<b>Submission period</b>	SMEs, start-ups apply for the programme	2,5 months	22 June 2022 – 14 September 2022	320+
<b>Eligibility check &amp; Pre-selection</b>	Application eligibility check and pre-selection	2 weeks	14 September 2022 – 30 September 2022	320+

<b>Selection Committee evaluation and Challenge Owners scoring</b>	Ranked list of applications	3 weeks	1 October 2022 – 21 October 2022	320+
<b>Publication of short proposal phase result (final result of Hackathon participants and Travel Voucher subgrantees)</b>	Final list of SMEs that qualifies to start the programme and are invited to Hackathon and receive Travel Voucher (TV)	10 days	31 October 2022	320 companies invited to Hackathons, including 160 (+30 in reserve list) receiving Travel Voucher

## Short proposal submission process

Applicants shall submit their applications **in English** through a web form available on the [F6S platform](#) and shall provide the following information in a 1-page long short proposal:

- (1) **Title of the solution** (100 characters)
- (2) **Goal of the solution** (400 characters) - Please describe how your solution is linked to the selected challenge.
- (3) **Description of the solution** (2000 characters) - Please give details about the proposed solution, including relation to the state of the art of that scientific or technological field. Add also reference for any cross-industry, cross-sector aspect. Outline also business development solution, including market need and impact.
- (3) **Action plan and timing** (1000 characters) - Please explain the possible implementation of the solution, including time needed to develop.
- (4) **Presentation of the team** (600 characters) - Please list the team member, who will take part in developing the solution. Their F6S profile should be also shared.
- (5) **Applicant information** - In addition to shared company F6S profile, we ask you to give us some basic data and the contact person details.

The applicants are required to register a profile at F6S before submitting their short proposal and share the below basic information about the company.

- Short description
- Location
- What markets are you in?
- What stage are you at?
- Links
- Mobile Apps
- Are you raising money?

- Past funding and investors
- How do customers use or interact with your product?
- Are you registered or incorporated?
- When did you start?

You are also allowed to add a short update text after submitting, but not after the short proposal application phase is closed.

In the beginning of the application form, applicants need to provide the title and the URL of the selected challenge from the URBAN TECH [Virtual Library](#).

## Short proposal evaluation process

The evaluation of the short proposal aims at selecting participants for Hackathons and the best ranked 160 SMEs will also receive Travel Voucher (TV) to cover their costs to attend the events.

Short proposal evaluation will start with eligibility check of the application, that will include the completeness of the submitted applications and preliminary check of the profile of the applicants.

Applications positively passing the eligibility check will be submitted to an International Selection Committee consisting of experts of the three thematic areas. Challenge Owners will be also invited to score the solutions provided to their own challenge.

Selection criteria for the International Selection Committee are as follows:

- (1) **Novelty** (scientific and/or technological excellence, cross-industry, cross-sector and cross-national dimension) - 1/3 share
- (2) **Business potential** (market need, business development potential, market impact, team skills & experience) - 1/3 share
- (3) **Technical/scientific match** (fit with the challenge, implementation) - 1/3 share

Each criterium will be awarded a score of 1-10 and each Selection Committee members and Challenge Owners will be able to give one score per criterium, so a total of 30 scores per committee member and per Challenge Owner will be available. 320 applicants will be invited to attend Hackathons, including the 160 best ranked applications that will receive Travel Voucher.

## (A2) Hackathons and Travel Voucher (TV) phase

International challenge-based Hackathons will be organised to help SMEs to develop a demonstration of the solution (demo solution) to the Challenges they selected. Demo solution is considered a set of sketches, visualisations, technical descriptions of the product/service to be developed in later stages in the project before presenting the solution in the market – in other words, something that is technical prototype and imaginary idea and comes before producing a real product that is functional.

Expected that at least 320 SMEs, whose solutions clearly address the challenges, will be selected to participate in one of the Hackathons which will be organised physically with a possibility to participate remotely, depending on selected technological area. Up to 9 Hackathons will be organized in total.

SMEs will attend a Hackathon depending on the challenge origin as Hackathons will be based on geographical criteria linked to Challenge Owners. The best ranked participants physically attending Hackathons – ~160 SMEs and start-ups – will receive the financial support in the form of the Travel Voucher (TV), that covers the costs of SMEs and start-ups participating in 1-1,5 days Hackathons (physical events).

### Timeline for Hackathons and Travel Voucher (TV) phase

	Description	Time <sup>3</sup>	Approx. dates	Number of beneficiaries
<b>Hackathon invitations and subgrant agreement for Hackathon participation – declaration of honours</b>	Signature of subgrant agreements	2 weeks	1 November 2022 – 15 November 2022	320 companies invited to Hackathon, including 160 companies with Subgrant Agreements for Travel Voucher
<b>Hackathons</b>	Hackathon participation	4 weeks	1 November 2022 – 30 November 2022	320 companies
<b>Final report for the travel voucher</b>	Final list of SMEs for Travel Voucher funding stage	2 weeks after the Hackathon	As from last day of the Hackathons	160 companies from Hackathons receiving TV

<sup>3</sup> Durations are indicative. The whole phase is planned to be implemented by the project in the period from 1 November 2022 to 15 January 2023

	Description	Time <sup>3</sup>	Approx. dates	Number of beneficiaries
			11 November 2022 – 15 December 2022	
<b>Evaluation of the final report and final payment</b>	Final list of SMEs for Travel Voucher funding stage	3 weeks after the Hackathon	15 December 2022 – 15 January 2023	160 companies from Hackathons receiving TV

### Invitation to Hackathons and Subgrant Agreement for Travel Voucher (TV)

The most promising solution proposals will be directly invited to participate in Hackathons where SMEs, start-ups make their first commitment to participate in the whole programme and develop a demo solution for selected challenge.

Subgrant Agreement for the Travel Voucher will be signed between the solution providers and Kaunas Science and Technology Park (KSTP) on behalf of the Consortium.

### Activities eligible for funding with Travel Voucher (TV)

Maximum two representatives of an SME/start-up can participate in one Hackathon. The Travel Voucher will be awarded before the Hackathon and paid out after the submission and approval of final report for the TV. All participants will have to sign the attendance list.

The TV will not be offered in case of virtual participation in the Hackathon.

The TV is provided as a lump sum. In case of cross-border travel, SMEs travelling from closer distance than 300 km, will receive 650 EUR TV and SMEs travelling from a further distance than 300 km, will receive 850 EUR TV. Participants from the Hackathon host country will receive 50% of the TV lump sum based on the same distance criteria.

The lump sum would cover:

- travel (return flight tickets, bus/train ticket or car costs) and
- Accommodation and subsistence costs (max 4\* hotel for a 3-night stay)

## Hackathons

### Hackathons bring together Challenge O

**owner and solution provider.** Duration of a Hackathon is 1-1,5 days and the format is flexible depending on the host organisation. However, the format will include the following:

- **Inspirational session,**
- **Training session,**
- **1-to-1 meetings** between the Challenge Owner and solution provider to get the background information and access to resources (data mostly). Hacking the business case – solution provider takes the information and starts to describe/build/develop the service or product needed, to prepare a presentation of the demo solution, to create a business model for the solution to scale globally, to draft a pilot action plan together with Challenge Owner (incl. timeframe, budget, agreements on funding, needed funding from the project, KPIs that are going to be achieved).
- **Pitching** – results from previous step are presented to the Technological and Business Validation Panel.

All participants shall sign an NDA in the beginning of the Hackathon.

#### **Dates of the physical Hackathons:**

- **10-11 November 2022** – Tehnopol Science and Business Park, Tehnopol 6/1, Teaduspargi 6/1, 12618 **Tallinn, Estonia**
- **14-15 November 2022** - OÖ Energiesparverband, Landstrasse 45, 4020 **Linz, Austria**
- **16 November 2022** - Mälardalen University, Hydrovägen 10, 721 36 **Västerås, Sweden**
- **18-19 November 2022** – Kaunas Science and Technology Park, K.Baršausko str, 59, **Kaunas, Lithuania**
- **22-23 November 2022** – Technology Park Ljubljana, Tehnoloski park 19, 1000 **Ljubljana, Slovenia**
- **23-24 November 2022** – Turku Science Park Ltd., Joukahaisenkatu 3-5, 20520 **Turku, Finland**
- **25-26 November 2022** – UNICORN Start-up and Innovation Hub, Schubertstrasse 6/A, 8010 **Graz, Austria**
- **29-30 November 2022** - Gdańsk Science and Technology Park, Trzy Lipy 3 Street, 81-300 **Gdańsk, Poland**
- **29-30 November 2022** - CyberForum e.V., Haid-und-Neu-Str.18, 76131 **Karlsruhe, Germany**

The dates of the Hackathons are indicative and there might be some changes.

#### **Hackathon evaluation process**

To ensure a fair, independent and technical evaluation of the solutions provided by the participants, a Technical and Business Validation Panel (TBVP or Validation Panel) will be formed and announced before the beginning of the Hackathon phase. Its composition will include URBAN TECH Consortium partner representatives, selected mentors according to the Hackathon



thematic area and investors. Each Challenge Owner will join the Technical and Business Validation Panel and express their votes only for the solutions addressing their own challenge.

During each Hackathon, the Technical and Business Validation Panel will evaluate the following criteria of each solution provider:

- Technological and business match between the challenge and offered solution
- Market need
- Business development potential,
- Execution potential,
- Market impact,
- Cross-industry and cross-sector dimension,
- Team skills & experience
- Vision

Challenge Owner vote will have 50% of weight on the evaluation scores. However, project partners will have the right to veto the Challenge O

wner's preference if there is a clear indication of protectionism.

A global ranking list will be updated with the results of each Hackathon and at the end of the Hackathon phase, 80 companies (approximately 8-10 for each Hackathon) with the highest score will be invited to participate in the full proposal phase (A3).

## Reporting obligation for Travel Voucher participants

Submitting short feedback on the process and filling-in participant's evaluation form within two weeks after the Hackathon, but the latest until 15 January 2023.

## 1. (A3) Full proposal phase

In the last phase of the application process, the selected 80 + 36 SMEs, start-ups qualifying to the next stage will be invited to submit a full proposal in order to receive the 1<sup>st</sup> funding, that is the MINIMUM VIABLE PRODUCT VOUCHER. If SME, start-up fails to submit the full proposal in due time, top ranked SMEs, start-ups from reserve list are invited to the process. The details of the full proposal will be available by the latest in November 2022. The full proposal shall describe the pilot action plan (timeframe, budget, activities, etc.) agreed with the Challenge Owner during the Hackathon.

### Timeline for full proposal phase

	Description	Time	Approx. dates	Number of beneficiaries
<b>Submission of full proposal</b>	Selected SMEs at the end of the Hackathon must submit full proposal agreed with Challenge Owner to proceed with the piloting	1 month after the last Hackathon	1 December 2022 – 04 January 2023	80 companies
<b>Evaluation of full proposals</b>	Final evaluation of SMEs, start-ups' full proposals by Technical and Business Validation Panel	3 weeks	06-31 January 2023	80 companies

### Full proposal submission process

SMEs and start-ups will submit a proposal – agreed with the Challenge Owner - with a detailed project plan and budget for the MVP phase. The budget shall include only the costs of the SMEs, start-ups. The Challenge Owner is not entitled to receive financial support from the MVP Voucher.



## Full proposal evaluation process

Based on global ranking, 80 best SMEs/start-ups will be able to continue the programme and be rewarded with the MVP Voucher to develop an MVP. The MVP financing is evaluated and conducted based on a scorecard approach. The scorecard gives a comprehensive insight on the proposed development plan and its potential commercial value in the future.

The selection is based on evidence of demonstrations of similar criteria utilised during the Hackathon phase.

Criteria will each be awarded a score of 1-10. Each Panel member will be able to give one score. Total scores will be added up per criteria and per proposal. The main criteria for the MVP Voucher financing are the following:

1. **Problem-solution match**, followed by product-market fit. Presented challenges and provided solutions should have a validated match, that is verified during the Hackathons by both participating parties – the Challenge Owners and solution providing start-up or SME. If there is a perfect match, it gives the perspective of having a product-market-fit in wider scale and the project is potentially going to scale. The match is estimated by the Validation Panel.

2. **Scaling potential**. The technology, product, or service used during the pilot project should have a clear potential to scale globally. This means that the SMEs and start-ups need to prove the effort on solution implementation, the automated customer onboarding aspects, the novelty of the technology, the unfair competitive edge and potential IP asset created, etc.

3. **Business potential and capabilities**. The teams entering the first stage financing should prove the business potential of the developed solution. The business potential must be presented through market size estimations, business model and value proposition, initial financial plans. The team should be capable to initiate the business model and they need to show their commitment to launch go-to-market strategy.

4. **Technical feasibility and novelty**. The proposed projects should have a novel technology engaged that can be validated through the initial MVPs. The team should show the capabilities to initiate the product development in-house, having all the needed competences to build the testable solution.

5. **Budget conscious approach**. The solution provider should present the first-hand description of the pilot project, including the scope, timeframe, potential outcome and budget, agreed with the Challenge Owner. This plan will be evaluated and the proposal will be scored accordingly. It is important to notice that the measurable results of the pilot should be achieved.



## (P1) 1st stage funding - MVP phase – Minimum Viable Product Voucher (MVPV)

The MVP Voucher is provided as a lump sum of max 9.500 EUR based on the full proposal submitted. The support will be given in 2 tranches: 80% advance payment upon signing the subgrant agreement and 20% payment upon submission and approval of MVPV report. Underperforming SMEs/start-ups might not receive the final MVPV payment if they fail to demonstrate a reasonable progress and part of MVPV will not be utilized. The used financial support funds will be reallocated to the next phase of financial support.

SMEs awarded with the MVP Voucher will be supported by one of the partner technology and science parks. The location of each winner will be selected with the Consortium partners based on the origin of the challenge and possible test partners. In case of multiple locations, collaboration between technology and science parks will be arranged.

With all SMEs awarded the MVPV, individual assessment of their needs will be done by the technology, science park or incubator, that will host the project and a specific support plan will be agreed with every SME based on the business and product development maturity level of an SME. The specific portfolio of additional services will be designed based on the needs of each SME.

### Timeline for MVP phase and Minimum Viable Product Voucher

	Description	Time	Approx. dates
<b>Subgrant Agreement and support plan preparation</b>	Subgrant Agreements with SMEs signed and support plan with technology, science parks are prepared and contract signed	2 weeks	01-28 February 2023
<b>Implementation</b>	SMEs prepare MVPs and receive additional supports by hosting technology, science parks	3 months	1 March 2023 – 31 May 2023
<b>Reporting on the MVP development</b>	MVP development. Proof of progress and agreed results	1 month	1 June 2023 – 30 June 2023
<b>Evaluation of final MVP reports</b>	Final evaluation of reports by TBVP. Recommendations for further pilot development and advancement into 2 <sup>nd</sup> stage funding	3 weeks	1 July – 21 July 2023
<b>Payment of last tranche of 1<sup>st</sup> stage funding</b>	Final list of 1 <sup>st</sup> stage funded SMEs	1 week after approval of final MVPV report	22 July – 31 July 2023

### Subgrant Agreement for Minimum Viable Product Voucher (MVPV)

Subgrant Agreement (SGA) is a commitment between solution provider and Kaunas Science and Technology Park (KSTP) on behalf of the Consortium to set the conditions for the MVP Voucher. The SGA will contain specification of tasks to be performed and results to be achieved by the solution provider during the phase according to the full proposal; a timeline and other relevant conditions for the company to receive the funding which will be paid out in two tranches: 80% funding upon signing the SGA and 20% funding after submitting and approval of final MVP report.

The SMEs, start-ups awarded with the MVP Voucher will be hosted by one of the technology and science parks, that will provide additional support based on individual needs. A contract with the relevant host organisation might be signed. Optionally, upon requirement of a Challenge Owner, the agreement might involve third party – the Challenge O

wner.

### Activities eligible for funding with MVP Voucher (MVPV)

The aim of MVPV is for an SME to develop their MVP<sup>4</sup> for a new product/service (TRL 6 or above) that is in compliance with the Challenge Owner needs. The MVPV can cover travel and accommodation costs for physical meetings with Challenge Owner and meetings, training sessions at technology and science parks, networking, on-site product/service development, acquiring software or hardware necessary for product development, external niche or legal expertise, services of industry and external market experts, e.g. making vendor due diligence assessment, validation of business aspects, assessment of the team or the market, etc.

### MVP development

With all 80 SMEs awarded the MVPV, individual assessment of their needs will be done by the Technology Park, and a specific plan will be agreed with every SME based on the business and product development maturity level of an SME. The specific portfolio of services will be designed based on the needs of each SME and will form conditions to be monitored in terms of achieving specific KPIs.

SMEs awarded with the MVP Voucher will participate in MVP development programme provided by the partnering tech parks. URBAN TECH Consortium will provide a common ecosystem of services with full programme tailored to Health, Green or Smart City technologies and related established ecosystems of mentors, investors, testing. This can be online/virtual or on spot.

In addition to the financial support, beneficiaries will receive (1) tailor-made support to develop MVP from the host technology, science park or incubator and (2) joint innovation and business development support from the URBAN TECH partners. The first will include the availability of a key mentor (1.1.) and cross-border, cross-sector value innovation services (1.2.) provided by the

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<sup>4</sup> See the Glossary for the definition

host technology, science park or incubator. The later will include a joint pool of expertise (2.1.), joint training sessions (2.2.), investor relations (2.3.).

(1.1.) Each beneficiary will be assigned by a key-mentor by the host science parks. The key mentor will connect the companies with additional, external mentors from the joint pool. The key mentor will monitor the PPP (problems, plans, progress) process.

(1.2.) Services aims to support SMEs in cross-border, cross-sector value innovation. This will help to keep SMEs and other stakeholders in continuous communication towards joint product development across the new value chains. 1:1 matchmaking service for companies to create interest among potential investors will be arranged.

(2.1.) A pool of expertise (experts, external mentors, inspirers) with different expertise and varied skills will be available at the URBAN TECH Open Space and SMEs, start-ups will be able to choose according to their needs. Business group mentoring (potential topics: team building, negotiations, pitching, marketing and, sales, relationship building, business model, fundraising etc.).

(2.2.) The joint training sessions will consist of events and meetings organized around the project three main industries: Greentech, Smart City and Health Tech and will give the opportunity for faster development. This will help SMEs and start-ups with product development, the content and technical specifications which corresponds to the expectations of customers, build a sustainable business model, reach the first clients with the assistance of a sales, marketing, and public-relations management plan, find common ground with investors, business partners, and client ad cultivate the required investment through complementary public and private funding. Participants will be able to choose programmes that have the same set-up and metrics applied. Inspiring meetings with start-ups/SMEs that have successfully implemented the project and with representatives of large enterprises.

(2.3.) SMEs and start-ups will have access to investors to facilitate cross-border expansion of the successfully implemented pilot projects and to validate their business models. The investor matchmaking will be conducted on a case by case and also a cross-border basis, based on the business sector and the readiness level. Speed dating with investors will be also organised.

Each project will be hosted by a **science and technology park (STP) or incubation center from the below list:**

- Science and Business Park Tehnopol, Estonia, <https://www.tehnopol.ee/en/>
- Kaunas Science and Technology Park, Lithuania, <http://kaunomtp.lt/en/>
- Turku Science Park, Finland, <https://turkubusinessregion.com/en/>
- Technology Park Ljubljana, Slovenia, <https://www.tp-lj.si/en>
- Unicorn Start-up & Innnovation Hub, Graz, Austria, <https://unicorn-graz.at/>
- Pomeranian Special Economic Zone, Poland, <https://strefa.gda.pl>
- CyberForum e.V., Germany, <https://www.cyberforum.de/en/about-us/>
- Mälardalen University, Västerås, Sweden, <https://www.mdu.se/en/malardalen-university>
- OÖ Energiesparverband / Cleantech-Cluster, Austria <https://www.energiesparverband.at/>

## Reporting obligation for MVPV beneficiaries

The progress in developing MVP to solve the challenge is constantly monitored by the respective science and technology park and potentially by the Challenge Owner. A final estimate is done to determine whether the progress is sufficient to advance to 2<sup>nd</sup> stage.

The structured report on MVP development should be provided by each SMEs receiving 1<sup>st</sup> stage funding until 30 June 2023. Evaluation of the progress, if the SMEs, start-ups reached the MVPs is done by TBVP and Challenge Owner. The latter's vote has ½ of weight in final scoring.

In case when a Challenge Owner does not approve the progress of the MVP development as not meeting their purpose, the TBVP may decide to continue support the solution provider with different Challenge Owner when there is a clear demonstration of market potential of the achieved progress to date.

The evaluation process of the progress with MVP development of each start-up/SME will be based on the same approach as in full proposal evaluation process. Based on global ranking, 30 best solution providers will continue to 2<sup>nd</sup> stage funding.

## (P2) 2<sup>nd</sup> stage funding - Piloting phase to create a pilot

In sum 30 SMEs/start-ups out of 80 beneficiaries of the MVP Voucher are rewarded with the Piloting Voucher (PV) and demonstration facilities of their own or in collaboration with partners. As a result of the MVP phase and 1<sup>st</sup> stage funding, a start-up or SME to be able to qualify for the 2<sup>nd</sup> stage funding has already a valid business model, working MVP of the new product/service, MVP accommodated to the needs of the first client and a well operating team. In parallel with submitting the MVP report, SMEs/start-ups will submit a Pilot application form to receive 2<sup>nd</sup> stage funding, the PILOTING VOUCHER (PV).

In order to select the 30 SMEs/start-ups who will receive 2<sup>nd</sup> stage funding to carry out pilots, Pilot Evaluations will be done in three thematical areas in July 2023. The Validation Panel will approve the 30 SMEs/start-ups that will receive support 20-30.000 EUR. The exact amount will be determined individually based on the project's budget and impact etc., aligning it with the scores provided by the Pilot project evaluation grid.

When calculating the exact amount of the financial support offered for each SME/start-up, the Validation Panel will take into consideration individually the following costs in order to execute piloting:

1. Costs of the pilot project – pre-approved pilot project has related costs in terms of hardware, software, installation, implementation;
2. Development costs, including labor costs and sub-contracting costs;
3. Mentoring and advisory costs; services provided by the incubator or STP;
4. Travelling and accommodation – if needed, the team and Challenge Owner have the onsite installations that require travelling.



A pilot is an initial small-scale implementation of the new product/service in real life environment to evaluate feasibility, duration, scalability and real cost.

## Timeline for piloting programme and Piloting Voucher (PV)

	Description	Time	Approx. dates
<b>Application to 2<sup>nd</sup> stage funding by 1<sup>st</sup> stage funding participants (together with 1st stage final report)</b>	For the 2 <sup>nd</sup> stage the companies need to have already a valid business case, MVP and action plan together with Challenge Owner to conduct the pilot project in stage 2. Maximum of 80 teams can apply for 2 <sup>nd</sup> stage funding and 30 (best from the best) companies will be selected to complete the pilot project with Challenge Owner.	1 month	01 June 2023 – 30 June 2023
<b>Pilot Evaluation Panel</b>	Validation Panel will select 30 suitable participants to get the 2 <sup>nd</sup> stage funding. The support will be given in 2 tranches. First part (80%) after successful Pilot Evaluation and the second part after Final Evaluation in December 2023.	1 month	Between 1 July 2023 - 30 July 2023
<b>Pilot funding Subgrant Agreement</b>	Subgrant Agreement signed by the SME/start-up representative, Tehnopol and accompanied by binding Letter of Intent (LOI) by Challenge Owner.	1 month	1 August 2023 – 31 August 2023
<b>Pilot project implementation</b>	During the period the 30 companies work together with the pool of mentors provided by the STPs and Challenge Owners to continue the development of the sustainable business and implement the pilot project successfully.	4 months	1 September 2023 – 30 November 2023
<b>Final report on the pilot implementation and 2nd stage funding</b>	After the SMEs/start-ups have completed the pilot project with the Challenge Owner, they combine the materials about the project outcomes, according to the provided guidelines. The companies report all the KPIs achieved during the pilot project and present all the financial documentation related to piloting for financial assessment conducted by Tehnopol.	1 month	1 December 2023 – 31 December 2023



<b>Final report evaluation</b>	The outcome of the project will be evaluated by the Validation Panel members and key-mentors of the companies. The best projects and business cases will be evaluated to move on to final stage of the project 3 <sup>rd</sup> stage funding. Final report will be approved and presented to the project coordinator. If the need occurs, the companies will be asked for additional materials for the final approval of the eligibility of the costs.	3 weeks	1 January 2024 - 21 January 2024
<b>Payment of final tranche</b>	Within 1-week after final Piloting report approval, Tehnopol will complete the payment of final tranche of the Pilot funding subgrant for companies.	1 week	22 January 2024 – 31 January 2024

### Submission and evaluation process to qualify for Piloting Voucher (PV)

SMEs/start-ups who have successfully completed the MVP phase will have 1 month – in parallel with MVP reporting - to apply for Piloting funding until 30 June 2023. SME/start-up will present the business and pilot implementation case agreed with Challenge Owner. For Pilot Evaluation the companies present the business case pitch and thorough description of the pilot project, including detailed financial plan for pilot project implementation.

SMEs and start-ups will submit a proposal – agreed with Challenge Owner - with a detailed project plan and budget for the piloting phase. Piloting Voucher is strictly for SMEs/start-ups only to pilot their solution/service and cannot cover the costs of the Challenge Owner.

## Evaluation and selection process to qualify for Piloting Voucher (PV)

Based on the materials submitted with the Piloting application, the Technical and Business Validation Panel decides the best project and companies to grant the 2<sup>nd</sup> stage funding. The Validation Panel will decide wherever an SME/start-up will be offered financial support based on the Pilot project evaluation grid scores. The Pilot project evaluation grid will cover, but not limited to, the following criteria:

- Achievement of milestones;
- Compliance with market / Challenge Owner needs;
- Pilot project feasibility – can the results be achieved within the budget?
- Achievement of TRL 7+;
- Market evaluation on which the Idea will be implemented and competition assessment, incl. potential to scale the solution afterwards in global markets.
- IP protection opportunity
- Self-financing as a part of the total project cost
- Challenge Owner as a co-financing partner in the pilot

## Subgrant Agreement for Piloting Voucher (PV)

All companies receiving 2<sup>nd</sup> stage funding will have to sign a Subgrant Agreement (SGA) with Tehnopol on behalf of the Consortium. The SGA will guarantee the rights of all parties. The Piloting funding will be paid out in two tranches, 80% after successful Pilot Evaluation and 20% after Final Evaluation.

The agreement will cover eligible costs, rights and needs of all parties, and reporting.

## Activities eligible for funding with Piloting Voucher (PV)

- Prototyping services – access to research experts, software developers, equipment for development.
- HR management - evaluation of core team members and suggestions for expansion & which competences are missing
- Business plan evolution - validation of the current business plan, value proposition definition, customer discovery journey & identification
- Strategic partnerships & pitch training - access to VCs or angel investors, Corporations, and training for pitches
- Raw materials for prototyping and use of prototyping equipment
- Online presence – website, pro-active LinkedIn profile maintenance;
- Costs related to visiting incubator or Challenge Owner facilities for piloting the product. Solution provider, together with Challenge Owner build up the needed pilot



budget during the Hackathon. The money should be strictly used for conducting the pilot. The eligible costs are:

- a) hardware and software costs;
- b) installation costs;
- c) direct service costs needed for the development or installation;
- d) labour costs, including labour sub-contracting and outsourcing costs;
- e) mentoring and advisory costs;
- f) travelling and accommodation costs.

## Piloting Programme

Establishing and supervising the piloting project, each successful match between start-up/SME and Challenge Owner is validated and based on the business sector and technical description of the pilot, the key mentor will be assigned by the Consortium members. Key mentor is supervising the pilot project between start-ups/SMEs and the Challenge Owner. The project plan will be designed and progress plan with milestones will be implemented. Key mentor is also responsible for the project outcome and provides reports on pilot project proceedings.

Metrics and goals – each pilot project will be monitored constantly by the key mentor and the metrics will be followed in terms of measuring end results. The outcome of the project can be a successful implementation, or the pilot project is determined during the progress if it is not meeting the KPIs.

In addition to the financial support, beneficiaries will receive (1) tailor-made piloting and demonstration support from the host technology, science park or incubator and (2) joint innovation and business development support to Pilot Voucher beneficiaries will be provided by up to 9 science parks and incubation centres. This will include external expertise engagement (1.1.) and demonstration facilities (1.2.), a joint pool of expertise (2.1.), joint training sessions (2.2.), investor relations (2.3.) and internationalization consultancy (2.4.).

(1.1.) External expertise engagement – a common pool of experts and mentors will be combined among the Consortium members. The pool of mentors can be used across each and every pilot project that are conducted. Based on the needed expertise the key mentors are responsible for engaging the right kind of support to the project at the right time.

(1.2.) Demonstration facilities: piloting, testing and demonstration facilities will be provided by the hosting technology and science parks. Piloting carried out with “live cases” in real living environment and will be demonstrated to Challenge Owners, investors, wider public and other potential Challenge Owners who could deploy similar solutions. This will help SMEs, start-ups to a) find potential partners for the future, b) get cross-border clients, c) interact with potential investors. After having tested their product/service in “living” environment at a public or

corporate Challenge Owner, start-ups and SMEs will need to be able to sell the service to other corporates as well. Demonstration will include going-to-the-market and commercialization strategy; teams will get know-how and advice. Visibility of developed solutions will be demonstrated in public events, demo-days, etc. to other potential Challenge Owners who could deploy similar solutions.

(2.1.) A pool of expertise (experts, mentors, inspirers) with different expertise and varied skills will be available at the URBAN TECH Open Space and SMEs, start-ups will be able to choose according to their needs. Business group mentoring (potential topics: team building, negotiations, pitching, marketing and, sales, relationship building, business model, fundraising etc.).

(2.2.) The joint training sessions will consist of events and meetings organized around the project three main industries: Greentech, Smart City and Health Tech and will give the opportunity for faster development. This will help SMEs and start-ups with product development, the content and technical specifications which corresponds to the expectations of customers, build a sustainable business model, reach the first clients with the assistance of a sales, marketing, and public-relations management plan, find common ground with investors, business partners, and client ad cultivate the required investment through complementary public and private funding. Participants will be able to choose programmes that have the same set-up and metrics applied. Inspiring meetings with start-ups/SMEs that have successfully implemented the project and with representatives of large enterprises.

(2.3.) SMEs and start-ups will have access to investors to facilitate cross-border expansion of the successfully implemented pilot projects and to validate their business models. The investor matchmaking will be conducted on a case by case and also a cross-border basis, based on the business sector and the readiness level. Speed dating with investors will be also organised.

(2.4.) Internationalization consultancy – SMEs, start-ups will be offered a tailored methodology to develop their internationalization strategy in order to reach the readiness to apply for the Market Discovery Voucher.

### Reporting obligations for PV beneficiaries

- Teams will have regular meetings with their mentors and progress will be documented, that can be used later for the 2<sup>nd</sup> stage final report
- Respective science and technology park is responsible for a follow-up and final report (in coordination with mentors)
- The reporting and further funding is decided upon a successful piloting of the solution. The structured report on piloting should be provided by each SMEs receiving 2<sup>nd</sup> stage funding. Evaluation of the progress is done by Validation Panel and experts from Greentech, Health Tech and Smart City fields.

## (P3) 3<sup>rd</sup> stage funding – Market Discovery phase to establish two partnerships

Intentions to go global can open up a number of questions, and start-ups or SMEs wanting to expand globally have different needs depending on the stage of internationalisation they are. URBAN TECH takes this into account by distributing Market Discovery Voucher (MDV) based on well elaborated applications for specifically tailored services to establish themselves in a specific market or business sector. SMEs and start-ups selected for getting the Market Discovery Voucher will receive max up to 14.000 EUR for going-to-market activities, finding new partnerships and investors.

Market Discovery Voucher can either be used for travel activities or for consulting services, which allow the beneficiaries to tackle and solve the particular challenges to offer tailored support to specific needs. Each SME/start-up can apply for a voucher that is restricted to the cumulative amount of 14.000 EUR. At least 20 SMEs will be supported.

### Timeline for Market Discovery Programme and voucher

	Description	Time	Approx. dates
<b>Application to 3<sup>rd</sup> stage funding by 2<sup>nd</sup> stage funding participants</b>	Together with the submission of the Piloting Voucher report, PV beneficiaries submit an application to MDV Voucher.	1 month	1 December 2023 – 31 December 2023
<b>Selection</b>	Done by project partners, based on ranking of the evaluation of the pilot phase.	1 month	1 January 2024 - 31 January 2024
<b>Subgrant Agreement</b>	Signature of Subgrant Agreement	1 month	1 February 2024 - 28 February 2024
<b>Pre-payment of lump sum</b>	Lump sum will be paid based on the amount applied for	2 weeks	1 March 2024 - 15 March 2024
<b>Market Discovery</b>	After the application has been approved, the travel takes place/ service provider is assigned	3 months	1 March 2024 – 31 May 2024
<b>MDV Report</b>	Handing in of the final report for the MDVs	1 month	1 June 2024 - 30 June 2024
<b>MDV report assessment &amp; acceptance of the cost statement</b>	Will be done within 10 working days after submission of report	1 month	1 July 2024 - 31 July 2024

## Submission process for Market Discovery Voucher (MDV)

The process of applying for the MDVs is completely handled electronically. Applications have to be submitted according to the information that will be provided on the URBAN TECH Open Space.

## Evaluation and selection process for Market Discovery Voucher (MDV)

All SMEs who have entered the Piloting Phase are qualified to apply for a Market Discovery Voucher. SMEs/Start-ups have to prepare an application (the template will be provided by URBAN TECH) in which the following aspects have to be specified:

- a thorough description of the scope of the project: the service they are requesting, who is involved, objectives, expected impact, necessary funds;
- in addition, for consultancy services: Service Provider Fitness: suitability of the service provider to contribute to the stated objectives
- in addition, for travel activities: estimated costs of the travel activities

Selection criteria are:

- ranking in previous stage evaluation
- assessment on motivation
- quality of international strategy

**Applicants for Market Discovery Voucher** have to submit their application before 31 December 2023. The selection will be done by the URBAN TECH Consortium partners. The applicants will be informed about the success of their application within two weeks after the closure of the submission period.

## Subgrant Agreement for Market Discovery Voucher (MDV)

If an application has been evaluated positively and a voucher is granted, the applicants will need to sign a formal contract with CyberForum in order to start the foreseen action. The successful applicants will be informed about the outcome and will receive necessary documents to be signed. These documents will detail issues regarding payment arrangements and reporting duties.

## Activities eligible for funding with Market Discovery Voucher (MDV)

An SME or start-up can apply for an MDV up to an amount of 14.000 EUR. Activities that qualify for financial support in stage 3 are:

**Consulting services:** Intentions to go global can open up a number of questions and start-ups/SMEs wanting to expand globally have different needs depending on the stage of



internationalisation they are. The MDVs serve the purpose to allow the SME/start-up to make use of an individual consultation by an SME regarding a particular challenge related to expanding globally. This could be an analysis of the potential of a particular market, development of a Localisation Strategy, intercultural training, legal advice, marketing support, support in developing a business model, translation services, match making with potential local partners. The beneficiaries will use the awarded voucher to pay the occurred costs of a service provider, who delivers the needed support to the SME/start-up.

**Travel support:** Lump sums for travel activities have the purpose of improving their business environment on a global scale. e.g. travel costs for contact initiation, visiting a fair / stand rent, or other opportunities to present the business solutions at a global level, co-working space, delegation trips. The MDV can cover a lump sum of maximum 2.000 EUR per person per international travel.

Services exceeding the stated amounts of lump sums will not be covered by the awarded voucher. The MDV covers a justified lump sum of maximum 14.000 EUR for the above eligible activities based on specifications what the lump sum is used for.

### **Market Discovery Programme (services provided by Consortium)**

The Market Discovery Programme complements the implementation phase with further partnership building across EU and associated countries (AC) and in global markets in order to provide the opportunities to test the solutions internationally and to receive advice about the best going global approach. The programme will be tailored in close cooperation with the SMEs/start-ups to find out what their interests are and what they need, for instance through a survey. They will be briefed in how to establish partnerships, how to initiate contacts and will get access through the international networks of the project partners.

### **Reporting obligations for MDV beneficiaries**

The recipients of the financial support for MDV have to hand in an MDV report on the project performance and a financial report at the latest 15 days after the service has been delivered. The MDV Report has to clearly state the objective and result reached of the support service and planned future activities (based on the template offered by URBAN TECH). The financial part of the report includes the scanned invoices from the service providers or evidence for the travel activities such as photos and travel documents. These will be checked regarding consistency with the costs stated in the respective application and if the costs followed the eligibility rules. If the cost statement is not accepted, the beneficiary will have to pay back the grant.

## **6. Confidentiality**

By virtue of a Subgrant Agreement, the Beneficiaries and Challenge Owners may have access to information that is confidential to one another. Confidential information shall be limited to the terms and conditions under the Subgrant Agreement and all information clearly identified as confidential. A party's confidential information shall not include information that: (a) is or becomes a part of the public domain through no act or omission of the other party; (b) was in



the other party's lawful possession prior to the disclosure and had not been obtained by the other party either directly or indirectly from the disclosing party; (c) is lawfully disclosed to the other party by a third party without restriction on the disclosure; or (d) is independently developed by the other party. The Parties agree to hold each other's confidential information in confidence for a period of three (3) years from the date of disclosure and agree, unless required by law, not to make each other's confidential information available in any form to any third party for any purpose other than the implementation of the Subgrant Agreement. Each party agrees to take all reasonable steps to ensure that confidential information is not disclosed or distributed by its employees or agents in violation of the terms of the Subgrant Agreement.

A **non-disclosure agreement (NDA)** will be signed by the representatives of solution providers, the Challenge Owners and the Science Parks, which will prohibit them from disclosing confidential information with a third party. If confidential information is shared, the disclosing party is liable for damages.

## 7. Intellectual Property Rights

No rights in or licence to any intellectual property rights (including without limitation any patents, designs, know how, trademarks or copyright) of either Beneficiary or Challenge Owner are granted, transferred or assigned to the Beneficiary or Challenge Owner. Details of the intellectual property rights will be laid down in the Subgrant Agreement.

## 8. Data protection

The URBAN TECH privacy policy, available here: <https://www.urbantech-project.eu/privacy-policy/> governs the use of the personal data by URBAN TECH PROJECT in relation to the submission of applications. It describes the responsible organisation for data processing, the categories of personal data processed and its purpose with the legitimate interest.

All applicants need to give their consent to process the submitted data during the application phase.

## 9. Dissemination and information on EU funding

Each beneficiary of the URBAN TECH project shall disseminate information about the participation in the URBAN TECH project.

In case of any dissemination (in any form, including electronic), beneficiaries shall display the EU emblem according to the EU requirements.

The EU emblem is available at: [https://ec.europa.eu/info/resources-partners/european-commission-visual-identity\\_en#download](https://ec.europa.eu/info/resources-partners/european-commission-visual-identity_en#download)

Information on the use of the EU emblem:

[http://ec.europa.eu/dgs/communication/services/visual\\_identity/pdf/use-emblem\\_en.pdf](http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf)



Beneficiaries shall include the following text in case of dissemination. “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101005301 — URBAN TECH”.

Applicants can use the URBAN TECH logo, but the usage of the logo of the Science Parks – unless otherwise agreed – is not allowed.

Any dissemination activity needs to comply with the protection of results, the confidentiality of information, personal data protection. A beneficiary that intends to disseminate its results must give advance notice to the other interested parties, including the contact person of the Challenge Owner and URBAN TECH relevant Consortium partner(s) at least 45 days and the beneficiary shall provide sufficient information about the dissemination and disclosure of information. Any other parties may object within 30 days of receiving notification, if they can prove that their legitimate interests would be significantly harmed.

## 10. Complaint procedure

In case of complaints, applicant needs to make the following administrative steps. You must submit your complaint via email to [opencall@urbantech-project.eu](mailto:opencall@urbantech-project.eu) within 5 working days following the receipt of the results. Formal requirement of the complaints:

- Complaint can be submitted only from the same email address that was given in the application as contact
- The exact title of the solution and applicant legal entity name has to be provided and shall be identical with the submitted application

The URBAN TECH project will acknowledge the receipt of the complaints within 2 working days and your complaint will be forwarded to the respective contact person in the project partnership, who will assess your complaints and either will inform you in form of a decision if the complaint is justified/ not justified or in case any clarification will be needed, a representative of the International Selection Committee will be contacted to provide further information on the decision. If as a result of the assessment of the contact points and the member of the International Selection Committee, the complaint is justified, all members of the International Selection Committee will be asked to make a re-evaluation. If after this re-evaluation, the SME/start-ups qualify to be invited to the Hackathon or be awarded with Travel Voucher, the applicant will be informed about the positive decision. In case even after the re-evaluation, the applicant does not reach the threshold, it will be informed about the rejection as a decision. Complaints will be answered within 15 working days after receipt of the complaints by the contact person in written form. The decision made as part of the complaint procedure is irrevocable and no further complaints can be submitted for the same reason.

## 11. Glossary of terms

**Applicant** is an SME or start-up, who submits a short proposal to the URBAN TECH Open Call.

**Beneficiary** is an SME or a start-up, who is awarded with one of the URBAN TECH vouchers and sign a Subgrant Agreement.

**Solution provider** is the applicant or beneficiary proposing or implementing a solution to one of the URBAN TECH challenges.

**SME** is a small and medium-sized enterprises (SMEs) as defined in the [EU recommendation 2003/361](#)

**Start-up**, often tech-enabled, in general combines fast growth, high reliance on innovation of product, processes and financing, utmost attention to new technological developments and extensive use of innovative business models, and, often, collaborative platforms. This includes social start-ups, that have high potential for innovation and positive impact in economy and society at large. Their business model combines economic efficiency with societal-centred objectives. This definition is in the [Communication from the European Commission on Europe's next leaders: the Start-up and Scale {SWD\(2016\) 373 final}](#).

**Challenge Owner** is a company, public authority, non-profit organisation, which is provided a challenge and will support solution providers in developing their MVP and piloting their solutions addressing that specific challenge.

**Demo solution** is considered a set of sketches, visualisations, technical descriptions of the product/service to be developed in later stages in the project before presenting the solution in the market – in other words, something that is technical prototype and imaginary idea and comes before producing a real product that is functional.

**Minimum Viable Product (MVP)** is a concept that allows SMEs, start-ups to find out whether the basic model of a product or service with the core functionalities meets user needs. The MVP approach to developing new products is premised on the idea that you first produce a real product – in other words, something that's functional and is not just a technical prototype or an imaginary idea. The goal with an MVP is to have a product in hand that you can then show to customers and users and see what they do with it – a much closer approximation of market reality than asking people what they would do.

**Pilot** is an initial small-scale implementation of the new product/service in real life environment to evaluate feasibility, duration, scalability and real cost.

## 12. Contact

If you have any question about the URBAN TECH Open Call, please send it to [opencall@urbantech-project.eu](mailto:opencall@urbantech-project.eu). General questions about the Open Call will be answered by UNICORN Startup and Innovation Hub. In case your question is related to a specific challenge, Hackathon, etc. your email will be forwarded to the contact points of the relevant science park or incubator.

You can also contact us via the contact form on the URBAN TECH Open Space available at: <https://www.urbantech-project.eu/contacts/>

If you would like to be updated about the Open Call, please subscribe to URBAN TECH Newsletter: <https://www.urbantech-project.eu/newsletters/>

## 13. Disclaimer

The present Guide for Applicants is not a legally binding document and it serves only information purposes. It provides details of the URBAN TECH Open Call application and participation process with details about the short proposal application phase and with an overview of the next stages.

The URBAN TECH consortium does not take the responsibility for any mistakes that the misinterpretation, inaccuracies or omissions of the Guide for Applicants may cause. In case any of inconsistencies within the present document or in relation to any other Open Call information, the URBAN TECH project partners will check all information available and will define the process to be followed, if needed in collaboration with the SMEs/start-ups concerned.

The URBAN TECH Consortium cannot be held liable for any damage caused to the URBAN TECH applicants, voucher beneficiaries, its affiliates or to third parties as a consequence of submitting application or implementing the proposed actions, including for gross negligence.

The URBAN TECH Consortium cannot be held liable for any damage caused by any of the applicants and voucher beneficiaries or third parties involved in the action, as a consequence submitting application or implementing the proposed actions.

The document does not reflect the views of the European Commission and the European Innovation Council and SMEs Executive Agency (EISMEA).

## 14. Summary

URBAN TECH supports SMEs and start-ups in developing new or significantly improved product or service that addresses one of the Challenges collected in three areas: Health Tech, Greentech and Smart City. 2 million EUR funding will be provided to SMEs/start-ups in the form of vouchers.

**APPLICATION starts as from 22 June 2022 and divided in three phases.**

SMEs and start-ups are requested to submit a **short proposal until 14 September 2022**, then **320 applicants** with the most promising solutions matching one of the Challenges will be **invited to a Hackathon** organised throughout November 2022. **TRAVEL VOUCHER** with a value of 350-850 EUR **can be requested to cover costs of the Hackathon participation.**

**The best 80 (and 36 in reserve list) Hackathon participants can submit a full proposal by 4 January 2023.**

PARTICIPATION in the programme will start on 1 February 2023 with 1<sup>st</sup> funding stage, that is the MINIMUM VIABLE PRODUCT VOUCHER available to 80 SMEs/start-ups. The 2<sup>nd</sup> stage funding is the PILOTING VOUCHER available to 30 SMEs/start-ups. 3<sup>rd</sup> stage funding in the form of MARKET DISCOVERY VOUCHER will be provided to 20 SMEs/start-ups.

Challenges are available here: <https://www.urbantech-project.eu/virtual-library/>

Apply here: <https://www.f6s.com/urban-tech-open-call/apply>

# urbantech

ACCELERATING INNOVATION IN  
HEALTH TECH, SMART CITY  
AND GREENTECH

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