



D2.5 Creative Ring Challenge - Guidelines

WP2 – Open Calls Management and Monitoring

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Project Summary

CreatiFI, a FIWARE accelerator project, offers web entrepreneurs and small and medium sized enterprises (SMEs), the opportunity to get funding and support to create innovative internet and mobile apps for the creative industries, powered by FIWARE technologies.

CreatiFI's main objectives are to bridge the innovation gap between European Creative Industries and other regions in the world, while also boosting Europe's unique strengths of cultural diversity, which define its creative output.

This shall result in the development and operation of new Internet and mobile applications for the creative industries. Therefore, envisaged developments shall address the domains of advertising, architecture, arts and antique markets, crafts, (UX, communication) design, designer fashion, film, video and photography, software, computer games and electronic publishing, music and the visual and performing arts, publishing, television and radio.

Potential synergies with other fields like e.g. big and open data; health and wellbeing and other creative Internet solutions are welcome and shall be highlighted to see additional potential of a proposed solution.

The CreatiFI project is aiming at the sub-granting of proposals that have a clear business impact. Therefore, proposers shall identify and clearly outline the following:

- Business needs of user communities and
- Creative ideas & technological opportunities for the software SME/ web-entrepreneur.

CreatiFI recommends addressing local / regional creative hubs and communities that include close synergies with regional developments & policies to assure a large reach out and business success after developing the proposed solution.

It is the objective of CreatiFI to

1. Empower small & innovative ICT players to develop high-quality and high-impact solutions for the creative industries and cultural sector based on FIWARE technologies.
2. Develop a large set of innovative and technologically challenging services and applications for the creative industries and cultural sector.
3. Implement and validate the FIWARE technologies and concepts.
4. Support web entrepreneurs and SMEs in creating high-impact applications and helping to market their apps cross border in relevant EU markets and beyond.
5. Ensure business value of services/applications for the creative industries and cultural sector across Europe.

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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 Open Call 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/>

The information provided in this document can be updated. Latest modifications will prevail when submitting and evaluating the proposals in the Barcelona Creative Ring Challenge. In case there is an update, this will be informed in the CreatiFI project website (www.creatifi.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, start-ups and artists 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.

The target of the Barcelona Creative Ring challenge is to create innovative multi-site street art performances that will enhance the experience of citizens participating in city festivals using FIWARE and ICT technologies in order to keep the festivity closer to citizens and the city reality.

The Barcelona HUB is looking for artists, ICT developers, designers and creative communities eager to collaborate among them and produce their Future Internet Artistic Performances in the framework of the Barcelona MAC festival during La Mercè 2016.

Companies interested in submitting a proposal for the Barcelona challenge will be invited to the advisory event, which will take place in the last week of the challenge (21st and 22nd of March).

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 regarded 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 advertising sector, innovative technologies for urban experience and tourism, the industrial design 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 selection process:

- A maximum of 5 sub-grantees will be selected after the incubation week, and during 3 months, they will be able to develop their prototype/product of multi-site street art performances.
- A maximum of 2 sub-grantees that scored best during the evaluation after this period, will receive an additional grant to continue their project for another period of 3 months, to be terminated latest in September 2016 and showcased during la Mercè 2016.

In the Barcelona Creative Ring Challenge, CreatiFI grants funding of 25,000 Euro to 5 applicants in phase 1 and 25,000 Euro to a maximum of 2 applicants¹.

Barcelona Creative Ring Challenge Timeline	
Challenge opens for entries	15/02/2016
Official launch at Mobile World Congress	25/02/2016
Barcelona Infoday 1 @ Universitat Pompeu Fabra	7/03/2016
Barcelona info day 2 @ Universitat Autònoma de Barcelona	9/03/2016
Advisory sessions ²	21-22/03/2016
Advisory week	21-25/03/2016
Submission of final proposals	28/03/2016, 23:59h CET
Pitches per hub (10 proposals invited, 5 projects selected per hub)	April 6
Start of winning projects	April 2016
1 st evaluation and decision of additional funding for 2 projects ³ per hub	June 2016
Start of 2 nd level winning projects	June 2016
evaluation and decision 2 nd 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.

¹ In the case that in phase 2 only 1 project is funded, then a maximum amount of 75,000 Euro will be granted.

² It is mandatory to attend at least 1 day to get your proposal submission accepted.

³ A maximum of 2 projects

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 technologies⁴.

It specifically encourages the usage of the FI-Content platform⁵ 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 FIWARE 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 Ring⁶.

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:

⁴ FIWARE software catalogue: <http://catalogue.fiware.org/enablers>

⁵ FICONTENT2 software platform <http://mediafi.org/>

⁶ <http://www.creativering.eu/>

- **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 City/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 city representatives. For this reason, applicants are encouraged to actively participate in events organised in local hubs, in collaboration with the Creative Ring, like la Mercè 2016.

2.2.2 Ensuring Business Impact

CreatiFI favours funding of proposals for innovative services, applications and productions with a high 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, competitiveness and sustainability of the domain.

From a strategic perspective, productions 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 developments 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 en-

visaged 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.

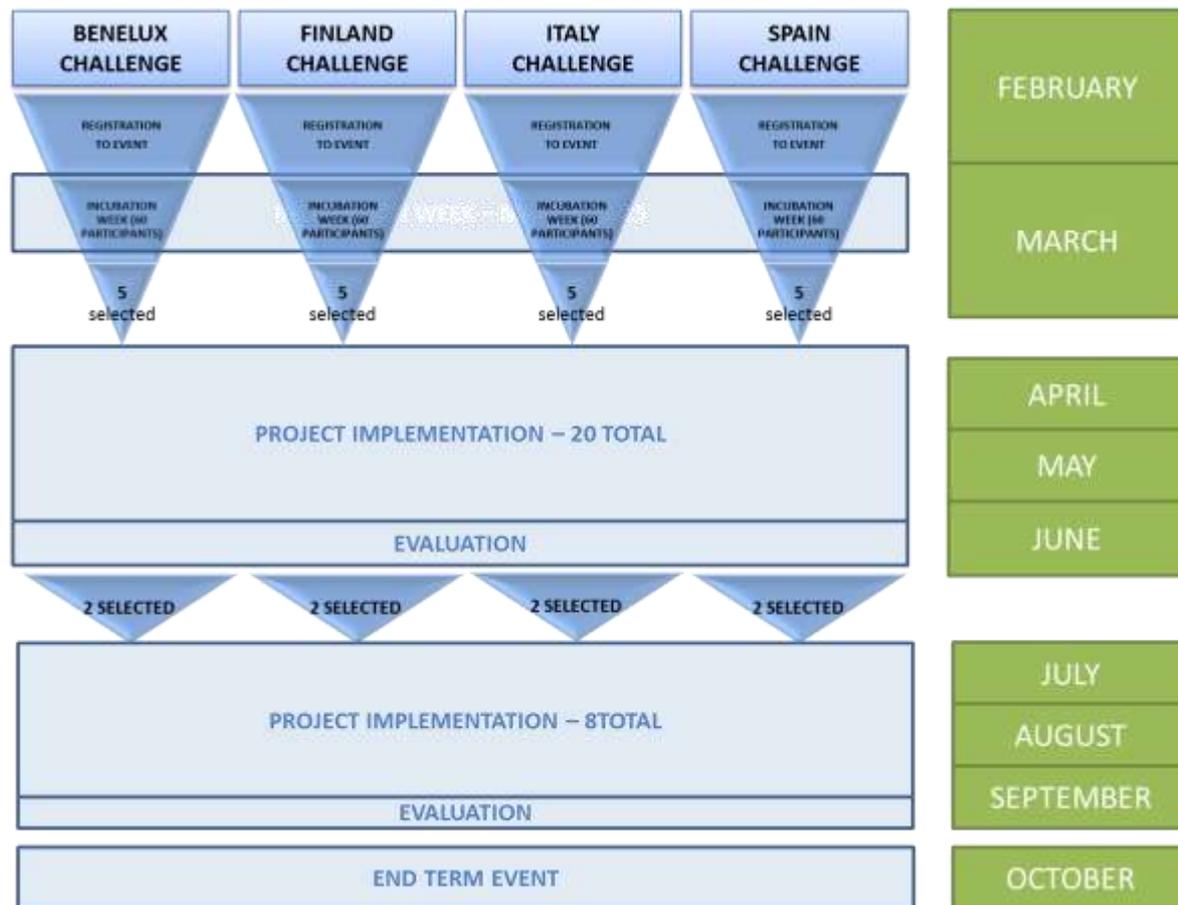
- New types of media stories and experiences incl. 3D and augmented reality
- Applications and new user experiences
- Personalised media and content services based on data inferred from the usage and behaviour of individuals and groups of users, as well as explicit data provided by the users, e.g. through 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
- 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 applications and services interacting with objects, environment and other connected, digitally enhanced physical products
- Location-based developments 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, artists, 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 – is particularly adapted for the Barcelona Challenge.



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 open to all web entrepreneurs, artists, and SME's from Europe and [associated countries](#).
2. Participants need to register for the Creative Ring Challenge Advisory days, 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. Only those companies participating at the local Creative Ring Challenge Advisory days 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/local Hub representative, experts on acceleration and entrepreneurship in creative industries and FIWARE. There will be a CreatiFI member acting as chairman with no voting rights. Jury members have equal rights to vote and decisions shall be taken by a majority of the votes. In case of a drawn, the local HUB representative (La Mercè) will vote twice.

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 proposals per Challenge, will be invited to pitch their proposal on April 6 to the local Creative Ring pitching jury Participants can pitch either face-to-face or remotely⁷. 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 submission in the respective hub.
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 advisory days on the local Creative Ring Challenge site (The participant will bear the travel cost),
- Have a working prototype/product 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, Ice-

⁷ It is necessary to agree with the local hub to run a remote pitch.

land 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 accepted⁸.
- 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		Points
Market Potential		75
1.1	Artistic concept	40
1.2	Project plan elaborated	10
1.3	Originality of the proposal	25
Technological excellence		75
2.1	Advancement of State of Art & readiness of prototype/product	25
2.2	Creativity and proposed usage of FIWARE GEs & SEs	25
2.3	Re-use of tech developments	25
Business Status & Potential		60
3.1	Project Maturity (from business point of view)	20
3.2	Involved end-users in the proposed solution	20
3.3	Planned replicability of the project in other scenarios	20
Team Excellence		60
4.1	Core Team Expertise	20
4.2	Core Team able to realise full development	20
4.3	Core Team able to deploy and scale market ready product	20
Creativity & Connected Cities		60
5.1	Product or solution is easily implementable in other Creative Cities or festivals , i.e. without huge additional development effort	20

⁸ 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		Points
5.2	Solution was developed through strong collaboration between creative professionals, artists and technologists	20
5.3	Solution provides societal / cultural impact	20
TOTAL		330

- **Market Potential:** this concerns the competitive positioning, the market potential of the proposed production plan. The questions we want to see answered here is: **will the market adopt the production and is there a strategy to reach that?**
 - a. **Artistic concept:** How strong is the artistic approach of it in order to have enough quality.
 - b. **Project plan elaborated:** How well defined, detailed, realistic, feasible and well elaborated the production plan is.
 - c. **Originality of the proposal:** How different it is from other performances.

- **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?**
 - a. **Re-use of tech developments:** What potential have tech developments to be re-used in other scenarios/activities.

- **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 answered here is: **Will the proposer be able to leverage the provided funding into growing returns and new future business opportunities?**
 - a. **Project Maturity** (from business point of view): How much realistic is the business plan according to what has been proposed. Is the artistic concept enough appealing to have its share of the market? Is the project enough realistic to fulfil what is described in the business plan?
 - b. **Involved end-users in the proposed solution:** How aligned is the proposal with the challenge expectations (multi-site interaction, citizens involvement, etc.)
 - c. **Planned replicability of the project in other scenarios:** The proposal can be hosted in other kind of events/scenarios (indoor) or with other purposes?

- **Team Excellence:** this concerns the quality of the team, the ideal mix of artistic and technical skills in the team and the willingness of the team to succeed. The questions we want to see answered here is: ***will the team be able to build a realistic project and business?***
 - a. **Core Team able to deploy and scale market ready product:** Is there a commitment of the entity to keep developing the product/production and capacity to do it?

- **Creative & connecte Cities:** this concerns whether the proposal can be re-used in other cities, or scenarios, 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?***
 - a. **Product or solution is easily implementable in other Creative Cities, events or festivals:** Enough artistic interest for other festivals, not huge production costs, etc.
 - b. **Solution was developed through strong collaboration between creative professionals, artists and technologists:** How linked is technology with art and culture.
 - c. **Solution provides societal / cultural impact:** Does this project means a step-forward at cultural and artistic level? Does it involve citizens?

2.4 Offered Support by the local Creative Hub

- design & communicate the challenge - avoid ideation and ensure inflow of valid, mature prototypes for real scenario user validation
- organise the interactive co-creation / advisory week in the week of March 21 to 24
- 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
City of Barcelona	Spain	Marc Hernández Güell, Institut de Cultura

Barcelona@creatifi.eu

CreatiFI Technical Support: techsupport@creatifi.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 Barcelona 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 and creation of a multi-site production⁹. 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, prototyping, demonstration 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/production 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 over 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, artists and creatives with a working prototype, ready to develop their prototype into a market-ready¹⁰ 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 performance concept
- 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;

⁹ Production includes performances, installations, etc.

¹⁰ The project will develop a prototype into a market-ready production for la Mercè 2016.

- a business plan describing current and/or potential clients and markets¹¹;
- a project plan outlining the main milestones to be reached during the first 3 months of development (“Project Plan”), and a second part introducing what will be the following steps in case the project pass to the 2nd phase and gets 3 extra-months.

The project plan describes how participants will bring their prototype to a commercially ready to market production incorporating FIWARE technology over the project course of 6 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. Projects starting from scratch have potential risks to not be able to meet the deadlines. Thus, the 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 shown in the CreatiFI portal. Wireframes and mock-ups are not considered working prototypes. It is not mandatory to have FIWARE integrated in the prototype, but it will be positively evaluated if it is already present.

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 FIWARE¹² 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:

- Team
- How you are solving the challenge
- Production that you will offer
 - Concept and description
- Target market / customers
 - Events/festivals where to present the production
 - Other scenarios to re-use the technology developed
- Marketing and promotion strategy
- Business model
 - How to get the investment back
- Competitors
- Competitive advantage
- 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 re-

¹¹ This section describes what strategies to present the production to other festivals, possible uses of technology in other scenarios, etc.

¹² FIWARE Catalogue – <http://catalogue.fi-ware.org/>

sources 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. It is also necessary to outline a possible project plan for the second phase.

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.

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.

If a team submitting a proposal was not attending the advisory sessions (at least, one of its members), or did not received formal approval¹³ by the Barcelona HUB representatives, then the proposal will not be evaluated.

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 evaluation process. Submissions will start the 16th of March. Submission deadline is the 28th of March at 23.59h (CET).

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 2¹⁴ 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.

¹³ It will be necessary to inform before the advisory session and by any mean the Barcelona HUB managers that attending is not possible. Only after receiving formal written consent, the proposal will be accepted and evaluated.

¹⁴ A maximum of 2.

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 CET).

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, number of employees

Company size (select one):

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

(explanations on company size)

Company category	Employees	Turnover	or	Balance sheet total
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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 your idea: Please describe your proposal, introducing the project idea and justifying why and how it will be delivered an “*artistic project, with technological and media components, that connect multiple stages simultaneously*”. Please, make sure to include the following information:

- Concept and idea
- Objectives of your project and priorities
- References, State-of-the-Art (include how your project differs from the others)
- Specifications (infrastructure, technical requirements, etc.)

4. 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

Please include an expected calendar of expenses, and a budget breakdown.

Additionally, add a high-level description on how you would spend the grants in the event your Application is selected for phase 2.

You can use the template given in <http://www.creatifi.eu/materials/>

5. 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, and explain what is the strategy to get investment back. Moreover, if there are external investors, please describe how they are involved and what is their contribution to your project and strategy.

In case technology developments can be re-used in other scenarios, and there is a commercialisation potential, please add also a business plan for it.

6. 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.

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?

- No
- Patent pending
- Patents
- Copyrights
- Utility models
- Trade marks
- Design
- Licenses
- 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](http://catalogue.fi-ware.org/). To help you identify the best enablers for your project, please look at the FIWARE 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](http://catalogue.fi-ware.org/)

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

- 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.
- 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 another FIWARE accelerators.

5 Frequently Asked Questions

Please see the FAQ section on the FIWARE, CreatiFI and Creative Ring Challenge websites.

6 Creative Ring Challenge Jury

The list of experts will be created by each Creative Ring Challenge hub. The Creative Ring Challenge team will ensure that the experts do not have any conflict of interest in relation to the proposal or project on which they are required to give an opinion.

Jury members and reviewers will be nominated in each hub, on the basis of provided details such as area of expertise, level of expertise, professional experience, and scholarship.

Prior to the evaluation, reviewers and jury members will have to sign a non-conflict of interest statement and reviewer's code of conduct according to which they will commit to undertake a confidential, fair and equitable evaluation.