Creative Ring Challenge Benelux - Guidelines

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1   Introduction

This document includes the following parts:

- The Creative Ring challenge procedure, summarising the overall intention of the CreatiFI project and the envisaged purpose CreatiFI projects shall generally satisfy. It gives general information for applications on the selection and evaluation of proposals as well as the available support activities that will be offered during the Creative Ring Challenge. It lists the different aspects, procedures and rules that need to be taken into account. All applications shall fully comply with the rules mentioned in those guidelines to be eligible.

- Proposal template: every applicant has to prepare a proposal that can be evaluated in accordance to the Creative Rich Challenge evaluation criteria.

- The evaluation criteria and the process to evaluate received applications.

Further information on overall programme matters are provided on other FIWARE related websites. Specifically the following shall be mentioned:

- FIWARE catalogue http://catalogue.fiware.org/ providing access to the generic enablers to be used for the development of Future Internet software applications.

- FIWARE Media & Content catalogue http://mediafi.org/catalogue/ providing access to specific enablers dedicated to Media & Content, in particular in the areas of Social Connected TV, Smart City Services, and Pervasive Games.

- The CreatiFI website will be updated regularly to provide most recent information related to the Challenge www.creatifi.eu

- The Creative Ring website will be updated regularly to provide most recent information related to the Creative Hubs and partners support living lab testing for the participants to OC2 The CreatiFI website will be updated regularly to provide most recent information related to the Open Call www.creativering.eu

- Participants are encouraged to use the living lab testing facilities offered by member cities of The Creative Ring that are committed to act as Open and Agile Smart Cities http://connectedsmartcities.eu

- Future Internet Public Private Partnership Programme http://www.fi-ppp.eu/

2   Creative Ring Challenge Procedure

2.1   Target Audience, Available Budget and Basic Conditions

2.1.1   Target Audience – Creative Ring Challenge

The Creative Ring Challenge is addressing software developing SMEs, web-entrepreneurs and start-ups as well as creative individuals. They can submit a proposal to request a so-called 'sub-grant' from the CreatiFI project.

The Creative Ring Challenge is aimed at projects that have a working prototype/product and are ready to commercially develop this into a market-ready product.

Companies that register for the challenge will be invited to the incubation week in the week of the challenge they subscribed to. The candidates must physically attend the pitch session in order to be selected. If not present the applicant will be excluded from the selection process.

2.1.2   Creative industries Context and Relevant Business Actors

Creative Industries are those industries that have their origin in individual creativity, skill and talent, and combine the production and commercialisation of creative content. At their core, they include design, advertising, film and video, music, gaming, performing arts, printing, publishing and broadcasting. Traditionally, the creative industries have been regarded as the result, rather than the source of economic wealth. However, the ever-increasing focus on creativity and innovation in today's information and experience economy is totally transforming our view of the creative industries. They are now re-garded as one of the prime sources of innovation and of competitive advantage for companies and industries as well as for cities, regions and nations.

A sustainable alliance between technology, design, and business is crucial in order to create the next generation of high-yielding innovations. Examples of the power of such alliances are the vast global mobile app and gaming industries, the interactive advertis-ing sector, innovative technologies for urban experience and tourism, the industrial de-sign domain and the emerging wearable technology sector.

In Europe, the Creative Industries typically consist of SMEs and even micro-enterprises or semi-professionals. This entails a number of challenges related to new technology adoption and production, scalability across national and socio-cultural borders and the sustainability of business models.

Creative industries in Europe are strongly concentrated in cities and regional clusters. Every city in Europe is a potential creative industry hotbed. These are the core clusters to foster these industries.

2.1.3   Available Budget and Timeline

A budget of 0.7 Mio Euro is available for sub-grants. CreatiFI foresees a 2 stage selec-tion process:

- 5 sub-grantees will selected after the incubation week, and during 3 months, they will be able to develop their prototype/product
- Up to 2 sub-grantees that scored best during the evaluation after this period, will be eligible receive and additional grant to continue their project for another period of 3 months, to be terminated latest in September 2016.

In the Creative Ring Challenge, CreatiFI grants funding of maximum 75,000 Euro to one applicant for one or several apps.

Creative Ring Challenge Timeline	
Challenge opens for entries	15/02/2016
Invitation to join the Challenge	14/03/2016
Challenge Week Benelux (Ghent, Brussels, Eindhioen)	21-25/03/2016
Submission of final proposals	28/03/2016, 23h59
Pitches per hub (5 projects selected per hub)	April 6-7
Start of winning projects	April 2016
1st evaluation and decision of additional funding for 2 projects per hub	June 2016
Start of 2nd level winning projects	June 2016
evaluation and decision 2nd level projects	September 2016

2.1.4 Intellectual Property Rights

The sub-grantees funded within CreatiFI will be the unique owners of the technologies created within the framework of their sub-granted projects. All results that are developed by the envisaged sub-grantee will remain its own property and can be used without any limitation for commercialisation after the finalisation of the proposed development.

Due to the nature of the Future Internet program, the sub-grantee needs to use the FI-WARE generic enablers and is encouraged to use the FI-CONTENT2 specific enablers and by this test results from phase 1 and 2 of the Future Internet programme. The IPR and related licenses of the Generic and Specific Enablers are published by the related owner of the enabler and need to be taken into account accordingly.

Other available resources (e.g. own developments or other open source) can also be reused for development. However, results that are not developed in the scope of the proposed project cannot be 'sold' in the scope of the sub-grant. If there is a need to reimburse the usage of certain consumables or equipment, it needs to be clearly explained within the proposal.

It is required that the proposals submitted are based on original work by the applicants and that their foreseen developments are free from third party rights. The CreatiFI consortium is not obliged to verify the authenticity of the ownership of the foreseen products and services. Any issues derived from third party claims that arise as a result of the sub-granted projects are the sole responsibility of the applicant.

Sub-grantees will be asked to actively participate in sharing information and providing insights about their project for CreatiFI dissemination purposes. These will be specifically described in the Sub-Grantee Funding agreements that will be made in each phase of the open call.

2.1.5 Contribution to the Future Internet Programme

The usage of results provided by earlier phases of the Future Internet program is an essential prerequisite for asking for a sub-grant. Therefore, CreatiFI promotes and supports the use of the FIWARE technologies[1].

It specifically encourages the usage of the FI-Content platform[2] to create software and services in the areas of social connected TV, smart city services, and pervasive games.

- The products to be developed upon selection in call 2 need to make use of FI-WARE technologies, i.e. Generic Enablers and where appropriate Specific Enablers of the FI-Content platform.

For commercialisation of the created apps, CreatiFI encourages to leverage the capabilities of the Creative Ring[3].

2.1.6 FIWARE Open Software Catalogue

The FIWARE enablers are available via the FIWARE software catalogue (http://catalogue.fiware.org/). The reuse of this software aims to reduce effort and cost. The software catalogue is outlining key features while providing access to the documentation, downloads, information about the terms and conditions as well as identifying available instances in test beds. Especially the available instances can help you to learn the usage and to easily try out the offered features. Finally, in accordance to the related terms and conditions you can also create your own dedicated instances following the given instructions.

2.1.7 FI-Content2 Platform for content based technologies

The FIContent Specific Enablers (http://mediafi.org/catalogue/) are of particular relevance to CreatiFI participants. FIContent developed content-based technologies, and it is basically structured through three vertical sectors:

- **Social Connected TV Services** like multi-screen interaction, content search and discovery, social interaction and control of personal and private data.
- **Smart City Services** like geo-localized mobile personalized interaction, city level social community building, live video/audio sharing and open data
- **Pervasive Games** like augmented reality toys and board games, location-based installations and citywide games.

2.2   Call for Smart Society apps

2.2.1 Urban Innovation

The Creative Ring Challenge favours urban innovation projects that deliver societal, economic, ecological and/or cultural impact in cities, using creativity and ICT tools and actively involving smart citizens in a living lab philosophy. The selection and implementation process will be conducted in close collaboration with local creative hubs and

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[1] FIWARE software catalogue: http://catalogue.fiware.org/enablers
[2] FICONTENT2 software platform http://mediafi.org/
[3] http://www.creativering.eu/

smart city representatives. For this reason, applicants are encouraged to actively participate in events organised in local hubs, in collaboration with the Creative Ring.

2.2.2 Ensuring Business Impact

CreatiFI favours funding of proposals for innovative services and applications with a high business impact in the creative industries.

Business partners from the creative industry are considered as investors and multipliers for the usage of services and applications developed in the context of CreatiFI.

2.2.3 Key Challenges to be addressed

A basic motivation of CreatiFI is to close the innovation gap in creative industries, which will significantly increase the added value, competiveness and sustainability of the domain.

From a strategic perspective, applications that are promising tangible benefits and a sustainable value for the overall society with respect to the following dimensions are prioritised:

- **Leverage** Europe's unique strengths of **cultural diversity**
- Enable European **cities and regions** to become **super-creative cores** that are vital contributors to overall competitiveness as well as to the well-being of their citizens,
- *Empower small & innovative ICT players* to develop high-quality and high-impact solutions for actors in the creative industries

Finally, also the direct or indirect benefits for consumers as ultimate customer shall be highlighted if applicable.

2.2.4 Envisaged Software Applications to be funded – Challenges

Based on the analysis work that is available from phase 1 and 2 of the Future Internet program with respect to the creative industries (phase 1 project FI-Content and phase 2 project FI-Content2), diverse challenges were identified that could be addressed by envisaged software applications. The following list is providing some examples that are considered as most promising challenges to be addressed to reach the envisaged objectives. However, proposals are not limited to the presented examples.

- New types of media stories and experiences incl. 3D and augmented reality
- Applications and new user experiences
- Personalised media and content services based on data inferred from the usage and behaviour of individuals and groups of users, as well as explicit data provided by the users, e.g. through subscriptions and ratings
- Services for connected devices offering new usage scenarios
- Innovative city and cultural services combining data, objects, stories from multiple sources, offering contextualisation, recommendations, live information, mixed reality, 3D, sharing capacities and communications technologies
- Applications to access and visualise real time information on sports and cultural events based on open data, user generated and professional contents
- Social platforms where creative people can connect and build communities to interact with each other and gain from social interaction within their community
- Platforms for artists and developers to combine and share their assets with other community members to create interactive art
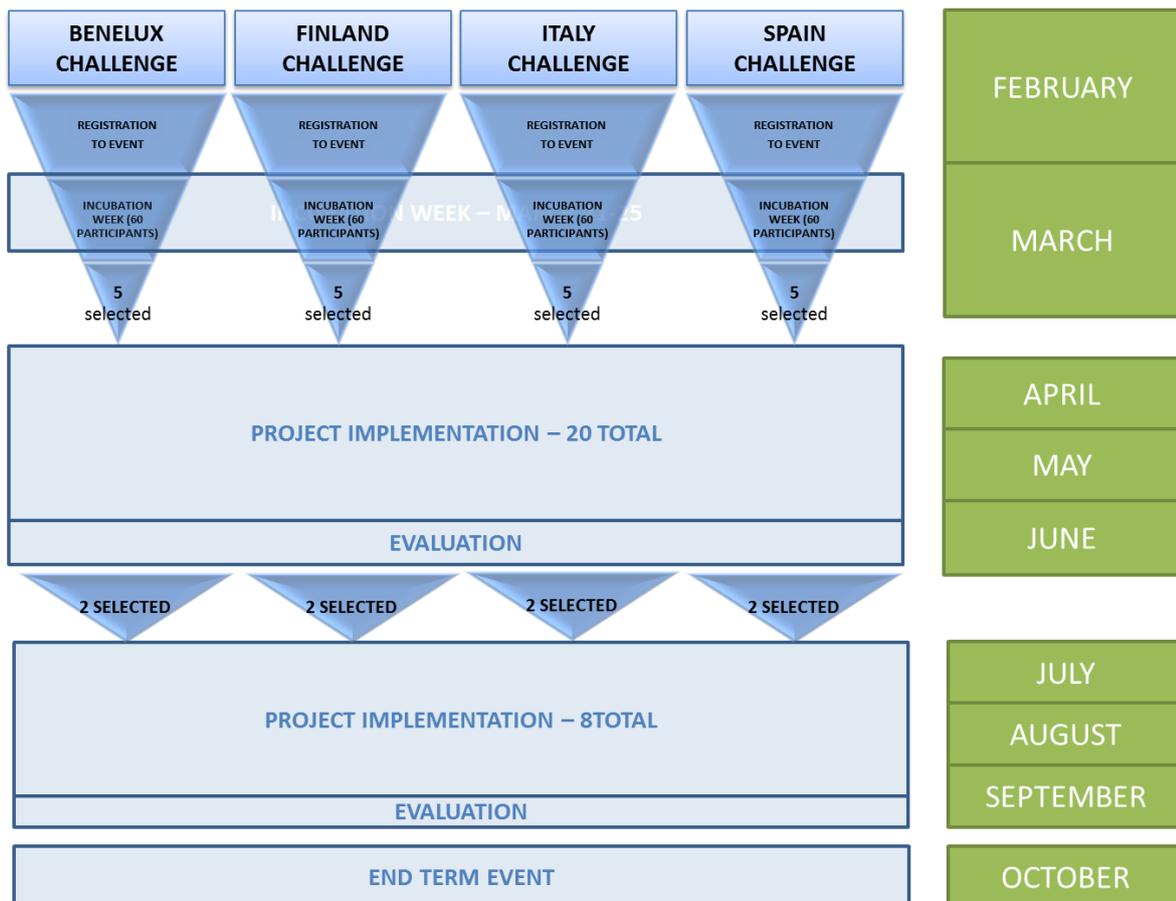
- 3D or virtual world environments, mixing real life and internet experience in a playful way
- Augmented-reality games interacting with toys, fashion, and other connected, digitally enhanced physical products
- Location-based games such as a historic monument in which connected, cooperative game experiences are used to make the visit more compelling
- City-wide games in which larger numbers of players interact in unstructured environments

2.3   Selection of Proposals

2.3.1   Overview of the selection process

CreatiFI collaborates with local creative hubs to co-create the challenge, and bring together creative professionals, developers, FIWARE experts and stakeholders of the Creative Industries in order to select the most promising creative projects, addressing the needs of smart cities and smart societies by using FIWARE.

The selection procedure of the Creative Ring Challenge - as described below - can be adapted based upon each individual challenge by the local creative hub.

BENELUX CHALLENGE	FINLAND CHALLENGE	ITALY CHALLENGE	SPAIN CHALLENGE	FEBRUARY
REGISTRATION TO EVENT	REGISTRATION TO EVENT	REGISTRATION TO EVENT	REGISTRATION TO EVENT	
INCUBATION WEEK (60 PARTICIPANTS)	INCUBATION WEEK (60 PARTICIPANTS)	INCUBATION WEEK (60 PARTICIPANTS)	INCUBATION WEEK (60 PARTICIPANTS)	MARCH
5 selected	5 selected	5 selected	5 selected	

PROJECT IMPLEMENTATION – 20 TOTAL		APRIL
		MAY
EVALUATION		JUNE

2 SELECTED	2 SELECTED	2 SELECTED	2 SELECTED

PROJECT IMPLEMENTATION – 8 TOTAL	JULY
	AUGUST
	SEPTEMBER
EVALUATION	
END TERM EVENT	OCTOBER

2.3.2 Selection Procedure

Main selection criteria and steps with regards to the open call process are:

1. The challenge in every Creative Hub is <u>open to all web entrepreneurs and SME's from Europe and associated countries</u>.

2. Participants need to <u>register</u> for the Creative Ring Challenge week, managed by the local Creative Hub. All information about the participating hubs, programme and possibilities to register can be found on www.creatifi.eu/creative-ring-challenge-2 Registrations for each local Creative Ring Challenge week will be capped to 60 relevant proposals.

3. At the end of the local Creative Ring Challenge week, participating companies can apply for a sub-grant through an online submission tool.

4. Selection of the proposals: each Creative Hub is responsible for checking compliance with eligibility criteria for participation to the FIWARE accelerator project, as defined in section 2.4.3.(eligibility criteria). The selection of the winning proposals will be done in accordance with the selection criteria as defined in section 2.4.4. The Creative Ring pitching jury will be a mix of city representatives & entrepreneurs in creative industries / headed by the local CreatiFI hub lead (CreatiFI Hub lead will have no voting rights). Jury members have equal rights to vote and decisions shall be taken by a majority of the votes.

   The evaluation procedure in Creative Ring Challenge will consist of two steps:
   I. Independent expert evaluation: external experts will evaluate the proposals for Go to Market, technical excellence, business status and potential, and team excellence – this will happen after the end of the challenge week
   II. Local pitch after challenge week: 10 to 20 proposals per Challenge, will be invited to pitch their proposal on April 6 and 7 to the local Creative Ring pitching jury Participants can pitch either face-to-face or remotely. Jury members will need to be physically together to facilitate decision making. The duration of a **pitching session will be 20 minutes**: 10 minutes presenting the project, followed by a 10 minutes interactive session with the jury. At the end of the pitches, the Creative Ring Challenge pitching jury per hub will agree together on the top 5 submissions in their respective challenge.

5. Individual kick-off with the winning proposals, resulting in signature of a binding sub-grant agreement for the realisation of the application/related technology. Sub-grant agreements will be signed with iMinds as the CreatiFI project lead.

6. Notification of applicants that were not selected for the available grants.

2.3.3 Eligibility criteria

The Creative Ring Challenge Selection Committee will assess the defined eligibility criteria as well as the completeness & correctness of provided information at submission. In order to participate to the Creative Ring Challenge, participants have to comply with the following eligibility criteria:

- Register for and attend the local challenge week on the local Creative Ring Challenge site (The participant will bear the travel cost),

- Have a <u>working prototype/product</u> in place and be ready to enhance it by integrating FIWARE to meet the specific needs of the Creative Ring Challenge (Proposers will only be eligible to receive a sub-grant under the rules of the Seventh Framework Program. For realisation of the proposed software based solution, the proposer is making use of available FIWARE Technology.)

- Be an SME based in the EU or associated countries
  - Be a European SMEs following the definition in the Commission Recommendation 2003/361/EC, as well as SME type web entrepreneurs, meaning: less than 250 employees, annual turnover $\leq$ 50 Mio EUR, and annual balance sheet total $\leq$ 43 Mio EUR.
  - Participating SMEs or web-entrepreneurs need to be established in the European Union or associated countries Switzerland, Israel, Norway, Iceland and Liechtenstein, Turkey, the Former Yugoslav Republic of Macedonia and Serbia, Albania, Montenegro, Bosnia & Herzegovina, Faroe Islands or Republic of Moldova.

- Provide a VAT number or be able to provide one in the event Applicant proposal is accepted[4].

- Submit the proposal online before the closing deadline of the local hub applications process, i.e. March 28, 23h59 CET (Brussels time).

- The proposal must be submitted in English.

2.3.4 Selection Criteria

Applicants need to consider the following selection criteria when applying for the CreatiFI project:

Criteria	
Go To Market	
1.1	Customer need clearly identified
1.2	Business Model elaborated
1.3	Differentiators identified

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[4] In the event the Applicant has been accepted, in order to receive and spend the funds, he/she will have to create a legal entity that complies with all national legislation.

Criteria	
Technological excellence	
2.1	Advancement of State of Art (readiness of prototype/product)
2.2	Creativity and proposed usage of FIWARE GEs & SEs
2.3	Technical soundness of proposed commercial product
Business Status & Potential	
3.1	Prototype Maturity (from business point of view)
3.2	involved customer and end-users in the definition of the proposed solution
3.3	Break-even possible within 2-3 year period
Team Excellence	
4.1	Core Team Commitment
4.2	Core Team able to realise full tech development
4.3	Core Team able to deploy and scale market ready product
Creative & Connected Cities	
5.1	Product or solution is easily implementable in other Creative Cities, i.e. without huge additional development effort
5.2	Solution was developed through strong collaboration between creative professionals and scientists / technologists
5.3	Solution provides societal / cultural impact

- *Go To Market:*
  this concerns the competitive positioning, the market potential of the proposed solutions and the strategy to bring the product commercially to the market. The questions we want to see answered here is: *will the market adopt the solution and is the business model solid?*

- *Technological Excellence:*
  concerns the integration and adoption of FIWARE technologies, which and in which way they are used, as well as the potential for leveraging the solution beyond the individual business model into the FIWARE ecosystem and beyond. In particular applicants must have a prototype and provide a clear development plan in order to integrate FIWARE technology (at least 1 FIWARE GE) in their final solution at the end of the 3 month project in order to evaluate the FIWARE technology usage. The question we want to see answered here is: **is the proposer adopting and integrating FIWARE technologies in an optimal way?**

- *Business Status and Potential:* concerns the ability to leverage the provided funding into sustainable returns aiming for break-even in 2 to 3 years. Specific criteria are: maturity of the prototype, capability to plan and execute, and business potential in terms of annual revenue. The question we want to see an-

swered here is: ***Will the proposer be able to leverage the provided funding into growing returns?***

- ***Team Excellence:*** this concerns the quality of the team, the ideal mix of business and technical skills in the team and the willingness of the team to succeed. The question we want to see answered here is: ***will the team be able to build a scalable business?***

- ***Creative & connecte Cities:*** this concerns whether the proposal can be re-used in other cities, if there is collaboration between creative/technology, and what the impact is on society/culture. The questions we want to see answered here is: ***is this a solid project linked to the creative industries?***

2.4   Offered Support by the local Creative Hub

- design & communicate the challenge - avoid ideation and ensure inflow of valid, mature prototypes for real life user validation

- organise the interactive co-creation / incubation week in the week of March 21 to 24, i.e. rooms / catering / mentors / coaches (goal: 60 participants per hub)

- appoint mentors and jury members to ensure selection of 5 promising creative projects on April 6&7 during a live pitching event in Brussels

- organise the review meeting with the selected 5 projects and the team of mentors and jury members end of June

- set up a selection process in June to select and award 2 projects out of the 5 to continue their CreatiFI journey

- facilitate the set-up of the living lab validation track in collaboration with the iMinds Living Labs team

- organise the review meeting with the 2 final projects and the team of mentors and jury members in September

- attend the closing event and act as or appoint the jury members of the Creative Ring award

2.5   Points of Contact

All information regarding the Creative Ring Challenges can be found on the CreatiFI site here: http://www.creatifi.eu/creative-ring-challenge-2/

Creative Hub Contacts:

Partner	Country	Contact
Ghent	**Belgium**	Timo Thoeye, Stad Gent (Thimo.Thoeye@stad.gent)
Eindhoven	**Belgium**	Koen Snoeckx, Baltan Laboratories (koen.snoeckx@tno.nl)
Brussels	**Belgium**	Koen Meyskens, VRT (Koen.MEYSKENS@vrt.be)

CreatiFI Technical Support: techsupport@creatif.eu or submit a ticket via http://techsupport.creatifi.eu/

3   Application Guidelines

This below contains the basic information needed to guide you in preparing a proposal for being selected as a sub-grantee in the Creative Ring Challenge

3.1.1 Type of work to be funded

Successful applicants of this open call will receive financial support for the development of software applications. This includes project-related costs as defined in the submitted proposals of the applicants for the open call. The project only reimburses costs that are related to the following activities of the sub-projects:

- Development and research related costs,
- Costs related for dissemination and test activities,
- Accommodation and travel costs related to activities within the CreatiFI project, serving a purpose as proposed or individually justified w.r.t. the application/service development,
- Project management related activities.

All these costs have to be planned and justified in the proposal. There is no financial support for further subcontracting foreseen. However, applicants can involve other developers, if they meet the same eligible criteria as the proposer, especially SME in the European Union or an associated country.

The maximum amount to be granted to each of the application/service development projects in the challenge is maximum 75,000 Euro in total (25,000 Euro for the 5 winners of the local Creative Ring Challenge, and a further 50,000 Euro divided evenly lover maximum 2 winners selected after the 3 month period).

3.1.2 Sub-grant agreement

The proposers that are selected t will be required to sign a sub-grant agreement with the CreatiFI project. This is based on the "standard model grant agreement", while directly referencing several articles from the EC model contracts.

3.1.3 Contents of a Proposal

The Creative Ring Challenge of CreatiFI targets SMEs and web entrepreneurs with a working prototype, ready to develop their prototype into a market-ready product and bring it to market. The goal of the Creative Ring Challenge is to accelerate the development into a commercial product and to facilitate the go-to-market into a viable business using FIWARE technologies.

The proposal must be complete and shall consist of

- a presentation of the working prototype
- a description of the current state of technological development of the prototype that will be commercially developed into a market-ready product;
- a business plan describing current and/or potential clients and markets;
- a project plan outlining the main milestones to be reached during the 3 month development ("Project Plan")

The project plan describes how participants will bring their prototype to a commercially ready to market product incorporating FIWARE technology over the project course of 3 months. The main parts of the proposal are shortly outlined in the following sections.

3.1.4 Working Prototype

Having a working prototype is a requirement to be eligible for selection in the Creative Ring Challenge. Proposal shall contain evidence of the existence of the working prototype in the format of a link to your web page, or product demo to be uploaded in the CreatiFI portal. Wireframes, mockups and videos are not considered working prototypes.

3.1.5 Current State of Technical Development

Proposal shall provide a technical description of the existing working prototype; its architecture and the technology stack. It needs to clearly identify on how the application is making use of existing FIWARE[5] enablers / FIContent 2 Specific Enablers, if FIWARE Generic Enablers / FIContent 2 Specific Enablers are integrated in your prototype.

3.1.6 Business Plan

Participants will have to describe their business idea, covering the following topics:
- o Team
- o Customer problem you are solving
- o Product or service that you will offer
- o Target market / customers
- o Sales & marketing strategy
- o Business model
- o Competitors
- o Competitive advantage
- o Challenges and risks

3.1.7 Project Plan with Milestones and Deliverables

A Project Plan with clearly defined milestones for product development as well as go to market, well-described deliverables and the required budget over the project course of 3 months shall be prepared. It shall provide a clear overview of the required skills and resources as well as the challenges and risk to reach market readiness in time, scope and budget.

The Project Plan forms the basis of the contractual agreement with the sub-grantee and the payment procedure upon delivered and successfully reviewed deliverables according to defined milestones. The Project Plan will be used for monitoring of results, centrally by CreatiFI, and to coordinate the reviews of envisaged deliverables.

3.1.8 Submission of proposals

The proposal must be submitted electronically through the Creative Ring Challenge website.

If you discover an error in your proposal, and provided you did not yet submit your proposal and the call deadline has not yet passed, you can update the information.

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5   FIWARE Catalogue – http://catalogue.fi-ware.org/

Once a proposal is submitted, you can no longer modify it or retrieve uploaded documents for further editing or updates.

Proposals must be received by the closing time and date of the Challenge. Late proposals, or proposals submitted to any other address or by any other means than the CreatiFI website portal, will not be evaluated.

Do not wait until the last minute to submit your proposal. Failure of your proposal to arrive in time for any reason, including communication delays, is not acceptable as an extenuating circumstance. The time of submission will be definitive.

3.2   Review and Reimbursement of Delivered Results

Out of all submissions, maximum 60 projects will be selected per hub to be involved in the challenge week. At the end of the challenge week, they need to submit their proposal to be eligible. After evaluations, 5 team will be selected as winners. Upon signature of the sub-grantee agreement, the project team/owner will be awarded 10 kEuro (fixed amount) and will be accepted to the Creative Ring Challenge program to implement their project plan over 3 months. At the end of the 3 month(June), progress will be evaluated against the planning, and the remaining 15K Euro will be paid out.

The top 2 selected projects after the evaluation in June will receive an additional 25K euro funding (fixed) to further implement their proposal (based on initial payment of 10K and 15K upon completion).

The project plan contains the milestones and the related deliverables that will be accomplished accordingly. CreatiFI neither predetermines, nor defines specific milestones with respect to the management of work. The proposer shall elaborate a sound plan that convinces with respect to the quality of the project plan.

From an administrative point of view, for enabling the reimbursement of delivered results, the proposer shall define 2 milestones for the call:

- First check-up in June 2016 (of the 5 winners per local challenge). The local organiser will gather the reports on project progress and a team of reviewers (i.e. if required also external experts will be involved, if a specific expertise for review cannot be provided by the organising team) will assess whether the projects are on track (i.e. assessing whether all milestones and deliverables are realised that were planned). If the check-up outcome is positive, all milestones are met and deliverables are presented, the project owner/team is awarded 15kEuro (fixed amount) after the June review and for the work in the previous months, subject to approval by the EC and/or the reviewers of the Creative Hub Challenge. The 2 top rated projects will at this stage be awarded 10 kEuro (fixed amount) and will be accepted to the Creative Ring Challenge, in a 2nd stage to implement their further project plan over 3 months

- Second check-up in September 2016 (of maximum 2 final winners per local challenge). If the check-up outcome is positive, all milestones are met and deliverables are presented, the project owner/team is awarded 15kEuro (fixed amount) for the work in the previous months, subject to approval by the EC and/or the reviewers of the Creative Hub Challenge. the project team/owner will present their product and the first commercial results as well as a detailed report describing the final product and the achievements during the project, how it relates to the initial project plan as well as the decisions taken during the course of the project.

4   Proposal Template

Proposals must be submitted:
- Electronically through the Creative Hub Challenge portal,
- In the language stated in the call announcement (ENGLISH),
- Before the date and time given as the call deadline in the call announcement (March 28, 23h59).

4.1   Contents of the application form for the Creative Ring Challenge

1. Company

1.2. Who is submitting this Application?

Company name, VAT number, Office Address, turnover in 2015, number of employees

Company size (select one):
- o   Registered Company, Medium Sized
- o   Registered Company, Small
- o   Registered Company, Micro
- o   Non-registered company, Registered self-employed (Applicant) with additional team members

(explanations on company size)

Company category	Employees	Turnover	or	Balance sheet total
Medium-sized	< 250	≤ € 50 m		≤ € 43 m
Small	< 50	≤ € 10 m		≤ € 10 m
Micro	< 10	≤ € 2 m		≤ € 2 m
Team of individuals	Group working together with at least one person self-employed	n/a		n/a

The official EC SME definition can be found here:
http://ec.europa.eu/enterprise/policies/sme/files/sme_definition/sme_user_guide_en.pdf

2. Team

Applicant: list name and contact information of main contact

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

3. Description of the proposal (tell us about your idea)

Description of business idea: Please describe the product or service you are submitting.

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4. Business Plan (how are you going to do this)

Please give us a basic business plan on how you would spend the grants in the event your Application is selected. Keep in mind that the amount of the challenge will be 25K € (split over 10K€ at start and 15K€ after 3 months).

5. Current product/prototype (where are you now with your product)

Give a description of your current product/prototype. Please provide:
- a description of the current state of technological development of the product/prototype; in particular a description of the architecture of your project, including software components and an architecture diagram.
- a presentation of the current status of the product/prototype.
- a URL linking to the website or app store where we can download the product/prototype.

6. Budget plan (how much do you need?)

Please give us a budget plan on how you would spend the grants in the event your Application is selected. Please keep in mind that grants will be distributed as follows:
- EUR 10.000 April 2016
- EUR 15.000 July 2016

7. Milestone plan (what will you do by when?)

Please, provide below the planning in the form of a series of milestones. Enter date in format (DD/MM/YYYY).

8. Intellectual property

Do you have any intellectual property rights with respect to the proposed business idea?
- o No
- o Patent pending
- o Patents
- o Copyrights
- o Utility models
- o Trade marks
- o Design
- o Licenses
- o Other

9. FIWARE integration

9.1. FIWARE GENERIC enablers

Please indicate which FIWARE GEs (Generic Enablers) are already integrated in your prototype or which FIWARE GEs are not already integrated but you plan to integrate in the project during the Creative Ring Challenge. Describe in short paragraphs the FIWARE GEs usage in your project and what kind of added value the FIWARE GEs give to your project.

You can find a description of the FIWARE generic enablers under catalogue.fi-ware.org/. Please only use the official names from the FIWARE Catalogue. To help you identify the best enablers for your project, please look at theFIWARE recommendations for submitters: http://www.fi-ware.org/fiware-usage-questionnaire/

9.2. FIWARE SPECIFIC enablers

Please indicate which FIWARE SEs (Specific Enablers) are already integrated in your prototype or which FIWARE SEs are not already integrated but you plan to integrate in the project during the Creative Ring Challenge. Describe in short paragraphs the FIWARE SEs usage in your project and what kind of added value the FIWARE SEs give to your project.

You can find a description of the FIWARE Media & Content specific enablers in http://lab.mediafi.org/discover.html Please only use the official names from the FIWARE Catalogue

9.3. FIWARE LAB usage

Please indicate if and how you plan to use FI-LAB to build your product/solution. You can find more information on the FIWARE Lab in https://www.fiware.org/lab/

10. Declaration and submission

- o The Applicant is aware that in case he/she is short-listed, he/she will have to attend the pitching session on April 6 and 7 in the location of the Hub where he followed the challenge week.
- o The Applicant states that he/she will inform iMinds when they were accepted in an accelerator and provide full evidence of what was developed & how much funding was received. CreatiFI does not accept teams that received more than 100k€ FIWARE funding or projects that are still actively involved in other FIWARE accelerators.