

OPEN CALL FOR START-UPS

Date: 24th and 25th September 2024

Location: Greencities & S-Moving, Malaga Trade Fair & Congress Centre - FYCMA (Malaga, Andalusia, Spain)

Format: on-site

Language: English

Registration: before 21st June, 2024 at 23:59 h.

GREENCITIES & S-MOVING

A place where the main prescribers in the field of urban management and mobility of the future meet. Companies, professionals, institutions and public administrations focused on the projection of sustainable and smart cities will be present at the meeting.

Web: [Greencities - Foro de Inteligencia y Sostenibilidad Urbana \(fycma.com\)](https://www.fycma.com)

START-UP

Independent organisation, new or young age, with a high growth potential, aiming to create, improve and expand a scalable, innovative, technology-based product, with a high and fast growth.

OBJECTIVE

The aim of this call is to recognise and give visibility to start-ups that are leading projects and initiatives in the field of smart cities, providing real solutions to the needs of municipalities, regardless of their size and geographical location.

PARTICIPATION REQUIREMENTS

1. Be in search of investment
2. Have been incorporated company for no more than 5 years (as of January 1st, 2024).
3. Correct completion of the registration form.
4. No having benefited from this award in the past.
5. Be a start-up with its registered office in one of the following countries:
 - Germany
 - Austria
 - Belgium
 - Bulgaria
 - Cyprus
 - Croatia
 - Denmark
 - Slovakia
 - Slovenia
 - Spain
 - Estonia
 - Finland
 - France
 - Greece
 - Hungary
 - Iceland
 - Ireland
 - Italy
 - Latvia
 - Liechtenstein
 - Lithuania
 - Luxembourg
 - Malta
 - Norway
 - The Netherlands
 - Poland
 - Portugal
 - United Kingdom
 - Czech Republic
 - Romania
 - Sweden

EVALUATION COMMITTEE

The **evaluation committee** is made up of representatives of the following entities:

- Business Agency for the Transformation and Economic Development of Andalusia (TRADE)
- Andalusia Emprende
- Association of Scientific and Technological Parks of Spain (APTE)
- Official College of Telecommunication Engineers of Western Andalusia and Ceuta (COITAOC) and Association of Telecommunication Engineers of Western Andalusia (ASITANO)
- Official College of Telecommunication Engineers of Eastern Andalusia and Melilla (COIT-AORM)
- Malaga City Council
- Official College of Quantity Surveyors and Technical Architects of Malaga
- Conexo Ventures
- Technological Corporation of Andalusia (CTA)
- Deloitte
- Finnova
- Finnovating
- Madrid World Capital
- Solvere Capital
- Tecnalía Ventures
- University of Malaga (UMA)

SELECTION CRITERIA

The criteria to be taken into account by the evaluation committee for the pre-selection of candidates will be the following:

- Market viability
- Scalability
- Cleantech. Environmental impact
- Adequacy of the human team
- Adaptability to any size of municipality and its resources.
- Degree of innovation and applied technology

SELECTION PROCESS

REGISTRATION (until June 21 11:59h, 2024)

Interested start-ups must **complete the pre-registration** on the official website of Greencities & S-Moving. After pre-registration, they must access the private area of the platform where they must **complete the specific form**.

PRESELECTION PHASE (July 2 - July 25, 2024)

The evaluation committee will select **10 start-ups**, which **will meet with the committee** in online format on **July 24, 2024 from 11:00 am to 1:00 pm**. In this session, each start-up will have **5 minutes for a brief presentation** and **3 minutes** to answer **questions** to the evaluation committee.

Subsequently, the committee will select **the 5 start-ups** that will make the **presentation** in the frame of Greencities & S-Moving 2024.

FINAL SELECTION OF THE WINNER

The organization will contact the selected start-ups **from July 26, 2024**. To retain the right to the benefits acquired, **they must confirm or reject before August 13, 2024**. In the event that any of the selected start-ups cannot participate or does not confirm before the deadline, they will lose the right to participate, and the organization reserves the right to contact the next best-valued start-up/s.

The selected start-ups will make their presentation in the framework of Greencities & S-Moving, on **September 24, 2024**. This pitch will have a specialized audience, formed by the evaluation committee, investors, municipal technicians and corporates, who will vote in situ for the best start-up of Greencities & S-Moving 2024. The winner will be announced on September 25, 2024 at the awards ceremony.

PARTICIPATION BENEFITS

REGISTERED START-UPS

All start-ups registered in the call and that meet the requirements will benefit from **an access pass**.

SELECTED START-UPS

- Two access passes to Greencities & S-Moving 2024
- One access to the networking agenda: a tool that allows you to request more than 30 B2B meetings with other visitors, potential partners and investors during the event.
- 6 minutes presentation in front of investors, experts and municipal technicians (3 min pitch + 3 min questions)

WINNING START-UP

- 1.000€ cash prize
- Branding:
 - Visibility in RRSS as the winning start-up of Greencities & S-Moving 2024.
 - Mention in press release.
 - Inclusion of its logo on the official website of the event.
- Participation in Greencities & S-Moving 2025:
 - Presence in the exhibition area with an information point.
 - 6 access passes as a professional visitor, with access to the exhibition area and forums.
 - A 10-minute presentation in the content program, to share the experience and continuity of the project.
 - An access to the networking agenda: a tool that allows you to request more than 30 B2B meetings with other visitors, potential partners and investors within the framework of the event.

KEY DATES

The execution of this call will be carried out with the following dates:

- Submission of applications: until June 21, 2024, at 23:59h.
- Evaluation: from July 2, 2024, to July 25, 2024.
- Online submission to the evaluation committee: July 24, 2024.
- Notification of selected proposals: from July 26, 2024.
- Deadline to confirm participation in the event: before August 13.
- Presentations, final voting and award ceremony will take place during the event.