



FP7-contract n°: 632738

D3.1 CALL FICHE AND POSSIBLE ACCOMPANYING DOCUMENTS

Abstract

This document collects the various documents that have been prepared and submitted to the Commission in order to launch Open Call 1.

Date of publication: 4 Nov 2014

Document number: FI-C3-015-V1.0

<i>Full project title:</i>	Future Internet Connected Content inCubator
<i>Short project title:</i>	FI-C ³
<i>Contract number:</i>	632738
<i>Document title :</i>	D3.1 Call Fiche and possible accompanying documents
<i>Version:</i>	1.0
<i>Editor:</i>	Yves-Marie Le Pannérer
<i>Number and title of work-package:</i>	WP3-Innovative project starter
<i>Deliverable nature:</i>	N.A.
<i>Dissemination level: (Confidentiality)</i>	Public (PU)
<i>Contractual delivery date:</i>	31 Oct.2014
<i>Actual delivery date:</i>	4 Nov 2014
<i>Suggested readers:</i>	Commission
<i>File name:</i>	FI-C3-015-V1.0
<i>Estimation of PM spent on the Deliverable</i>	4
<i>Total number of pages:</i>	3 + attached documents
<i>Keywords:</i>	

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Executive summary

This document collects the “Call package documents” that have been prepared and submitted to the Commission in order to launch Open Call 1. It includes :

-document to be used to build the website (they are turned into HTML format- so those documents are not downloadable):

-**Open call text** (FI-C3-004-V2.2),

-**FAQ** (FI-C3-003.V1.2),

-and documents be available for downloading from the website (as .pdf or .doc where relevant):

-**Guide for Applicants** (FI-C3-002.V6.0),

-**Proposal Template** (FI-C3-010.V2.0): this document is the word version of on-line application tool, it allows the applicant to prepare in advance his answer to the call.

Another important document, the **Selection process specification** (FI-C3-013-V6.0) is not intended to be public. It provides the rules to be followed to select the projects that will be funded by FI-C3 in response to Open call 1.

All first 4 documents were submitted to PO on 4 Oct 2014 (Selection process specification was provided on 21 October) , then revised to get approval; permission to open the call was given on 31 Oct. Final approval was given on 5 Nov 2014 provided adjustment that have been introduced in the versions attached.



FP7-contract n°: 632738

OPEN CALL TEXT

Abstract

This document contains the Call text that will be uploaded (in HTML format) onto the website to announce Call 1

Date of publication: 1st November 2014

Document number: FI-C3-004-V2.2

<i>Full project title:</i>	Future Internet Connected Content inCubator
<i>Short project title:</i>	FI-C ³
<i>Contract number:</i>	632738
<i>Document title :</i>	Open Call Text
<i>Version:</i>	2.1
<i>Editor:</i>	Pierre François
<i>Number and title of work-package:</i>	WP3 – Innovative project starter
<i>Deliverable nature:</i>	N.A.
<i>Dissemination level: (Confidentiality)</i>	Public (PU)
<i>Contractual delivery date:</i>	N.A.
<i>Actual delivery date:</i>	1st November 2014
<i>Suggested readers:</i>	Candidates to receive a sub-grant of FI-C3
<i>File name:</i>	FI-C3-004-V2.2
<i>Estimation of PM spent on the Deliverable</i>	N.A.
<i>Total number of pages:</i>	11
<i>Keywords:</i>	

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1 Overview

The goal of FI-C³ is to implement an incubator for projects proposed by SMEs and individual entrepreneurs. Those projects will address innovative products/services in 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).

FI-C³ will organize **3 open calls for projects**. The targeted audience for those calls will be the SMEs and individual entrepreneurs of the EU.

The work to be done in the projects, the applications and services developed and all the relevant promotion, dissemination and follow-up activities shall be done using the FIWARE (<http://www.fi-ware.org/about/>) technologies (Generic Enablers and Specific Enablers) ,and combining them when appropriate with other complementary technologies. The projects that will be selected will address the development of new services/products **from idea generation until go to market**.

The maximum amount to be granted to selected projects will be determined by the legal status of the sub-grantee and the duration of the project: for SMEs the maximum amount will be 75 k€ per period of 6 months, with an **overall limit of 150 k€**. In the case of individual entrepreneurs that amount will be 25 k€ per 6 months with a **limit of 50 k€**.

Within the incubator, the selected projects will be supported in terms of funding and of technical and business assistance by means of various boosters:

- Business Development training and coaching,
- Business Development plan and go to market strategy,.
- Field User Tests (Living Labs) to experiment services/products before go to market.

The incubation process will be implemented using an **agile approach**. So FI-C³ will setup a project monitoring process with **regular evaluation every 3 months**. Within those 3 month periods the use of agile methods with 4 to 6 week run cycles will be strongly encouraged. The involvement of users (Focus Groups) in the very early steps of product/service development cycle will also be part of this agile oriented methodology.

This announcement concerns Call 1.

The objective of Call 1 is to sub-grant an amount of 1.8 M€ which represent between 15 and 20 projects in this call.

If you plan to respond to this Call, we recommend that you read the following documents which include helpful information to prepare your proposal:

- “Guide for Applicants” [\[insert URL for download\]](#) and “Proposal template” [\[insert URL for download\]](#),
- “Frequently Asked Questions” [\[insert link to the webpage\]](#) (frequently updated, check it frequently).

All proposals must be received by 30th November 2014 (17:00 Brussels Time).

2 What kind of project can receive support?

The objective of the proposals expected will be to build new services/products **from idea generation until go to market**, in the three business domains indicated in section 1.

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

- development of applications and services,
- demonstration of the developed applications and services,
- activities to prepare take-up and use of the developed applications and services.

The work to be done in the projects, the applications and services developed and all the relevant promotion, dissemination and follow-up activities must be done using the FIWARE technologies: Generic Enablers, Specific Enablers and combining them when appropriate with other complementary technologies.

3 Criteria for applying

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

- a 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).

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.

4 Selection process

After control of their eligibility, the proposals will be selected through a two phase process by independent experts sitting in a Selection committee:

- The **Pre-selection will aim** at reducing the number of proposals to a manageable number for the next phase. During this phase the Selection committee will rate the proposals based on the material submitted; based on the ranking of the proposals, the top ranked will be admitted to the second phase. A maximum of 40 proposals will be invited for the final selection.
- **The Final selection** will be based on a (video-conference) oral pitch. The top ranked proposals will be invited to a (video-conference) pitch in front of the Selection committee (e.g., 10 minutes pitch, 15 min Q&A). The Selection committee will use the information gained during the pitches and Q&A to revise the comments and scores given during the pre-selection phase. A maximum of 20 proposals will be selected.

Further information on the selection process and criteria are available in the Guide for applicants [\[insert URL for download\]](#).

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 applications and services 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 these 3 full day workshops;

- one-on-one business coaching**³, a dedicated coaching session to support SMEs or individual entrepreneurs needing external advice on the business aspects of their company (including access to venture capital and business angels) will be proposed.

- high-level advice** from potential stakeholders⁴ : during the programme, a high-level advisory Board will be composed. This board will follow all participating SMEs and individual entrepreneurs and give top rated feedback during 3 live high-level advisory Board sessions;

- 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 FI-C3 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.

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 Points of contact

	Contact	E-mail
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7 About FI-C³

FI-C3 is an accelerator of phase 3 of the Future Internet PPP (FI-PPP) program, a joint action by European Industry and the European Commission within the Seventh Framework Programme of the European Community for research and technological development.

That project addresses the Smart Territories, Media & Contents and Care & Well-being domains. It will offer 4.560.000 € to SMEs and individual entrepreneurs to develop innovative products/services based on the FIWARE technology.

The target of FI-C³ is to launch about 40 projects in order to have some 25 applications or services ready to go to market at the end of the contract. The valorization of the developed services/applications will be implemented at regional/national as well as cross-border levels, using the consortium's access to big accounts such as operators and public authorities. FI-C3 will link this initiative with local policies where possible; for instance, the use of open data will be encouraged as part of a smart policy for territories.

The Project Partners are: Images et Réseaux (France), iMinds (Belgium), Madrid ICT and Audiovisual Cluster (Spain), Grassroots Arts and Research (Germany), YMLP-Conseil (France).



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FREQUENTLY ASKED QUESTIONS

These pages answer the questions about the FI-C3 Open Call. They will be updated regularly based on the questions we receive. If your question is not answered below you can send your question to the contact points indicated on the site.

Date of publication: 1st Nov 2014

Document number: FI-C3-003-V1.2

<i>Full project title:</i>	Future Internet Connected Content inCubator
<i>Short project title:</i>	FI-C ³
<i>Contract number:</i>	632738
<i>Document title :</i>	Frequently Asked Questions
<i>Version:</i>	1.1
<i>Editor:</i>	Pierre François
<i>Number and title of work-package:</i>	WP3 – Innovative project starter
<i>Deliverable nature:</i>	N.A.
<i>Dissemination level: (Confidentiality)</i>	Public (PU)
<i>Contractual delivery date:</i>	N.A.
<i>Actual delivery date:</i>	17-Nov-14
<i>Suggested readers:</i>	Candidates to receive a sub-grant of FI-C3
<i>File name:</i>	FI-C3-003-V1.2
<i>Estimation of PM spent on the Deliverable</i>	
<i>Total number of pages:</i>	7
<i>Keywords:</i>	

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1 Questions related to the technology (enablers)

What are the FIWARE technologies

The FIWARE technologies have been designed and tested during Phases 1 and 2 of the FI-PPP (the accelerator programme is part of Phase 3). The FIWARE technologies are made of Generic Enablers (GEs) and of Specific Enablers (SEs).

Which information about Generic Enablers is available for applicants?

Information about Generic Enablers is available from the following link :

<http://catalogue.fi-ware.eu/enablers>

Which information about Specific Enablers is available for applicants?

Information about Specific Enablers in the domains of **Smart Territories, Media & Contents** is available from the following links :

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

Information about Specific Enablers in the domains of **Care & Well-being** is available from the following link :

<http://catalogue.fi-star.eu/enablers>

May I use other Specific Enablers than those indicated above ?

Yes, 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.

Which are the terms and conditions for the usage of the enablers?

Terms and conditions are specified for each enabler at the above links.

2 Questions related to FI-C3

2.1 Eligibility conditions

Who can apply for the Open Call?

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

- a SME: a **micro, small and medium-sized enterprise** within the meaning of Recommendation 2003/361/EC in the version of 6 May 2003,
- 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 country¹.

2.2 Submission of a proposal

What is the expected number of partners for a proposal?

Taking into account the objectives of the call, only single legal entities (one SME or one individual entrepreneur) may apply to the call.

What support materials are available for applicants?

The *Guide for applicants* is a document that you must read before applying to the call. It provides all information needed to prepare and submit a proposal, as well as indications on the way projects will be monitored during the implementation phase, and the way funding will be provided.

How can I submit a proposal?

Submission can only be performed on-line. Connect to www.fic3.eu , click “Apply here” and fill the boxes as indicated.

Is there a template we can use to prepare the proposal?

Yes, there is a .doc template that you can use to prepare your submission that you can find in [\[insert URL to download “Proposal template doc”\]](#).

How long should a proposal be?

The submission site provides the size of the expected text

When would activities performed by new beneficiaries start and finish?

Following selection and successful negotiations, we expect activities performed by new sub-grantees to start in January 2015 and be completed no later than end of June 2016 (Expected project duration: 6 to 18 months).

Can we have a private conference call with the technical teams to clarify in detail the technical aspects of the call and/or the adequateness of my prospective proposal?

All queries have to go through the channels specified in the site (e-mail addresses).

If we prepare the proposal documents for the Open Call, is there any possibility to go and present them to the decision makers?

According to the process described in the ‘Guide for applicants’, direct presentation is part of the proposal selection process. The proposals will be evaluated with the assistance of independent experts (independent of any member of the consortium and of any proposer).

¹ 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.

How many proposals can I submit ?

As a general rule, only one proposal per applicant and per call will be selected for funding by FI-C3.

You can submit the same proposal to a maximum of 3 accelerators in the FIWARE Accelerator programme (<http://www.fi-ware.org/fiware-accelerator-programme/>), 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.

2.3 Payments**What is the maximum amount to be granted to each sub-grantee ?**

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 75 k€ per period of 6 months, with an **overall limit of 150 k€**.

In the case of individual entrepreneurs that amount is 25 k€ per 6 months with a **limit of 50 k€**.

As an example a SME proposing a project of 12 months will receive a maximum grant of 150 k€. For a project of 6 months the maximum will be 75 k€. In the same situations the maximum grants for an individual entrepreneur will be respectively 50 k€ and 25 k€.

How the payment process will be executed ?

Payment of the financial support will be executed by slices representing 3 months of work each and subject to validation by a Monitoring Committee according to the following rule:

- 50% of the 3 month allocation as advanced payment at the beginning of the period (advanced payment 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 below. 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 advanced payment be reimbursed if the payment accepted is below the advanced payment already transmitted to the sub-grantee.

	Green	Orange	Red
Advanced payment: 50% of the funding received at the beginning of the period	The whole of advanced payment is converted into payment and becomes property of the sub-grantee.	The whole of advanced payment is converted into payment and becomes property of the sub-grantee.	Part of costs can be rejected. Sub grantee will have to reimburse advanced payment 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.

2.4 Intellectual Property Rights**Who will get the ownership of the foreground ?**

Foreground shall be the property of the sub-grantees carrying out the work generating that foreground.



FP7-contract n°: 632738

GUIDE FOR APPLICANTS PARTICIPATING IN AN OPEN 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.

Date of publication: 4 Nov 2014

Document Number: FI-C3-002-V6.0

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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 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 [\[insert URL to download "Standard model sub-grant agreement"\]](#). 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 1. The objective of Call 1 is to sub-grant an amount of 1.8 M€ which represent between 15 and 20 projects in this call.

If you plan to respond to this Call, we recommend that you read carefully 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/FI-C3-Website-Proposal-template-FI-C3-010-V1.0-20141007.doc>

-“Frequently Asked Questions” (frequently updated, check it frequently) <http://www.fic3.eu/faqs/>

All proposals must be received by 30th November 2014 (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:

- a 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 idea generation 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:

- development of applications and services,
- demonstration of the developed applications and services,
- activities to prepare take-up and use of the developed applications and services.

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 :
<http://mediafi.org/open-platforms/social-connected-tv/>
 - Enablers related to Smart City Services :

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.

- <http://mediafi.org/open-platforms/smart-city-services/>
- Enablers related to Pervasive Games:
<http://mediafi.org/open-platforms/pervasive-games/>
- Enablers related to Care & Well-being:
<http://catalogue.fi-star.eu/enablers>

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 1 may be from 6 to 18 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 Nov 2014	01 – 07 Dec 2014	11 & 12 Dec 2014	15 Dec 2014	1 st Jan 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 75 k€ per period of 6 months, with an **overall limit of 150 k€**.
In the case of individual entrepreneurs that amount is 25 k€ per 6 months with a **limit of 50 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-imbursement 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 proposal per applicant and per call will be selected for funding 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 [\(insert URL\)](#).

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 idea generation until 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 Figure 1.

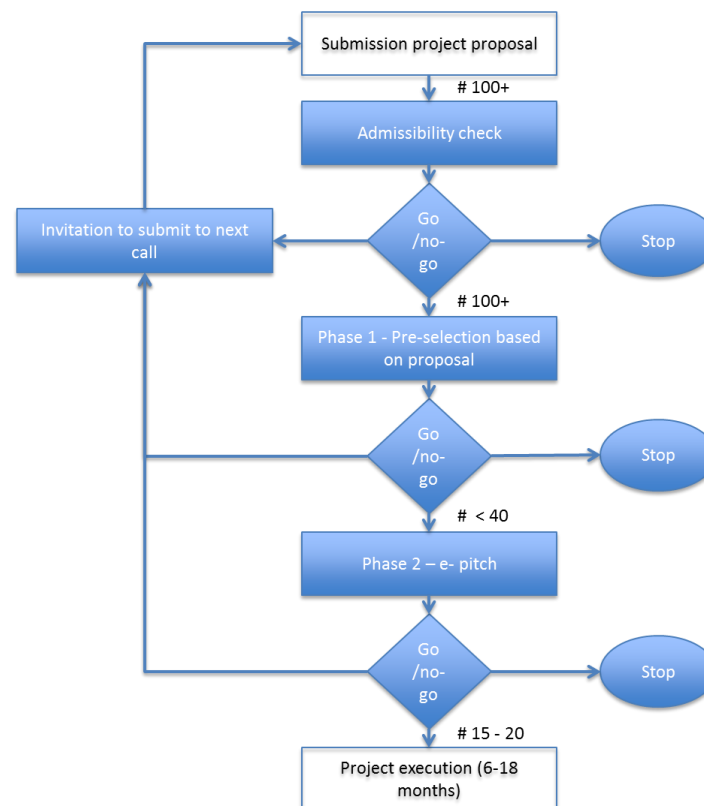


Figure 1- Proposal selection procedure

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)
- Based on the ranking of the proposals, the top ranked (maximum of 40 proposals) are admitted to the second round.
- For the ones that do not pass to the second round, an initial advice "not good for this session, please come back at the next round" is given.

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

- The top ranked proposals are invited to a e-pitch in front of the Selection committee (e.g., 10 minutes pitch, 15 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.
- 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). In case of a negative evaluation, the project can be invited to apply for a next call. 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 these 3 full day workshops;

- 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 3 live high-level advisory Board sessions (planned Aug 2015, 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)	Lies Boghaert	fiware@iminds.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, let the Submission platform guide you : you need to go through all 8 steps , starting from "Step 1: Administrative information and project generalities" on this page and ending with "Step 7: Declarations."

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 : 6 to 18 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 criteria 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 your project aims to answer.

2.4.2 Approach (criterion: 2.2)

Explain 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 of your product/service will be reached and why:

4.4 Mid-term business (criterion: 4.4)

Explain when (and why) you estimate that 1M€ sales can be achieved with your product/service:

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 accept 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,
 - 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 = Not applicable
- 1 = Critical
- 2 = Sufficient
- 3 = Excellent
- 4 = Distinctive

During pre-selection at least two experts review the same proposal and the mathematical average of their scores determines the final pre-selection score. Should the scores of two experts be markedly different and far apart, a third reviewer is invited to provide an additional opinion. If a submitted project has 3 or more critical scores or a critical score in criterion 1.1 (Degree and quality of usage of FIWARE Generic and Specific Enablers) or in criterion 1.2 (Alignment with the objectives of the call) it does not qualify for funding.

During final selection, the same table is used by the Selection committee members. The mathematical average of the scores obtained during final selection is then multiplied by the score of pre-selection to rank the proposals.

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.

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



FP7-contract n°: 632738

PROPOSAL TEMPLATE

Abstract

This document, reflecting the structure of the on-line submission platform, is made available to the applicants that want to prepare their submission off-line.

Date of publication: 4 November 2014

Document number: FI-C3-010-V2.0

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5.1	Societal impact (criterion : 5.1)	13

1 Administrative information and project generalities

1.1 *Proposal identification*

1.1.1 Project name

1.1.2 Project acronym

1.2 *SME/individual entrepreneur information¹*

1.2.1 Legal name

1.2.2 Legal address

Street + number	
Appartment, building, etc	
Zip code	
City	
Country	

1.2.3 Registration number

1.2.4 Place of registration

1.2.5 Website

1.2.6 Are you an individual enterprise?

Yes/No

1.2.7 Are you a SME according to the Commission recommendation 2003/361/EC ?

Yes/No

1.3 *Contact person*

1.3.1 First name

¹ If the proposal is selected, the information below will be validated during the negotiation phase.

1.3.2 Last name

--

1.3.3 Gender

Man/Woman

1.3.4 Position in the organisation

--

1.3.5 E-mail

--

1.3.6 Country

--

1.3.7 Phone number

--

1.3.8 Address (if different from legal organisation address)

Street + number	
Appartment, building, etc	
Zip code	
City	
Country	

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.

(text limitation : 1850 characters)

--

1.4.2 Domain(s)

Please select the domains addressed by the project (several domains possible)

- ☐ Smart territories
- ☐ Media & Contents
- ☐ Care & Well-being

1.4.3 Duration of the project :

Indicate the project duration in months:

- ☐ 6 months
- ☐ 9 months
- ☐ 12 months
- ☐ 15 months
- ☐ 18 months

1.4.4 Requested funding

Note : the maximum amount to be granted cannot exceed :

- 75 k€ per period of 6 months with an overall limit of 150 k€ if you are an SME

- 25 k€ per period of 6 months with an overall limit of 50 k€ if you are an individual entrepreneur.

		Maximum eligible cost		Requested FI-C3 contribution		
	Cost (€)	%	€	Re- imbursement rate	€	Details
1. Personnel costs		100% of total		75%		Indicate her the number of Person-months
2. Travel costs		5% of total		100%		
3.Subcontracting costs		25% of total		100%		Indicate here the subcontractors identified and the reasons for subcontracting
4.Other costs		10% of total		100%		Indicate her the main other cost items
Total (sum of rows 1 to 4)						

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, we would like to ask you 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 (text limitation 3700 characters):

2.1.2 How will you make money?

Explain what you will sell ? to whom ? (text limitation 1850 characters)

2.1.3 Business plan

Provide here the elements of your business plan that we must know (text limitation 3700 characters):

2.2 Project objectives

2.2.1 Description of the project for which you are requesting support

Describe your project 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 face them.

Where needed to make the milestone list below easy to understand, provide a work breakdown of the project (text limitation 3700 characters):

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):

Name	Deadline (JJ/MM/YYYY)	Responsible
------	-----------------------	-------------

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 criteria indicated.

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

Add the relevant information in the following table. 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:

FIWARE technology	Use in the project

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

Explain how your project meets the objectives of the call (text limitation 3700 characters):

--

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)

What are the significant consumer and market needs that your project aims to answer? (text limitation 3700 characters)

--

2.4.2 Approach (criterion: 2.2)

How will your business model contribute to the success of your idea? (text limitation 3700 characters)

--

2.4.3 Benefits (criterion: 2.3)

What are the specific advantages of your solution compared to the costs arising from your approach? (text limitation 3700 characters)

2.4.4 Competition (criterion: 2.4)

How do your benefits (compared to the costs) transcend those of the competition and the existing alternatives? (text limitation 3700 characters)

3 Tell us who you are

In section 3, you are asked to provide information on the team that you will set up to deliver the project. Also describe the commitment together with the available technical and business expertise to meet the project's objectives.

3.1 General information

3.1.1 Description of your SME/individual enterprise

Please provide a short description of your organisation defining its activity, size and relevant information for the project (text limitation 1850 characters):

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 here.

(text limitation 1850 characters)

3.2 Team qualification

The following boxes aim at qualifying the core team to lead a successful project/business.

3.2.1 Commitment of the core team (criterion: 3.1)

Explain why the core team is committed and willing to bear the entrepreneurial risk (text limitation 1850 characters):

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

Explain why the core team is capable to achieve the project techn(ological) development (text limitation 2775 characters):

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

Explain how you will address commercial deployment of the product/service (text limitation 2775 characters):

--

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 how strategic it is (text limitation 1850 characters):

--

3.2.5 International business orientation (criterion : 3.5)

Tell why (and how) you are willing to go global (text limitation 2775 characters):

--

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 (text limitation 3700 characters):

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 (text limitation 1850 characters):

4.3 Break-even (criterion: 4.3)

Explain when you estimate that break-even of your product/service will be reached and why (text limitation 1850 characters):

4.4 Mid-term business (criterion: 4.4)

Explain when (and why) you estimate that 1M€ sales with your product/service can be achieved (text limitation 1850 characters):

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 (text limitation 3700 characters):



FP7-contract n°: 632738

SELECTION PROCESS SPECIFICATION

Abstract

This document specifies the process of project selection: how it is managed, by whom, what are the missions of the concerned persons.

Date of publication: 4 Nov 2014

Document number: FI-C3-013-V6.0

<i>Full project title:</i>	Future Internet Connected Content inCubator
<i>Short project title:</i>	FI-C ³
<i>Contract number:</i>	632738
<i>Document title :</i>	Selection Process Specification
<i>Version:</i>	6.0
<i>Editor:</i>	Thomas Van der Auwermeulen
<i>Number and title of work-package:</i>	WP3-Innovative project starter
<i>Deliverable nature:</i>	N.A.
<i>Dissemination level: (Confidentiality)</i>	Confidential (CO)
<i>Contractual delivery date:</i>	N.A.
<i>Actual delivery date:</i>	4 Nov 2014
<i>Suggested readers:</i>	Project partners
<i>File name:</i>	FI-C3-013-V6.0
<i>Estimation of PM spent on the Deliverable</i>	
<i>Total number of pages:</i>	15
<i>Keywords:</i>	

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1 Introduction

This document describes the selection procedure of the FI-C3 FIWARE Accelerator that will be used for the Open Calls planned within the project. It addresses the following items:

- the appointment of the Selection committee.
- the detailed description of the selection process, through its various steps:
 - admissibility check,
 - phase 1, pre-selection,
 - phase2, selection,

as well as the following step : negotiation.

Complementary topics such as traceability and time schedule (for call 1) are also addressed.

1 Appointment of the Selection committee

The technical and business selection of the projects to be admitted for sub-grant within FI-C3 is placed under the responsibility of the Selection committee consisting of independent experts.

The consortium aims at having a selection committee consisting of a total of 16 experts (and 4 backup experts). Each organization (iMinds, I&R, MAC, GAR) appoints 5 experts. For the assignment of (phase 1 pre-selection) reviewers to proposals only non-local reviewers will be assigned.

Among the members of the committee, a number of them may have a sound knowledge of FIWARE, but their main focus will be on the business potential of the applicant and the proposed *integration* of the FIWARE technology.

The list of reviewers will be presented to the PO information.

The management of the Selection committee (as the whole of the selection process) is implemented by iMinds (task 3.2) who takes care that the provisions of Annex 1 (section 5) are met. This includes -managing the expert list, instructing them on their role and having the formal documents signed ("Declaration"), and finally providing the list of experts to the Commission at least 1 week before start of evaluation as mentioned in the DoW.

2 Description of the Selection process

The selection process that is used by FI-C3 results from the Grant agreement (DoW) signed with the Commission. However that process was, in the DoW, planned as a single phase (oral presentation in front of the selection committee). In the case of a high number of applications, that single oral procedure would have been time consuming and practically not possible, so another phase has been added consisting into a pre-selection based on the material submitted by the applicants. The selection process is described in the paragraphs below and in Figure 1.

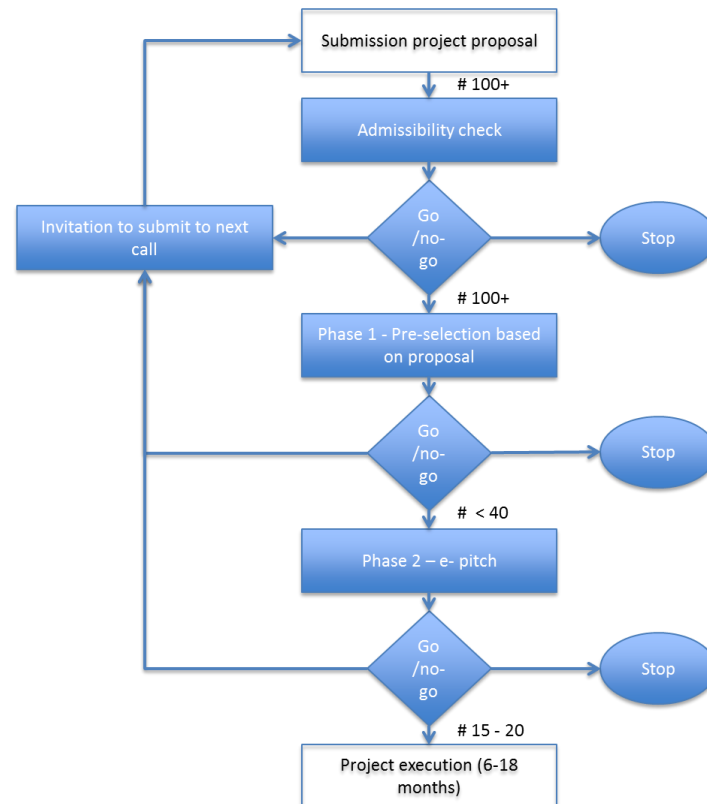


Figure 1- Proposal selection process

2.1 Project proposal submission

All applications are made through the centralized FI-C3 application portal. Only applications through that portal (before the deadline) are examined.

2.2 Admissibility check

The objective of the initial admissibility check is to verify that mandatory conditions for admission of a project into the accelerator are met. Admissibility is implemented by FI-C3 members (iMinds, I&R, MAC, GAR), not by independent experts and based on the self-declarations of the candidates on the application portal. Each concerned organisation provides the name of a contact person to distribute the initial proposals to.

iMinds distributes the proposals among those persons as they come in. Distributing and performing the admissibility check is implemented through the FI-C3 on-line tool, which allows those persons to indicate in a lightweight manner: admissible, yes or no.¹

Applications are checked against the following **eligibility criteria**:

¹ In case the proposal is not admissible, it is possible to indicate why.

- The candidate is a SME or individual entrepreneur (normally proposals which do not match this condition should not reach this stage),
- the candidate is based in the EU or associated countries,
- the candidate applies for only one project per call within the accelerator,
- the candidate declares he does not apply for the same proposal to more than 3 FIWARE accelerators (the procedure to check this has not been set up at programme level.)
- the submitted project is based on the FIWARE technologies.

2.3 Phase 1 - Pre-selection

This phase is implemented by the Selection committee (independent evaluators). It is based on the material submitted on the application portal.

All proposals that comply with the eligibility criteria are classified based on their business domain: Smart Cities, Media and Content, Care & Well-being (in the submission process, the applicant indicates in the SME tool one or several domains).

FI-C3 proposals are remotely reviewed in a double-blind system using the FI-C3 on-line tool.

For this purpose, iMinds distributes the applications to the experts of the Selection committee according to the following rules:

- At least two experts review the same proposal and the mathematical average of their scores (see evaluation criteria in section 6) determines the final score.
- If the scores of two experts were markedly different and far apart, a third reviewer will be invited to provide an additional opinion. As the reviewing process takes place within the FI-C3 on-line tool, all scores and decisions are completely traceable.

All reviewers use the FI-C3 online tool to review and evaluate the proposals. The use of the FI-C3 online tool is fully detailed and described in the FI-C3 tool user guide ² (see specific document).

Both reviewers and proposals are linked to one of the FI-C3 domains. The proposals are distributed among the reviewers based on their respective domain of expertise.

At the end of pre-selection, the proposals are ranked according to their score (and their cost). Only the best ranked proposals representing a total requested funding of twice the funding planned for the call are invited to the next phase.

2.4 Phase 2 Final selection

The top ranked proposals issued from pre-selection are invited by email to participate to an e-pitch in front of the Selection committee (e.g., 10 minutes pitch, 15 min Q&A). Basically, the Selection committee works by video-conference, using Skype, Google Hangouts or more formal solutions like Tanberg, depending on the access of the applicants to such infrastructure.

For the final selection sessions, videoconference facilities are provided by :

- iMinds in Brussels and Ghent,
- I&R in Rennes (possibly Lannion),
- MAC in Madrid,
- GAR in Cologne.

The e-pitch is organized by online live session. The applicant is not requested to travel.

² The FI-C3 tool user guide describes the functionalities of the online tool to review and evaluate all submitted proposals.

The e-pitch is performed in front of a committee consisting of at least 8 members. The members are selected in function of their area(s) of expertise. The composition of the committee will be as follows: 2 experts in the area of Smart Cities, 2 in the area of Care & Well-being and 2 in the area of Media & Content. Additionally, there will be one or two members with FIWARE-expertise and one member with expertise in the area of entrepreneurship and business development.

For the evaluation of the e-pitch, each committee-member will score the e-pitch on the same evaluation criteria used in phase 1. An average score of the 8 committee-members will be computed. The average score determined during phase 2 will then be multiplied by the score of Phase 1. The final selection will be based on the ranking further to the combined score of Phase 1 & 2 and the available budget.

2.5 Endorsement by the Project management Committee

The list of proposals ranked by the Selection Committee is presented to the FI-C3 Project Management Committee (PMC), which decides how many proposals have to be kept for negotiation, taking into account available funding. Provision of extra proposals (beyond the available budget) can be planned to anticipate that a project will not pass the negotiation. However, in that case the concerned proposals must be informed of that situation.

As requested by the DoW, after decision of the PMC, iMinds informs the Commission on the selected projects. Finally, the projects are informed about the decisions (both negative and positive). In case of negative evaluation, the project can be invited to apply for a next call.

2.6 Negotiation

Each project selected for negotiation is assigned a single point of contact that will be in charge of carrying out the negotiations together with the concerned project. That point-of-contact belongs to iMinds, I&R, MAC and GAR and will continue (in case of successful negotiation) to act as the interface of FI-C3 to that project in the following phases of project realisation.

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

The goal of negotiations is to set up the contract (Sub-grant agreement) to be signed between FI-C3 and the selected candidates. Negotiations include administrative and technical tasks so that execution of the contract may be performed according to the agile approach decided by FI-C3 (monitoring every 3 months).

Administrative information are requested to support the legal and where relevant the financial status of the selected candidates.

A provisional list of administrative/financial documents is as follows:

- Registration document of the enterprise,
- Justification of the tax status of the enterprise,
- Photocopy of the identity card of the manager,
- Last balance and profit & loss sheets
- Last bank account statement and IBAN
- Self declaration of being a SME
- Declaration on honour (annex 3 see section 7).

The goal of this list is to justify the existence of the enterprise, its legal (SME or individual enterprise) and financial status.

The technical task consists in preparing Annex 1 of the Sub-grant agreement (DoW) according to a template that will be prepared specifically (including the milestones needed to perform project monitoring).

As an output of the negotiation, clear objectives are established for the first 3 month period in order to enable the project to start immediately.

3 Traceability

Since most of the processes described above takes place using the FI-C3 on-line tool (including the distribution of the admissibility check and the different stages of the reviews), decisions, scores and comments from the reviewers will always be available to trace back in case of a dispute or disagreement.

(Signed) paper copies of significant documents (list to be established) will be provided to I&R as evidence (to be kept in view of possible EC audit) of the correct application of the selection process.

4 Call 1 Time schedule

- Admissibility check: sent out as soon as proposals come in. Will be done based on a periodic report, generated by the FI-C3 tool. Every three days, to be determined.
- Proposal submission deadline: 30 November 2014
- Reviews (phase 1): 1st December –7 December 2014
- Pitches (phase 2): 11th & 12th of December 2014
- Start of negotiation: 15 December 2014
- Final Decision: 18 December 2014
- Expected project starting date: 1st January 2015

5 Annex 1: Independent evaluation experts: Conflict of interest

5.1 *The principle*

When selecting independent experts, the evaluation organisers have to ensure that the expert does not have any conflict of interest in relation to the proposal or project on which they are required to give an opinion.

The expert must perform their work impartially. To this end, the expert is required to:

- a. confirm there is no conflict of interest for the work s/he is carrying out by signing a declaration prior to the start of the work.
- b. inform the contracting party of any conflicts of interest arising in the course of their work,

In general, a conflict of interest exists if an expert has any vested interests in relation to the proposals upon which s/he is asked to give advice, or the expert and/or their organisation stands to benefit directly or indirectly, or be disadvantaged, as a direct result of the work carried out, or is in any other situation that compromises their ability to carry out their work impartially.

The contracting party will decide whether a conflict of interest exists, taking account of the circumstances, available information and related risks when an expert is in any situation that could cast doubt on their ability to carry out their work, or that could reasonably appear to do so in the eyes of an external third party.

If an expert knowingly conceals a conflict of interest, and is discovered during the evaluation, the expert will be immediately excluded, and (part of) the evaluation needs to be redone.

A **disqualifying** conflict of interest exists if an expert:

- Was involved in the preparation of the proposal
- Stands to benefit directly should the proposal be accepted
- Has a close family relationship with any person representing an applicant organisation in the proposal
- Is an investor, director, trustee or partner of an applicant organisation
- Is employed by one of the applicant organisations in a proposal
- Is a member of one of the Future Internet advisory groups set up by the Commission
- Is in any other situation that compromises his or her ability to evaluate the proposal impartially.

A **potential** conflict of interest may exist, even in cases not covered by the clear disqualifying conflicts indicated above, if an expert:

- Was employed by one of the applicant organisations in a proposal within the previous three years
- Is involved in a contract or collaboration with an applicant organisation, or had been so in the previous three years
- Is in any other situation that could cast doubt on his or her ability to evaluate the proposal impartially, or that could reasonably appear to do so in the eyes of an external third party.

Experts with a disqualifying conflict of interest may not participate in the evaluation at all.

5.2 *Identification, monitoring and reporting*

- a. The evaluation organisers shall **brief** the experts in writing or verbally on need to exclude a conflict of interest prior to their engagement. The briefing shall be documented.
- b. The evaluation organiser provide experts with a **contact** to report conflicts of interests as soon as they arise, upon which the evaluation organisers takes action without delay. Overall the evaluation organiser shall **monitor** potential conflict of interest and document all issues arising.
- c. As part of the evaluation report provided to the Commission, the evaluation organiser shall include a section **reporting** how conflicts of interest have been handled and any specific issues which arose prior and during the evaluation.

5.3 *Model declaration to sign*

I undertake to abide by the code of conduct for independent experts acting as evaluators covered in Annex (Code of conduct).

I undertake to inform the evaluation organiser immediately if I discover any disqualifying or potential conflict of interest with any proposal that I am asked to evaluate or which is the subject of discussion in any evaluation meeting in which I participate (Declaration of no conflict of interest).

Please check one of the two boxes below

- ☐ *In particular, I declare that I have not submitted, nor am I, to my knowledge involved in any proposal currently under evaluation or submitted for evaluation, under the [name of the call by the accelerator project] Open Call for Proposals.*
- ☐ *In particular, I declare that my participation in the evaluation of the following proposal(s) could create a conflict of interest:*

I undertake not to reveal any detail of the evaluation process and its outcomes or of any proposal submitted for evaluation without the express written approval of the evaluation organiser. In case of evaluations carried out outside evaluation organisers controlled premises, I understand that I will be held personally responsible for maintaining the confidentiality of any documents or electronic files sent and for returning, erasing or destroying all confidential documents or files upon completing the evaluation, unless otherwise instructed

For acceptance:

Signature:

Place, Date:

5.4 *Annex: specific conditions - Code of Conduct for independent experts appointed as evaluators*

1. The task of an expert is to participate in a confidential, fair and equitable evaluation of each proposal according to the procedures described in this guide and in any programme-specific evaluation document. He/she must use his/her best endeavours to achieve this, follow any instructions given by the Commission to this end and deliver a constant and high quality of work.
2. The expert works as an independent person. He/she is deemed to work in a personal capacity and, in performing the work, does not represent any organisation.
3. The expert must sign a Declaration of no conflict of interest and confidentiality before starting the work, by which he/she accepts the present Code of Conduct. Invited experts who do not sign the declaration will not be allowed to work as an expert.
4. In doing so, the expert commits him/herself to strict confidentiality and impartiality concerning his/her tasks.
5. If an expert has a conflict of interest with a proposal, he/she must declare such facts to the responsible contact person designated by the evaluation organisers as soon as he/she becomes aware of this.
6. Experts may not discuss any proposal with others, including other experts or personnel of the evaluation organisers not directly involved in the evaluation of the proposal, except during the formal discussion at the meetings moderated by or with the knowledge and agreement of the responsible contact person from the evaluation organiser.
7. Experts may not communicate with applicants. No proposal may be amended during the evaluation session. Experts' advice to the evaluation organisers on any proposal may not be communicated by them to the applicants or to any other person.
8. Experts are not allowed to disclose the names of other experts participating in the evaluation.

9. Where it has been decided that proposals are to be posted or made available electronically to experts, who then work from their own or other suitable premises, the expert will be held personally responsible for maintaining the confidentiality of any documents or electronic files sent and returning, erasing or destroying all confidential documents or files upon completing the evaluation as instructed. In such instances, experts may seek further information (for example through the internet, specialised databases, etc.) in order to allow them to complete their examination of the proposals, provided that the obtaining of such information respects the overall rules for confidentiality and impartiality. Experts may not show the contents of proposals or information on applicants to third parties (e.g. colleagues, students, etc.) without the express written approval of the evaluation organiser. It is strictly forbidden for experts to make contact with applicants.

10. Where the evaluation takes place in an office or building controlled by the evaluation organiser, experts are not allowed to take outside the evaluation building any parts of proposals, copies or notes, either on paper or in electronic form, relating to the evaluation of proposals. Experts may be given the possibility of seeking further information (for example through the internet, specialised databases, etc.) to allow them to complete their examination of the proposals, but they may not contact third parties without the express consent of the Commission staff supervising the evaluation.

11. Experts are required at all times to comply strictly with any rules defined by the evaluation organisers for ensuring the confidentiality of the evaluation process and its outcomes. Failure to comply with these rules may result in exclusion from the immediate and future evaluation processes

6 Annex 2: Evaluation 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 = Not applicable
- 1 = Critical
- 2 = Sufficient
- 3 = Excellent
- 4 = Distinctive

During pre-selection at least two experts review the same proposal and the mathematical average of their scores determines the final pre-selection score. Should the scores of two experts be markedly different and far apart, a third reviewer is invited to provide an additional opinion. 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 (Degree and quality of usage of FIWARE Generic and Specific Enablers) or in criterion 1.2 (Alignment with the objectives of the call) it does not qualify for funding.

During final selection, the same table is used by the Selection committee members. The mathematical average of the scores obtained during final selection is then multiplied by the score of pre-selection to rank the proposals.

7 Annex 3 : 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>	