

STARTUP COMPETITION 2021

TERMS & CONDITIONS

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1. PRESENTATION

The **Call for Startups 2021** of the **IOT Solutions World Congress** is the perfect opportunity to get the global visibility you deserve. Virtually present and showcase your startup value proposition and innovative cyberphysical transformation solutions, including IoT, AR/VR, 3D Printing, Drones, AI and Machine Learning and other emerging technologies tied to the progression to a connected world.

The startups will be broken in to two classes. The first will be for Stage One entrepreneurs who have developed a Minimum Viable Product (MVP). The second will be for Stage Two Entrepreneurs who have built out minimal elements needed for scale and commercialization. All startups will be within the specific use case classifications.

The event will be streamed live during the IOT Solutions World Congress, October 5 - 7.

2. SELECTION CRITERIA

GENERAL: ACCEPTABLE USE CASE CATEGORIES

- Heavy Industrial
- Environmental
- Manufacturing
- Construction and Infrastructure
- Energy
- Healthcare and Medical Devices
- Smart Cities, Buildings, Homes, and Spaces
- Mobility / Transportation
- Supply Chain
- Agriculture
- Other

STAGE 1 STARTUPS ("We have a solution")

- Startups must be no older than 3 years.
- The product/solution is working and demonstrable at the "MVP" stage.
- The solution has been minimally run in a commercial pilot and has received third party feedback.
- The solution addresses a need associated with the progression to a cyberphysical world.
- The solution solves an identifiable problem in an associated justifiable market opportunity.
- The solution has been reviewed and optimized holistically, with careful consideration to the interdependencies between elements (security, power, communications, processing, data, governance, etc.).
- The solution offers differentiation from available options.
- The solution has been tested for necessary scalability.

STAGE 2 STARTUPS ("We have a company")

*All stage 1 criteria plus:

- Startups must be no older than 5 years
- The product or solution has customers using the solution, ideally in production.
- The company has a written operating plan and annual (if not quarterly) objectives.
- The company has an official financial operating model.
- The company can minimally defend a repeatable sales model.
- The business model must be validated.

3. STARTUP COMPETITION DEVELOPMENT

The selected startups (5 per category) will participate at the Startup Competition that will be held at the **virtual platform** of the IOT Solutions World Congress 2021. Presentations will be split into 2 sessions, one per category.

STAGE 1 STARTUPS

- 10 min pitch (presentation optional) + 5 min round of questions.
- A jury of experts will vote, decide and announce the best startup.
- Virtual Networking with investors, sponsors and attendees.

STAGE 2 STARTUPS

- 10 min pitch (presentation optional) + 10 min round of questions.
- A jury of experts will vote, decide and announce the best startup.
- Virtual Networking with investors, sponsors and attendees.

4. PARTICIPATION BENEFITS AND PRIZES

All startups wishing to be considered for the startup competition should submit their application through the **online form** at:

<https://www.iotsworldcongress.com/startups/>

After jury review, submitters could be required to send further information about their product/company in order to complete their application.

Participation fee for selected startups **50€**.

PARTICIPATION PACKAGE

The participation package for **selected startups** includes:

- Logo/Name exposure at our website and promotional material.
- 10 Digital Passes (value: 50 €/each).
- 1 IOT Solutions World Congress Full Pass (value: 1.095 €/each).
- 10 minutes pitch at the Startup Competition with investors (online activity).
- Virtual Networking.

PRIZE (1 winner per category)

- 9-month virtual membership to innovation centers mHUB, 1871 and Rocket Wagon with access to a virtual education platform for both synchronous and asynchronous learning as well as access to all member resources such as directories, supplier networks, and hands-on mentorship.
- Mention in an international press release.
- Promotional social media video (20s) about your Startup.
- Two IOT Solutions World Congress Full Pass for the 2022 edition.
- Competition winner badge / graphic for use across your website and social channels.

5. TIMELINE

The submission process has 5 major steps:

1. **SUBMISSION:** Deadline for submissions 30th June 2021.
2. **NOTIFICATION:** Selected companies will be notified by the 15th July 2021.
3. **PAYMENT:** Selected startups must send a proof of payment of the participation fee to the event organization before 25th July 2021.
4. **PUBLICATION:** Selected startups on the IOTSWC website on the 30rd July 2021.
5. **STARTUP COMPETITION:** Both sessions of the activity will take place during the IOT Solutions World Congress, 5-7 October 2021 (specific day and time TBD).

6. CONTACT

For any doubt, contact us at:

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