

## CALL FOR STARTUPS

**Date:** Sep 21<sup>st</sup> and 22<sup>nd</sup>, 2022

**Location:** Greencities & S-Moving, FYCMA – Trade Fair & Congress Center of Malaga

**Format:** Hybrid format – presence-based modality for Spanish participants, virtual participatory opportunity for international startups

**Language:** English

**Registration:** Before July 11th, 2022 – *included* (available at Greencities & S-Moving website)

*Presentation will be requested beforehand*

### PARTICIPATION REQUIREMENTS

- Being a newly created or early-stage entity (*max. 42 months old*) with cyber security services/products applied to urban management and smart, connected mobility
- Preregister the call to access the platform
- Fill in the specific form available at the platform's private area

### PARTICIPATION ADVANTAGES

- For **all registered startups**: access pass for the event
- For **selected startups**:
  - o Networking agenda: digital tool to request and arrange up to 30 B2B meeting with the rest of attendants and potential partners at the event
  - o 5 minutes pitch: brief presentation to investors, experts, and local technicians (3min pitch + 2min Q&A)
  - o Specialized audience: municipal representatives and investors looking for solutions in cyber security matters and investment opportunities
- For the **"best cyber security startup"**:
  - o Single presentation (**15 min**)
  - o **1.000€** cash prize
  - o Media visibility, promotional actions, and branding
  - o **Information point** at Greencities & S-Moving 2023 exhibition area

### PRESELECTION STAGE

- The Committee of experts will select 10 startups among all of the candidates. It will grade the provided information based on the following criteria:
  - o Technology and fit to the open call focus
  - o Go to market feasibility and market potential
  - o Innovation and urban application
  - o Impact on the society (SDGs and EU challenges: sustainability, digitization and resilience)
- The selected candidates will be contacted from August 8<sup>th</sup> and will have the right to participate up to September 9<sup>th</sup>. If the organization do not receive a confirmation of the participation before that date, the startup will lose its participation right and the next one in the ranking will be contacted.

- The Committee of experts includes representatives from all the following entities:
  - AAC – Andalusian Knowledge Agency
  - AMETIC – Multisectoral Association of Electronic, Communications Technologies, Telecommunications and Digital Contents Companies
  - City hall of Málaga
  - Conexo Ventures
  - EBAN – European Trade Association for BA’s, Seed Funds and Early-Stage Market Players
  - EEN – Enterprise Europe Network
  - EIT Urban Mobility
  - Finnova
  - Gellify
  - IDEA – Agency for Innovation and Development of Andalusia
  - IRIS Sentinel – Wellness TechGroup
  - Promalaga
  - Red RECI – Smart Cities Network
  - Smart City Cluster
  - UMA – University of Malaga
  - Women4Cyber Spain

## FINAL VOTE

At the end of the pitch session, the audience will vote for the best cyber security startup of Greencities & S-Moving 2022.

### **About Greencities & S-Moving**

**Greencities & S-Moving** is the place that brings together the leading prescribers in the field of urban management and mobility of the future. Companies, professionals, institutions and public administrations focused on the projection of sustainability and smart cities will be attending #GreencitiesMLG & #SMoving22.

**2022 Edition:** September 21<sup>st</sup> and 22<sup>nd</sup>

**Web:** <https://greencities.fycma.com/>

**Video:** <https://youtu.be/xP1X-I62HqY>