



FP7-contract n°: 632738

GUIDE FOR APPLICANTS PARTICIPATING IN THE 2ND CALL TO BECOME A SUB-GRANTEE OF THE FI-C3 PROJECT

Abstract

This **Guide for applicants** contains the basic information needed to guide you in preparing a proposal to join the FI-C3 incubator through the open call that it has launched. It gives instructions on how to structure your proposal. It also describes how the proposal should be submitted, and the criteria on which it will be evaluated as well as the way the selected projects will be managed.

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1 Introduction

FI-C3 is an accelerator of the FI-PPP Programme-phase 3 (<http://www.fi-ware.org/fiware-accelerator-programme/>). The FI-PPP programme follows an industry-driven, holistic approach encompassing R&D on network and communication infrastructures, devices, software, service and media technologies. In parallel, it promotes their experimentation and validation in real application contexts, bringing together demand and supply and involving users early in the research lifecycle. The FI-PPP phase 3 accelerators aim to promote the creation of innovative products and services making use of the technology developed within phases 1 and 2 of the programme and known as the FIWARE technology.

Within FI-PPP phase 3, the goal of FI-C3 (<http://www.fic3.eu/>) is to implement an incubator for innovative products/services proposed by SMEs or individual entrepreneurs in the domains of **Smart Territories, Media & Contents** and **Care & Well-being**.

This **Guide for applicants** contains the basic information needed to guide you in preparing a proposal to join the FI-C3 incubator through the second open call that it has launched. It gives instructions on how to structure your proposal. It also describes how the proposal should be submitted, and the criteria on which it will be evaluated as well as the way the selected projects will be managed.

Each proposer which will be selected to receive a sub-grant will be required to sign a sub-grant agreement with FI-C3; a model example of which can also be found on [this website link](#).. The funds attached to the sub-grant agreement have been allocated to the FI-C3 consortium by the European Commission. This is the reason why the sub-grant agreement reflects a set of obligations of the sub-grantee with the European Commission.

This Guide for applicants concerns Call 2. The objective of Call 2 is to sub-grant an amount of 2.9 M€ which represent between 20 and 30 projects in this call.

If you plan to respond to this Call, we recommend that you carefully read this guide. Other documents which include helpful information to prepare your proposal are available on the FI-C3 website:

- “Proposal template” http://www.fic3.eu/wp-content/uploads/2014/09/FIC3_Proposal_Template.doc
- “Frequently Asked Questions” (frequently updated, check it frequently) <http://www.fic3.eu/faqs/>

All proposals must be received by 30th June 2015 (17:00 Brussels Time).

2 General information about the Call

2.1 Who can participate?

To be eligible for the call, you must either be:

- an SME: a **micro, small and medium-sized enterprise** within the meaning of Recommendation 2003/361/EC in the version of 6 May 2003¹,
- or an **individual entrepreneur**: an independent professional, duly declared according to the law of the country where it is established (Business Register, Social security register, etc),

and to be established in a Member State or an FP7 Associated country².

Only single legal entities may apply to the call (no consortiums).

2.2 What kind of project can receive support?

The objective of the proposals expected will be to build new services/products **from first prototype until go to market**, in the following three business domains:

- **Smart Territories** (smart city guides; smart city platforms; smart city services; personalised location based services and apps; infotainment; in-real-time connecting moving people and place and events; use of open data...),
- **Media & Contents** (multimedia augmented reality; transmedia—cross all media devices--; video games; cinema ; TV; internet video; eLearning; on-line editing and postproduction; web software needed to support/publish/produce this content),
- **Care & Well-being** (smart home; indoor position; personalised connected media; quantified self-ambient assisted living; secure home; location based services).

The types of activities for which a project may receive financial support are:

- research and technological development,
- demonstration, designed to prove the viability of new technologies (e.g. testing of product-like prototypes),
- activities to prepare development results for their take-up and use, including knowledge management and IPR protection.

The applications and services developed in the projects **must** be built using the FIWARE technologies: Generic Enablers, Specific Enablers and combining them when appropriate with other complementary technologies. As such, the use of FIWARE technology components will carefully be assessed in the evaluation process of the Open Call, and is a top-level evaluation criterion.

FIWARE technology catalogues outline key features of the technologies in question and provide access to documentation, downloads, information on terms and conditions of the usage of these technologies:

- Generic Enablers (GEs) available from: <http://catalogue.fi-ware.eu/enablers>
- Specific Enablers (SEs) relevant to this accelerator described in the following sites:
 - Enablers related to Social Connected TV :

¹ The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million

² The FP7 Associated countries are Albania, Bosnia and Herzegovina, Croatia, Faroe Islands, FYR Macedonia, Iceland, Israel, Liechtenstein, Republic of Moldova, Montenegro, Norway, Serbia, Switzerland, Turkey.

- Enablers related to Smart City Services :
<http://mediafi.org/open-platforms/social-connected-tv/>
- Enablers related to Pervasive Games:
<http://mediafi.org/open-platforms/smart-city-services/>
- Enablers related to Pervasive Games:
<http://mediafi.org/open-platforms/pervasive-games/>

The Specific Enablers indicated above are particularly relevant for FI-C3 projects, however all SEs of the FI-PPP programme are eligible as FIWARE technology in the context of FI-C3.

2.3 Project duration and calendar

The duration of the projects that will be selected in Call 2 may be from 3 to 9 months (a multiple of 3 months). This duration must be realistic considering the objectives and the size of the team that can be assigned to the projects.

The planned calendar for proposal selection is given in Table 1.

Proposal submission deadline	Phase 1 Pre-selection	Phase 2 final selection (in front of Selection committee)	Start of negotiations	Expected project starting date
30 Jun 2015	July 2015	07 - 14 Sept 2015	14 Sept 2015	1 st Oct 2015

Table 1

2.4 Maximum funding limit

The maximum amount to be granted to selected proposals is determined by the legal status of the sub-grantee and the duration of the project.

For SMEs the maximum amount is 37,5 k€ per period of 3 months, with an **overall limit of 112,5 k€**. In the case of individual entrepreneurs that amount is 12,5 k€ per 3 months with a **limit of 37,5 k€**.

Within those limits, the financial contribution is calculated according to the rules indicated in Table 2.

Eligible costs of travels, subcontracting and of other costs are limited to respectively 5%, 25% and 10% of the total project costs. Within those limits, they can be funded 100 %.

Man-power can be funded 75% of the costs.

	Maximum eligible cost	Re-imburement rate
Man-power	100 % of total	75%
Travels	5 % of total	100%
Subcontracting	25 % of total	100%
Other costs	10 % of total	100%

Table 2

2.5 Number of proposals per applicant

As a general rule, only one application per applicant and per call will be accepted by FI-C3.

You can submit the same proposal to a maximum of 3 accelerators, provided it is relevant for those accelerators. Double funding is not acceptable, this means that a proposal can only be selected and supported by one accelerator.

3 How to prepare and submit a proposal?

3.1 Generalities

Proposals for selection as a sub-grantee of FI-C3 are submitted in a single stage, by submitting a complete proposal application to be prepared as described in section 3.3.

A proposal can only be submitted by a single legal entity, but subcontracting is allowed in the budget limit indicated in section 2.4.

Each entity cannot submit more than one proposal to this FI-C3 call. Similarly participants who submit an identical proposal to more than 3 FIWARE Accelerators will be immediately excluded for the FI-C3 Open Call.

The proposal must be submitted in English. Proposals submitted in any other language will not be evaluated.

3.2 Means of submission

Submission of proposal will happen through the FI-C3 website (www.fic3.eu). Click on the “**Apply here**” button to be re-directed to the FI-C3 submission tool.

As soon as your application is completed do not forget to submit the proposal.

You cannot come back on an already submitted proposal.

3.3 Content of the proposal

Submission will be performed on-line. The submission platform will invite you to upload information into boxes according to predefined templates.

The description of the proposal format and recommendations how to fill those templates is provided in section 8.

If you want to prepare your submission off-line, you can download the Word document “Proposal template” from http://www.fic3.eu/wp-content/uploads/2014/09/FIC3_Proposal_Template.doc.

In order to submit the best proposal, you are invited to pay attention to the evaluation process described in section 4 and to the evaluation criteria provided in section 10 so that their application may be easily evaluated by the Selection committee according to the process indicated and against the criteria provided. In particular you must take into account that, if selected, the project will be implemented according to the agile process described in section 6.2 and therefore structure your project keeping 3 month evaluation periods in mind.

The material uploaded on the submission platform will directly be used for phase 1 (pre-selection) of the process. If your proposal is pre-selected you will be admitted to phase 2 (final selection) and you will have to present the proposal in front of the Selection committee. That presentation will be based on the same information as provided in phase 1. The format for the presentation in front of the Selection committee is provided in section 9.

FI-C3 reminds you that the projects that will be selected must address the development of new services/products **from having a first prototype to go to market** as described (and under the conditions stated) in section 2.2 and that they will have access to additional support (refer to section 5) during the implementation phase of the projects.

4 Proposal selection procedure

FI-C3 will examine and evaluate submitted proposals in accordance to the objectives set in section 2.2. The selection process is described in the paragraphs below and in **Erreur ! Source du renvoi introuvable.**

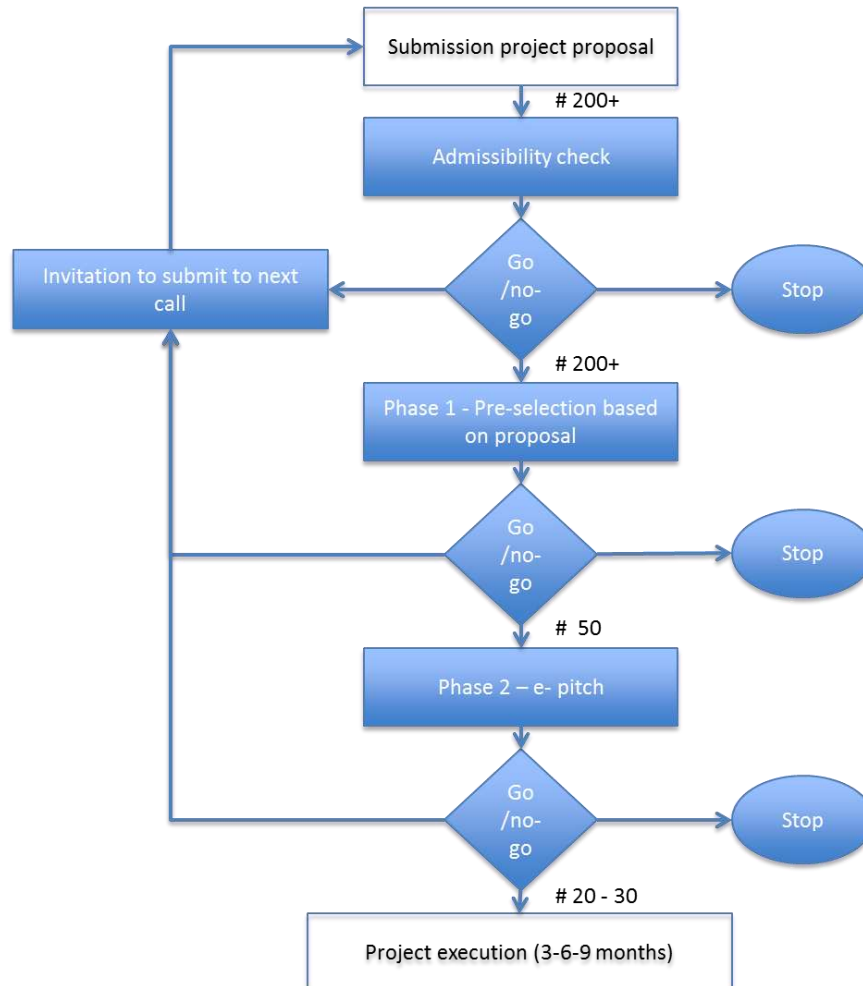


Figure 1- Proposal selection procedure

Project proposal submission

- All SMEs / individual entrepreneurs complete their submission form through the FI-C3 submission platform

Admissibility check

- FI-C3 checks the admissibility of the applications, without judging the proposal from a content / business perspective, e.g. company is SME or individual entrepreneur, financial viability, completeness of the proposal, proposal within scope of the call (budget, scope, time), etc. The goal is to weed out the applications that do not qualify the EU requirements and call objectives (see section 2.2).
- Feedback (conditions not met) is given to the companies that do not pass the admissibility phase.

Phase 1 - Pre-selection by the Selection committee (independent evaluators) based on proposal

- The goal of the first pre-selection is to reduce the number of proposals to a manageable number for the second phase
- Independent evaluators sitting as the Selection committee rate the proposals based on the selection criteria of section 10 (Annex 3). Three reviewers will evaluate each proposal. If all three reviewer

disagree extremely on the scores they will have a consensus meeting afterwards to find an agreement.

- Based on the ranking of the proposals, the top ranked are admitted to the second round;

Phase 2 - Final selection by the Selection committee based on face to face pitch

- The top ranked proposals are invited to a e-pitch in front of the Selection committee (e.g., 10 minutes pitch, 5 min Q&A). This e-pitch is basically performed by video-conference.
- The e-pitch is performed in front of a committee consisting of at least 8 members with various expertises. Each committee-member scores the e-pitch on the same evaluation criteria used in phase 1. An average score of the 8 committee-members is computed. The average score determined during phase 2 is then multiplied by the score of phase 1 to determine the final ranking.
- In an e-pitch any reviewer cannot give scores, if he/she is from the same nationality than the company performing the e-pitch. So a German reviewer for example cannot review a German Company in the e-pitch.
- The decisions of the Selection Committee are endorsed by the FI-C3 Project Management Committee (Project Management Committee) which informs the Commission. Finally, the projects are informed about those decisions. In case of a positive assessment of the project, the SME or web-entrepreneur are invited to the negotiation phase to sign the contract and kick-off the projects (see section 6.1). FI-C3 will not put in place a redress procedure.

5 Other support offered to selected projects

In addition to financial support, FI-C³ will assist the selected projects in the initial phase of bringing their technology to the market. This will be implemented through the following instruments:

-**business modelling and customer development workshops**: the goal of those workshops is to hand the SME and individual entrepreneurs some tools to start thinking differently about their business. **All sub-grantees will be offered the opportunity** to attend a full day workshop;

-**one-on-one business coaching**³, a dedicated coaching session to support SMEs or individual entrepreneurs needing external advice on the business aspect of their company (including access to venture capital and business angels) will be proposed. Access to this service will be decided by the Monitoring committee (therefore at the earliest after the first evaluation period).

-**high-level advice** from potential stakeholders⁴: during the programme, a high-level advisory Board will be composed. This board will follow-up all participating SMEs and individual entrepreneurs and give top rated feedback during 2 live high-level advisory Board sessions (planned Feb 2016, Aug 2016);

-and **Living Lab support**: Focus Groups will be organized at the beginning and at various stages of the development process to check that features provided meet the expectations of users. In addition, the capacity for some 12 field user tests will be offered to projects that the Monitoring Committee will rank mature enough. Final usability evaluation will be carried out consistently with the definition of user requirements i.e. with a sample of real target users (at least 10) according to a set of relevant scenarios in realistic conditions. Where relevant, the candidate projects can include living lab support in their work-plan.

³ The one-on-one business coaching will be done by business experts from the project partners (iMinds, GAR, I&R, MAC) or external coaches (within the network of the projects partners) in case specific expertise is needed.

⁴ These stakeholders are organizations that are within the value chain of the specific companies (eg, Hospitals in case of healthcare) or people that have the required expertise to judge on their behalf (eg, healthcare experts). They can be complemented with relevant cross-industry experts such as venture capitalists, market or finance experts.

6 Implementation of the project and payment modalities

6.1 Negotiation phase

The selected projects will be invited to enter negotiations with an FI-C3 officer. The goal of negotiations will be to set up the contract (Sub-grant agreement) that will be signed between FI-C3 and the selected candidates. Negotiations will include administrative and technical tasks so that execution of the contract may be performed according to the agile approach described in section 6.2.

Administrative information will be asked to support the legal and where relevant the financial status of the selected candidates (registration document, financial documents). The candidates will be invited to sign the declaration on honour attached in section 11.

The technical task will be to prepare the Annex 1 of the Sub-grant agreement (Duty of Work-DoW). The DoW will consist mainly of a project development plan including the milestones needed to perform project monitoring. It is expected that the projects selected will have already taken this approach into account. However in some situations, the Selection Committee could request limited changes to the submitted proposals such as:

- Change or include specific milestones
- Reshuffle some activities to de-risk the project as early as possible
- Include additional tests to improve the successful inclusion of the proposed enablers
- etc.

That plan will also include provisions for the services offered by FI-C³ (see section 5), to be implemented during the course of the project under the control of the Monitoring committee (see section 6.2). The development plan will be part of the project documentation and will be kept up to date along the project life cycle.

As an output of the negotiation, clear objectives will be established for the first 3 month period (refer to section 6.2).

At the beginning of the negotiation, a time schedule will be given to conclude that negotiation. In case this objective is not met, the project can be rejected and the funding reserved to it will be added to the budget available for the next Call.

6.2 Agile approach

The support to the project during the implementation phase will be carried out using an agile approach.

Every 3 months, on-going projects will be evaluated by a Monitoring committee⁵, comparing their current progress with the pre-defined milestones.

Depending on the state of the project, this could be the evaluation of a progress report, assessment of a live demonstration or discussion during a progress presentation. Their decision will be as follows:

- **Green:** Project on-track and can be proceeded as planned
- **Orange:** Milestones delayed, technology changes requested, minor changes in market dynamics or team. The planning should be adjusted to reach the innovation goal.
- **Red:** Technology irrelevant, market dynamics change dramatically or the team doesn't show commitment to the project. The project will be stopped and remaining budget reallocated to future projects.

That decision will validate the payment of the evaluated period. In case of *orange* or *red* decision, the Monitoring Committee will state the percentage of payment accepted.

⁵ The Monitoring Committee will consist out of 4 people, one expert per consortium partner (I&R, iMinds, MAC & GAR).

Based on the evaluation and current state of the project, the Monitoring Committee will propose to activate business coaching and/or Living Lab (Field User Tests) support. The following criteria will be used to guide their recommendation:

Business coaching will be suggested when:

- Business model is still unclear and should be elaborated
- Business model consist of many different scenarios which result in different go-to-market strategies
- Team lacks critical skills and experiences to push the business model forward
- Team lacks knowledge about the market they are addressing, resulting in many unproven hypotheses.

Living Lab test will be suggested when:

- Business model contains many uncertainties and untested assumptions, especially regarding user adoption
- Willingness to pay is still unclear
- Product is in a state that users can experiment with it and test /comment on usability
- Additional user / customer input is required to progress product development.

Once the FI-C3 Project Management Committee has endorsed the recommendations of the Monitoring Committee, it will be up to the SME or individual entrepreneur to accept or turndown the offer with motivated reasons. If accepted, new objectives will be established for the next 3 month period until the next evaluation.

6.3 Payment modalities

Payment of the financial support will be executed by slices representing an evaluation period each and subject to validation by the Monitoring Committee according to the following rule:

- 50% of the allocation for the period as pre-financing at the beginning of the period (pre-financing is subject to re-imbursement by the sub-grantee in the conditions below),
- the remaining 50% after approval of the period deliverables by the Monitoring Committee.

More precise payment calculation is detailed in table 3. In the case of *orange* or *red* decision, the Monitoring Committee will decide the amount of the allocation that will be paid to the sub-grantee. This includes, for a *red* decision, the possibility that a part or the whole of pre-financing be reimbursed if the payment accepted is below the pre-financing already transmitted to the sub-grantee.

	Green	Orange	Red
Pre-financing: 50% of the funding received at the beginning of the period	The whole of pre-financing is converted into payment and becomes property of the sub-grantee.	The whole of pre-financing is converted into payment and becomes property of the sub-grantee.	Part of costs can be rejected. Sub grantee will have to reimburse pre-financing unduly received.
Payment: 50% of remaining funding	The whole of payment will be executed.	Part of payment (up to the whole of payment) can be executed.	Part of payment (up to the whole of payment) can be executed. But project is stopped.

Table 3 - Payment calculation

The total amount of the pre-financing and payments shall not exceed 85% of the maximum financial contribution of FI-C3 decided in the sub-grant agreement. Final payment (15% remaining) will be executed when the European Commission will have transferred the final payment of the FI-C3 grant-agreement to the FI-C3 consortium (indicative date: end of 2016).

Payments by FI-C3 shall be made in Euro.

Costs shall be reported in Euro. Sub-grantees with accounts in currencies other than the Euro shall report costs by using, either the conversion rate published by the European Central Bank that would have applied on the date that the actual costs were incurred, or its rate applicable on the first day of the month following the end of the reporting period. Sub-grantees with accounts in Euro shall convert costs incurred in other currencies according to their usual accounting practice.

7 Support to proposers

For further information on the call, contact:

	Contact	E-mail
Images et Réseaux Project Coordinator (France)	Gaël Maugis	gmaugis@images-et-reseaux.com
iMinds (Belgium)	Johnny Waterschoot Thomas Van Der Auwermeulen	johnny.waterschoot@iminds.be Thomas.van.der.auwermeulen@vub. ac.be
Madrid ICT and Audiovisual Cluster (Spain)	Ciro Acedo Boria	ciro.acedo@madridnetwork.org
Grassroots Arts and Research (Germany)	Carmen Mac Williams	carmen@grassroots-arts.eu

8 Annex 1 – Proposal format

In order to submit your FI-C3 Application form, you need to go through all 7 steps, starting from "Step 1: Administrative information and project generalities" on this page and ending with "Step 7: Declarations." You will also need to complete the FIWARE common questionnaire to be eligible.

To complete your application you must then click on “SUBMIT”.

Please note, that you can edit and change your FI-C3 Application as many times as you want. **However, once the FI-C3 Application form has been submitted, you will be unable to change it!**

Should you wish to work with other people on filling out the Application form, you can click on "My Company," on the left side of the screen, in order to invite your team members.

The proposal submission steps are detailed below.

1 Administrative information and project generalities

1.1 Proposal identification

Fill the fields with the information requested.

1.2 SME/individual entrepreneur information

Fill the fields with the information requested. Note that if the proposal is selected, that information will have to be validated with relevant documents during the negotiation phase. The declaration on honour of section 11 will also be used.

1.3 Contact person

Fill the fields with the information requested.

1.4 Project information

1.4.1 Executive summary

Please write here a brief summary of the project. If the project is accepted, the information contained in this summary will be made public on the FI-C3 website. Do not provide information that you want to keep confidential.

1.4.2 Domain(s)

Please select the domains addressed by the project. More than one domain is possible.

1.4.3 Duration of the project :

Tick the relevant box (duration : 3 to 9 months).

1.4.4 Requested funding

The budget for the realisation of the (whole) project must be detailed here according to the categories indicated. When providing this information, be realistic. The budget must be in line with the objectives of the project, its duration and the size of the team that you will be able to assign to it.

Keep in mind that that budget will have to be easily distributed against 3 month objectives to enable the realisation of the project according to the agile method described in section 6.2.

Detailed information on funding limits and payment modalities is available in sections 2.4 and 6.3.

1.4.5 Other accelerators to which this proposal has been submitted.

Indicate here the other accelerators to which you have also submitted this proposal (reminder it is not permitted to submit the same proposal to more than 2 other accelerators in addition to FI-C3).

2 Explain your business idea and your project

In the following section, you will be asked to describe your business idea in terms of the product(s) and/or service(s) you want to deliver, to provide information on the sales strategy (what will be sold, to whom?), and on the project for which you are asking support.

2.1 Business

2.1.1 Description of the business idea

Describe your business idea in terms of product/service delivered.

2.1.2 How will you make money?

Explain how you will make money: what you will sell ? to whom ?

2.1.3 Business plan

Give here the elements of your business plan that we must know so to understand the answers you will be providing to the questions below and especially in the box “Approach” and in section 4 : “Potential of your project”

2.2 Project objectives

2.2.1 Description of the project for which your are requesting support

Describe your project (for which you are requesting support) in terms of objectives, overall concept underpinning the project, technical approach selected to reach the objectives, activities that will take place in the project, potential risks and how you will face them.

Where needed to make the milestone list below easy to understand, provide a work breakdown of the project.

2.2.2 Milestones

Provide a milestone overview for the realisation of the project (keep in mind that, if accepted, the project will be monitored every 3 months according to the agile method explained in section 6.2 .

Those milestones will be used at a later stage to monitor the project, if selected.

2.3 Technology

Answers to the questions following aim at qualifying your project in terms of contribution to the FIWARE ecosystem and will be evaluated against the criterions indicated.

2.3.1 Degree and quality of usage of FIWARE Generic and Specific Enablers (criterion 1.1)

Add the relevant information in the table provided. In the first column, indicate the name of the Generic/Specific enabler(s) you will be using. In the second column, explain why (and what for) you will be using that technology:

2.3.2 Alignment with the objectives of the call (criterion 1.2)

Explain why the project proposed meets the objectives this call presented in section 2.2.

2.4 NABC method

The following boxes aim at qualifying your project on the basis of the NABC method (Need, Approach, Benefit and Competition). NABC detects the essential, defining ingredients for a 'value proposition' (whoever has a business project in mind, should ask himself those four questions).

2.4.1 Need (criterion: 2.1)

Indicate the significant consumer and market needs that you project aims to answer.

2.4.2 Approach (criterion: 2.2)

Explain how clear is your business model, how it will contribute to the success of your idea.

2.4.3 Benefits (criterion: 2.3)

Indicate the specific advantages of your solution compared to the costs arising from this approach.

2.4.4 Competition (criterion: 2.4)

Explain how your benefits (compared to the costs) transcend those of the competition and the existing alternatives.

3 Tell us who you are

In this section you are asked to provide information on the team that you will set up to deliver the project and also to describe the commitment together with the available technical and business expertise to meet the project objectives.

3.1 General information

3.1.1 Description of your SME/individual enterprise

Provide in this box a short description of your organisation defining its activity, size and relevant information for the project.

3.1.2 Team description

List the names and relevant experience of the people that will be involved in the project. Add links and descriptions about past projects which might be interesting to prove your experience to accomplish this one:

Note: you can also upload a very short CV (keep in mind that a dozen of lines is most of the time sufficient to reach the objective above).

3.2 Team qualification

The following boxes aim at qualifying the core team to lead a successful project/business and will be used to evaluate your proposal against the criteria indicated.

3.2.1 Commitment of the core team (criterion: 3.1)

Explain here why the core team is committed and willing to bear the entrepreneurial risk.

3.2.2 Ability to realise full techn(ological) development (criterion: 3.2)

Explain here why the core team is capable to achieve the project techn(ological) development.

3.2.3 Ability to deploy and scale market-ready product/service (criterion: 3.3)

Explain here how you will address commercial deployment of the product/service.

3.2.4 Importance of FI-C3 support for project realisation (criterion: 3.4)

Indicate here the assistance expected from FI-C3 for the realisation of the project and explain how strategic it is.

3.2.5 International business orientation (criterion : 3.5)

Tell why (and how) you are willing to go global.

4 Potential of your project

The following boxes aim at qualifying your project in terms of risks and potential business and will be used to evaluate your proposal against the criteria indicated.

4.1 Technical soundness of proposed product/service (criterion: 4.1)

Explain why you are confident that the proof of concept of your product/service will be reached within the first 3 months.

4.2 View on actions needed w.r.t. freedom-to-operate and IPR (criterion: 4.2)

Explain the status of your project concerning possible IPR issues linked to the components of your product and your strategy to get freedom-to-operate.

4.3 Break-even (criterion: 4.3)

Explain when you estimate that break-even will be reached and why (desirable timeframe : 2-3 years):

4.4 Mid-term business (criterion: 4.4)

Explain when (and why) you estimate that 1M€ sales can be achieved (desirable timeframe: 3 years):

5 Societal impact

5.1 Societal impact (criterion : 5.1)

Explain the societal interest of your product/service: how much it tackles a pressing societal issue or represents innovative application of content:

6 Optional: upload a video pitch of the project.

7 Declarations

Tick the relevant boxes to declare that if accepted, the applicant will not be accepting double funding.

9 Annex 2: Format for the presentation in front of the Selection committee

Indicative format (general structure) of the e-pitch is given below. Duration of the pitch is typically 10 mn followed by 15 mn of questions and answers. It is based on the information already supplied when submitting.

Please concentrate on the message that you feel important for the evaluators (the evaluators have already read –and pre-selected–the proposal). The presentation must not exceed the time devoted to it. Adapt the format accordingly.

- Description of the business and of the project
 - Description of the business idea, potential customers, business plan and of the project for which support is requested,
 - Gant chart (Milestones)
 - Technology
 - Presentation of the project in terms of NABC (Need, Approach, Benefits, Competition)
- Presentation of the team, its commitment and its capacity to lead the project to a success
- Potential of the project
- Optional: a video pitch of the project.

10 Annex 3 : Selection criteria:

Reviewers rank proposals based on the evaluation criteria provided below.

	Criteria	Evaluation*	
		Marks	Weighting
	Technology		9 21%
1.1	Degree and quality of usage of FIWARE Generic and Specific Enablers	0 1 2 3 4	7 16%
1.2	Alignment with the objectives of the call	0 1 2 3 4	2 5%
	NABC		11 26%
2.1	Customer need clearly identified (<i>Need</i>)	0 1 2 3 4	3 7%
2.2	Business model elaborated (<i>Approach</i>)	0 1 2 3 4	3 7%
2.3	Differentiators identified (<i>Benefit</i>)	0 1 2 3 4	3 7%
2.4	Initial market identified and sufficient in size (<i>Competition</i>)	0 1 2 3 4	2 5%
	Team		12 28%
3.1	Core team committed	0 1 2 3 4	3 7%
3.2	Core team able to realize full tech development	0 1 2 3 4	3 7%
3.3	Core team able to deploy and scale market-ready product/service	0 1 2 3 4	2 5%
3.4	Importance of FI-C3 support for project realisation	0 1 2 3 4	2 5%
3.5	International business orientation	0 1 2 3 4	2 5%
	Status & potential		8 19%
4.1	Technical soundness of proposed product/service	0 1 2 3 4	2 5%
4.2	View on actions needed w.r.t. freedom-to-operate and IPR	0 1 2 3 4	2 5%
4.3	Break-even potential	0 1 2 3 4	2 5%
4.4	Potential yearly revenues of 1 Mio €	0 1 2 3 4	2 5%
	Societal impact		3 7%
5.1	Tackling a pressing societal issue or innovative application of content	0 1 2 3 4	3 7%
	Total score		43 100%

Each of the criteria are scored according to the following rating:

- 0 and 1 = Critical
- 2 = Sufficient
- 3 = Excellent
- 4 = Distinctive

During pre-selection at least three experts review the same proposal and the mathematical average of their scores determines the final score.. As the reviewing process takes place within the FI-C3 tool, all scores and decisions are completely traceable.

If a submitted project has 3 or more critical scores or a critical score in criterion 1.1 (Creativity and quality of usage of FIWARE Generic and Specific Enablers), it does not qualify for funding.

Different weighting has been assigned to individual criteria. The series on NABC and Team have a higher value than Status & Potential, Technology and Societal Impact.

11 Annex 4 : Declaration of honour on exclusion criteria and absence of conflict of interest

[Choose options for parts between square brackets]

The undersigned (*insert name of the signatory of this form*):

in [his][her] own name (*for a natural person*)

or representing the following legal person: (*only if the economic operator is a legal person*)

full official name:

official legal form:

full official address:

VAT registration number:

1. Declares that [the above-mentioned legal person][he][she] is not in one of the following situations:

a) it is bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;

b) it or persons having powers of representation, decision making or control over it have been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;

c) it has been guilty of grave professional misconduct proven by any means which the contracting authority can justify including by decisions of the European Investment Bank and international organisations

d) it is not in compliance with its obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which it is established or with those of the country of the contracting authority or those of the country where the contract is to be performed;

e) it or persons having powers of representation, decision making or control over it have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity, where such illegal activity is detrimental to the Union's financial interests;

f) is subject to an administrative penalty for being guilty of misrepresenting the information required by the contracting authority as a condition of participation in a grant award procedure or another procurement procedure or failing to supply this information, or having been declared to be in serious breach of its obligations under contracts or grants covered by the Union's budget.

2. Declares that the natural persons with power of representation, decision-making or control over the above-mentioned legal entity are not in the situations referred to in b) and e) above;

3. Declares that [the above-mentioned legal person][he][she]:

a) is not subject to a conflict of interest;

b) has not made false declarations in supplying the information required by the Guide for applicants as a condition of participation in Call 1 of FI-C3 or does not fail to supply this information;

c) is not in one of the situations of exclusion, referred to in the abovementioned points a) to f).

4. Certifies that [the above-mentioned legal person][he][she]:

- is committed to participate in the abovementioned project;
- has stable and sufficient sources of funding to maintain its activity throughout its participation in the above mentioned project and to provide any counterpart funding necessary;
- has or will have the necessary resources as and when needed to carry out its involvement in the above mentioned project.

<p>1. Full name: _____</p> <p>2. Position: _____</p>	<p>1. Signature and stamp (if applicable)</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p> <p>5. _____</p> <p>6. _____</p>
<p>1. Done at (place) _____ the (day) _____ (month) _____ (year)</p>	