



APPLY BEFORE 6 AUGUST

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## Velo-city 2021 Lisboa – Smart Pedal Pitch Rules and Judging

This document is a guide to the judging process and general conditions of the Smart Pedal Pitch competition which will take place at the Velo-city Conference 2021 in Lisboa.

It is not comprehensive, so in the event that any situation arising is not covered by this guide contestants (also referred to as applicants) can seek additional information from the organising group which is a partnership between Lisboa City Council, the European Cyclists' Federation (ECF), Cycling Industries Europe (CIE), the Bicycles and ITS Project (BITS). Contact details are below.

The decision of the organisers in interpreting this guidance will be final.

### Timetable

It is a 4-stage challenge:

1. **Submission of applications** – until August 6<sup>th</sup> 2021
2. **Ten companies will be shortlisted** to attend Velo-city 2021 Lisboa and **pitch their market-ready solutions** in front of a panel of expert judges, as well as a global cycling audience, during the semi-final round at Velo-city. The shortlisted companies will be announced by August 13<sup>th</sup>.
3. On 7<sup>th</sup> September, there will be the semi-final pitch and companies will have the opportunity to practice their pitch with local partners in Lisboa. This will help participants to warm-up and rehearse their pitch in front of a local audience.
4. **The top three finalists** will be chosen during the event by the jury and will be given the opportunity to **pitch their solutions on the plenary stage for 5 minutes on September 8**.
5. **The ultimate winner and two runners-up** will be voted by the judges and the audience.

Stages	Start	End
1. Application	14 <sup>th</sup> July	6 <sup>th</sup> August, midnight Lisboa time
2. Review of applications and shortlist announcement	7 <sup>th</sup> August	13 <sup>th</sup> August
3. Pitch presentation	7 <sup>th</sup> September	
4. Winners announcement	8 <sup>th</sup> September	8 <sup>th</sup> September

## 6. Content of entries and judging criteria

### Pre-conditions

- a. To be accepted into the competition the applications must address at least one of the 4 defined areas set by the City of Lisboa:
  - i. **“Seeking Better Data”** - how to better use cycling data to understand local issues.
  - ii. **“Promoting Safer Cycling”** – how to prevent cycling accidents or improve the general perception of cycling safety.
  - iii. **“Cycle Security”** - how to improve bicycle security, through the reduction of bicycle theft and the improvement of parking solutions.
  - iv. **“Logistics and Intelligent Transport System on Cycling”** - how to apply intelligent transport systems to cyclists.
- b. To be accepted into the competition the applications must be viable for deployment in Lisboa in the views of the Mobility Department of the Municipality.

### Selection of the 10 finalists

The applications will be judged on the following criteria:

1. Relevance and scalability:
  - How well does the proposal address the challenge(s) or opportunities identified? Does it have the potential to deliver significant social, environmental or economic impacts for cities and their citizens? (20 points)
  - To what extent does the proposed solution have a large-scale commercial potential? How significant is its competitive advantage compared to existing/alternative solutions? (20 points)
2. Innovation:
  - What is innovative about this solution? To what extent does it develop or employ new approaches, innovations, tools or technologies? (30 points)
3. Resources, skills and experience:
  - To what extent does the company have the right skills and experience to deliver global impact? (30 points)

The decision of the judging process at each stage will be binding, there is no appeals process.

### Judging team

Stage 1. Selection of the 10 shortlisted companies: Lisboa Municipality, ECF

Stage 2: Semi-Final Jury, selecting the three finalists

- Lisboa representatives
- ECF
- BITS Project
- Smart City Dublin

Stage 3. Overall winner – audience vote in the Velo-city plenary

## Prizes and associated conditions

The published prizes are as described in the text below. Applicants should note that that the prizes have been made available by members of the organising group and their partners and as such may be subject to the terms and conditions of each provider. Any cash value is indicative and there is no liability for the prize provider to give any cash alternative, nor is there any requirement for the selected winners to take all the prizes offered.

If any element of the prize package becomes unavailable the organisers will use best endeavours to replace it with benefits of a similar nature.

Where special conditions apply to the prizes they are noted here:

Ten short-listed companies invited to the pitching semi-final on 7th September

- Get exposure to Velo-city's local and global audience.
- Free STANDARD 4-day ticket for the event, valuing €850 (one per finalist company)
- Free 3-day extension on STAND UP BOOTH in the Velo-city Expo, so you can show your project for the all 4 days for €750 (saving €2.250)\*
- 15 months free membership of CIE's Cycling Innovation Network, the international support network for cycling innovators, start-ups and entrepreneurs (worth at least €750)\*\*

### Three finalists will

- Pitch their solutions on the Velo-city plenary stage on September 8
- Get global recognition by appearing in a special news article about the finalists, promoted by CIE and the BITS project

### Overall Winner

- Pilot your solution in Lisboa's streets and gain proof of concept in a live environment\*\*\*
- Enjoy six months free hosting in an incubation environment during the pilot period.
- Access the [Lisboa Growth Program](#) where the Lisboa's Perks package gives early-stage entrepreneurs access to over 500k euros in free perks from local service providers.
- Receive mentorship from local experts and partners in the incubator host.
- Showcase your pilot internationally via the BITS Project and the Cycling Innovation Network
- Create opportunities for potential further international roll out.

Conditions:

\* Company is entitled to apply the discount to one Stand-up booth booked for the duration of the Velo-city conference.

See more [here](#)

\*\* Available to start-ups and small to medium sized companies with European cycling sector sales of less than €2million per year. For larger companies a significant discount can be arranged.

\*\*\* The definition of a pilot is a commercial opportunity to operate an innovative product or service in Lisboa, with the support of the City and its partners. It does not imply a contract with any of the Smart Pedal Pitch organisers or any obligation on the organisers to provide any financial resources other than those described in this document. Any costs and resources for the operation of the pilot are the responsibility of the applicant. Any earnings from the pilot are the property of the applicant. The applicant is responsible for conformity with all relevant legal requirements under Portuguese and EU law including employment, trading and financial laws.

## Additional Information

Deadline for the applications: August 6th, 23:59 GMT +1.

### COVID-19 regulations and measures.

The Smart Pedal Pitch Competition is subject to the COVID-19 regulations of the Velo-city organisers, which include the following COVID-19 pandemic-related health measures

*Due to the pandemic situation, restrictions and control measures may be imposed in advance and during the Event, in accordance with the governing law and order imposed by competent administrative authorities. These measures may include, but are not limited to: control and monitoring, use of certified protection masks, measurement of body temperature, PCR test or other diagnostic tests.*

It is the current expectation (updated 14<sup>th</sup> July 2021) of the Smart Pedal Pitch Organisers that all 10 invited companies must be physically present in Lisboa on 7<sup>th</sup> September in order to be considered for the competition.

In the event that the conference organisers have to move to another format for the Velo-city 2021 then the Smart Pedal Pitch competition format will follow the guidance of the organisers.

The organisers are not liable for any costs or penalties incurred by applicants that may result from a change due to COVID-19 regulations, other than those included in the standard ticket and expo conditions of Velo-city which are found on the Velo-city web site.

#### **Compliance with GDPR:**

The organisers of this competition are a partnership between Lisboa City Council, the European Cyclists' Federation (ECF), Cycling Industries Europe (CIE), the Bicycles and ITS Project (BITS).

The names and company information of the applicants will be made available to these four partners who will store the information in accordance with their internal GDPR policies in order to carry out the competition.

The partners also offer to include applicants details in other relevant databases for the purpose of communications about their work in topics related to this competition. No data will be shared with third parties.

Applicants can opt in or out of this communication on the entry form and may contact the organisers to be removed from mailings at any time.

#### **Contact us:**

For more information, please visit: [cyclingindustries.com/smartpedalpitch2021](https://cyclingindustries.com/smartpedalpitch2021)

For all other enquiries, please send an email to: [info@cyclingindustries.com](mailto:info@cyclingindustries.com)

#### **Disclaimer**

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This paper reflects only the author's view and the Interreg North Sea Region is not responsible for any use that may be made of the information it contains.

