ANNOUNCEMENT

REGARDING THE "MOBILITY INNOVATION COMPETITION @ CAMPUS" OF THE ZD.B PLATFORM CONNECTED MOBILITY

1. OVERVIEW

With the Centre Digitisation.Bavaria (Zentrum Digitalisierung.Bayern (ZD.B)), the Bavarian State Government has created a Bavaria-wide research, cooperation, innovation and start-up platform. Through the activities of ZD.B Bavaria's expertise in the field of digitisation is strengthened further, cooperation between industry and science on key topics is expanded and support for start-ups is intensified.

Within ZD.B different so-called thematic platforms, each with its own focus area, are the link between university research, non-university research as well as industrial research and development. They bring together the different actors in thematic fields of work.

The main objectives of these platforms are:

- Information exchange and knowledge transfer
- Networking
- Support of research projects and alliances

The ZD.B platform Connected Mobility focuses on research and regional testing of digital solutions (systems and services) in the area of connected mobility.

2. COMPETITION

In order to address current and future issues in the context of mobility and digitisation as well as to support the development of innovative solutions, the ZD.B platform Connected Mobility has initiated the „Mobility Innovation Competition @ Campus" (MICC) together with the Bavarian State Ministry of Economic Affairs, Energy and Technology (StMWi). The competition aims to support student groups in developing initial ideas, examining their basic feasibility and exploring possible customer interests.

ZD.B ZENTRUM DIGITALISIERUNG. BAYERN

Sponsored by:

Bayerisches Staatsministerium für Wirtschaft, Energie und Technologie

Innovative ideas for business models and technologies could, for example, be developed and submitted on the following topics:

- **New mobility offers and services**
- **Intermodal solutions**
- **Urban mobility**
- **Rural mobility**
- **Micromobility**
- **Urban air mobility**
- **Logistics and freight transport**

The competition is endowed with prize money of up to 15,000 €.

Procedure of the competition

The submitted proposals are checked to ensure they meet the formal conditions published in this announcement. At the end of the submission period, all proposals which meet the formal criteria are handed over to a jury for a decision on an invitation to a pitch event. At the pitch, the student groups will have the opportunity to present their ideas to the jury as well as the audience.

After the pitch, the jury decides which groups will progress to the project phase. During the project phase, representatives of the ZD.B platform Connected Mobility will be available for questions and discussions.

At the end of the project phase, the results will be presented in a public event. The jury evaluates the results achieved on the basis of the decision criteria mentioned in section 3 and establishes a ranking order. Finally, each group provides the ZD.B with a set of slides that presents the results of the group and can be communicated to the public without compromising the respective exploitation perspective with regard to a possible later business foundation. Afterwards the prize money will be paid out by the StMWi according to the ranking order.

Impressions of the last competition, information about the winners and the ideas presented can be found on the competition's homepage: www.micc.bayern
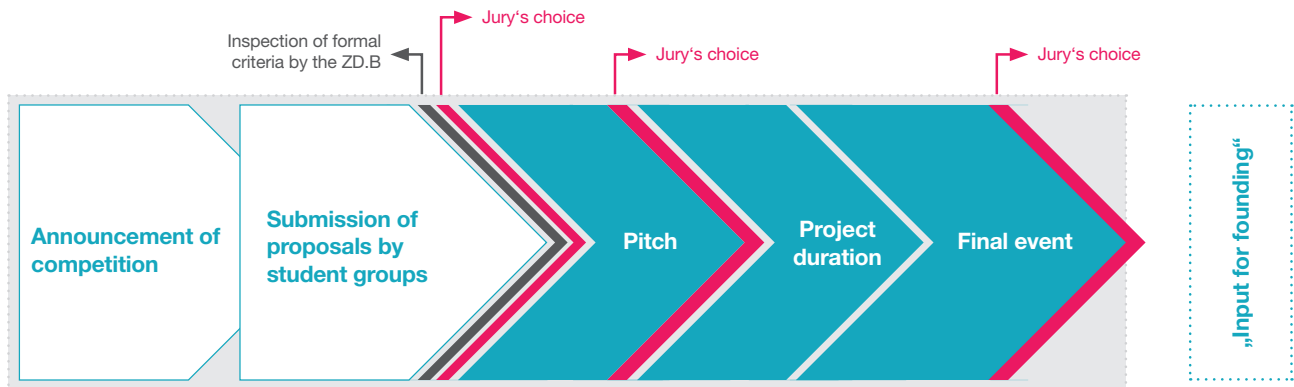
Illustration 1: Process of the competition

3. DECISION CRITERIA

The submitted proposals are evaluated according to the following criteria:

Evaluation criteria:

- Relevance (in relation to the topic of the competition)
- Novelty value (differentiation from existing solutions)
- Customer benefit
- Technical feasibility
- Practicality (from a legal, organisational and economic viewpoint)
- Growth potential
- Form of presentation

Proposals can be submitted in German or English.

In addition, the following exclusion criteria apply:

- suitability of participants (see section 5 of the announcment)
- founding status of the idea (see section 5 of the announcement)
- completeness of the documents (see section 6 of the announcement)

4. PRIZE MONEY

A maximum of 15 groups will be selected for the project phase. At the beginning of the project phase, each of these groups receives a lump sum for materials of 500 €. This lump sum is to be used for project purposes; no proof of use is required.

After the project phase, prizes will be awarded according to the ranking determined by the jury. The following grading is planned:

- 1st prize: 15,000 €
- 2nd prize: 12,000 €
- 3rd prize: 10,000 €
- 4th prize: 5,000 €
- 5th prize: 2,000 €
- 6th-8th prize: 1,000 € each

5. REQUIREMENTS

Only student teams of a minimum of two and a maximum of five students are eligible to participate. Participating students must

- be enrolled at a Bavarian University or University of Applied Sciences (HAW) and
- be of legal age.

Proof of this must be provided by a scan of the student identity cards of all members of a group, which has to be attached to the proposal. A student may only participate in one team at a time.

As the competition aims at developing initial ideas on the subject of connected mobility, it is not possible to take into account ideas for which a company has already been founded at the time of submission. It is also not possible to submit ideas for which the foundation of a company is planned within a short time frame.

6. DOCUMENTS TO BE SUBMITTED

The PDF template provided must be used for the proposals. Format settings must not be changed. Only complete applications will be considered. The proposal must contain the following subitems:

a) Motivation
- What problem does your idea solve? How often are users or customers confronted with this problem? Which developments make your idea possible in the first place? How does your idea relate to digitisation?

b) Description of idea
- Brief description of your innovative idea. This should also consider the following points:

  - Technical implementation
  - Added value for users and customers
  - Growth potential/scalability

c) Development planning in the project phase
- Which concrete work steps are planned? What criteria can be used to check the successful completion of the individual phases? Work steps and criteria can be portrayed using bullet points.

d) Team
- Contact details of team members and information about their role in the team

Scans/photos of the current immatriculation certificate of all team members must also be attached to each proposal.

7. DEADLINES

Proposals can be submitted until 15.03.2019. The pitch event is expected to take place at the end of April 2019, the closing event at the end of July 2019. The dates will be announced on the homepage of the competition www.micc.bayern and communicated directly to the teams.

Disclaimer:
Legal action is excluded.