

## 1st Digital Innovation Challenge

### CONDITIONS OF THE CALL FOR PARTICIPATION

#### **ONE: Purpose of the call**

The purpose of the following conditions is to establish the rules for participating in the first edition of the Digital Innovation Challenge.

This contest is being promoted by Esade Alumni's Business Innovation & Technologies Club (BIT Club), along with the Entrepreneurship Area and Esade BAN, its network of business angels.

The goal of the challenge is to promote innovation in the digital sector, to expose disruptive new trends, and to create a point of contact between established companies and projects with a high growth potential.

We are looking for digitalization solutions that address market challenges and have a significant impact in sectors like education, health, entertainment, mobility, agriculture, food, energy, real estate, marketing, finances, e-commerce, tourism, and consumer services.

We are seeking products with a digital project with a scalability and market feasibility plan.

#### **TWO: Requirements to participate**

The candidate projects must meet the following requirements:

- The purpose of the project must be to digitalize a sector.
- One person on the team (founder, entrepreneur, advisor or mentor) must be associated with Esade (student, alumnus, professor, etc.).
- At least a preliminary version (beta phase) of the MVP (minimum viable product) must be developed.
- It must be in the pre-sale phase.
- It must have a well-defined monetization model.
- No investment rounds may have been launched previously.
- The company does not have to have been established at the time the candidacy is submitted. The winning company must be established in the three months after the prize is awarded. The monetary prize will only be awarded to legal entities.

Projects in which a woman is on the founding team will be given preferential consideration.

#### **THREE: Evaluation process and selection of the winner**

The candidates will be evaluated in a process with the following steps:

1. Sending the documentation remotely
2. Analysis and shortlisting by Esade BAN
3. Final selection
4. Presentation of projects
5. Selection of the winner

### 1) Sending the documentation remotely

In order to participate, the candidates have to send an email confirming participation to [entrepreneurship@alumni.esade.edu](mailto:entrepreneurship@alumni.esade.edu) and fill out the following form: <https://www.esadealumni.net/es/emprendedores/envia-tu-proyecto> (send project).

The attached presentation must have at most 15 slides and has to include the following information:

1. **Challenge to be solved:** Explaining the challenge you have identified.
2. **Solution:** Outlining the solution to the challenge explained in part one.
3. **Product:** Details and example of the MVP developed.
4. **Roadmap:** Outlining the objectives and milestones to be reached.
5. **Market feasibility** answering the question: Does the proposed solution generate an opportunity that can be turned into a business model? (Assessing the market feasibility of this proposal in the middle term).
6. **Financial plan and financing needs**
7. **Information on the team:** Providing basic information on each team member.

**The deadline for submitting proposals is at 23:59 pm, Spanish time, on January 15<sup>th</sup>.**

The candidates may submit as many proposals as they wish, as long as they are clearly different projects, and they may submit them at any time prior to the deadline. The proposals may be submitted in Spanish or English, but the presentations by the shortlisted candidates must be done in English.

During the registration process, the candidates declare that they accept and meet the conditions of the contest.

### 2) Analysis and shortlisting by Esade BAN

After each project is received, the Esade BAN team will begin a preliminary analysis phase of the proposals received. This analysis will focus on the **level of innovation, proposed solution, business model, growth potential, and fulfilment of the conditions of the challenge.**

Between 10 and 15 companies will be shortlisted to be evaluated by the final jury.

### 3) Final selection

A jury made up of personalities from the digital, entrepreneurial, and academic worlds will evaluate all the shortlisted proposals and choose the best 5 projects to present as finalists in the project presentation session.

Jury members:

- Fernando Zallo (Esade BAN)
- Patricia Valentí (Esade Alumni)
- Xavier Pérez (Jelliby)
- Acisclo Pérez (Club BIT)
- Sara Pastor (Club BIT)
- Anna Buixó (Club BIT and Jelliby)
- Katharine d'Amico (Esade)
- Rubén Raso (Club BIT)

The companies chosen will be given the possibility of receiving three 1-hour mentoring sessions before the final event. The mentors will be assigned according to the project's activity and sector. The sessions can be online or in-person, as agreed upon by both parties.

### 4) Presentation of the projects

The projects chosen will be invited to **pitch their project to a group of experts** made up of investors, executives of companies associated with Esade Alumni's BIT Club, and representatives of Esade BAN and Esade Alumni.

The project **presentation session** will take place on **February 14<sup>th</sup> 2024** at Esade Barcelona (Av. Pedralbes 60).

The finalists must **accept and sign** Esade BAN's **Conditions for Participation**.

### 5) Selection of the winner

The jury will choose the winning project the day of the event.

The jury reserves the right not to award the prize to any of the finalists. The jury's decision may not be appealed.

### **FOUR: The prize**

The prize consists of the following lines of support for the chosen project:

- A monetary contribution of **5,000 euros** to help develop the project.
- Mentoring by a member of the Esade Alumni Entrepreneurship team for one year (sessions in the Alumni Entrepreneurship refresher program, guidance and financial and legal advisement service).

- Presentation of the project at an Esade BAN Seed Investment Forum, if it is in a private financing round or is planning one in the year after winning the prize.
- The winner will be given visibility in the Esade Alumni communication channels.
- The possibility that a member of the BIT Club of Julliby becomes a project mentor or advisor, spending as much time as agreed upon by both parties.
- The possibility of working in the Jelliby facilities to support the development of the winning project.
- The possibility of receiving investment from the members of the extended board of the BIT Club.

Receiving this prize is compatible with securing any other subsidy or funding from third parties or entities.

The winner is free to accept or reject any of the prizes awarded by Esade Alumni or Jelliby.