

## #SpinUOC Rural 2026: TERMS AND CONDITIONS FOR PARTICIPATION AND PROJECT GUIDANCE AND SELECTION PROCESS

The Universitat Oberta de Catalunya (hereinafter the "UOC") organizes the annual entrepreneurship and knowledge transfer event known as #SpinUOC.

#SpinUOC is part of the UOC's [Hubbik](#) platform, created to promote and stimulate innovative, entrepreneurial and knowledge transfer projects produced by students, alumni, professors, researchers, course instructors and administrative staff of the UOC that are linked to the university's areas of knowledge.

The #SpinUOC programme, which was first launched by the UOC in 2013, has become established as a platform for the advancement of innovative and entrepreneurial projects that align with the university's core strategic areas and mission. Over the years, it has increased in number, quality and impact, broadening the opportunities available for visibility and growth.

To continue to promote entrepreneurship and achieve a greater diversity of projects, the **2026 edition of SpinUOC is split into three different calls:**

- **SpinUOC 2026**, a **general** call open to general entrepreneurial projects, as in previous editions;
- **SpinUOC Rural 2026**, which is aimed at projects with an impact on rural areas carried out in municipalities of up to 5,000 inhabitants or with direct application to the rural world; and
- **SpinUOC Dona 2026**, which is awarded for projects led by women submitted under either of the other two calls (the general SpinUOC call and SpinUOC Rural).

These terms and conditions set out the requirements for participating in **SpinUOC Rural 2026**, and the details for the general **SpinUOC Rural** call and the **SpinUOC Dona Award** can be found in their own terms and conditions.

#SpinUOC, an initiative supported by the Ramon Molinas Foundation, could be co-funded by the EU's European Regional Development Fund (ERDF) as part of the Catalonia ERDF Operational Programme 2021-2027.

This call may also be co-funded through other organizations' collaboration or sponsorship pursuant to a partnership agreement with the UOC.

## 1. PURPOSE

The purpose of this call is to set out the terms and conditions for participating in the first edition of the SpinUOC Rural programme for the promotion of entrepreneurship under *"#SpinUOC for projects relating to contemporary rural contexts, i.e. projects developed in municipalities of up to 5,000 inhabitants or with direct application to the challenges facing rural contexts, such as depopulation, digital connectivity, the management of natural resources, access to services or economic and social revitalization."* This programme includes a mentoring and training process for all projects registered with it.

I. The #SpinUOC programme is divided into three [3] phases:

**A.** In the **initial phase**, up to ten [10] projects will be pre-selected from those submitted, in accordance with the requirements established in the terms and conditions of this call.

**B.** In the **second phase**, an expert jury will select, in accordance with the terms and conditions established for this call, the four [4] finalists that, thanks to their added value, level of development and applicability, best represent the UOC's innovative activity and ability to make this knowledge available to society.

**C.** Finally, in the **third phase**, guidance will be given to the four [4] projects selected by the expert jury, regardless of their level of development – idea, prototype, marketing or acceleration phase – in relation to the business model and the communication of their idea, in order for the entrepreneurs to present their proposals at the #SpinUOC 2026 event, which will take place on 18 June 2026, unless they are prevented from doing so for valid reasons.

II. The winning SpinUOC Rural project, which will be chosen before the final event of the general SpinUOC 2026 programme, will participate in the final SpinUOC 2026 event as the eighth finalist of the competition.

## 2. TERMS AND CONDITIONS FOR PARTICIPATION IN THE SPINUOC RURAL CALL AND RULES ON ELIGIBILITY AND DISQUALIFICATION FROM TAKING PART IN THE general SpinUOC, SpinUOC Rural AND SpinUOC Dona CALLS.

I. Participation conditions: This call is open to anyone, whether or not they are a member of the UOC community, who has developed a project in municipalities of up to 5,000 inhabitants or with direct application to the challenges facing contemporary rural contexts and meets the following requirements on the date of submission of their application:

- Candidates must be natural persons over the age of 18.

- They must have a business idea or an innovative project, regardless of its state of development (hereinafter "the project").

**II. Rules on eligibility and disqualification from participation in more than one SpinUOC call in the same edition:**

- Disqualification from participation in the general SpinUOC and SpinUOC Rural calls: If the project submitted can also be considered within the general SpinUOC category, the entrepreneur must choose which call to register for (the SpinUOC call or SpinUOC Rural, which is governed by these terms and conditions), as it will not be possible to participate in both to start with.
- Eligibility and disqualification from participation in SpinUOC Rural and SpinUOC Dona: However, in order to be eligible for a prize under the SpinUOC Dona call, applicants must first register for the general SpinUOC call or for SpinUOC Rural.

### **3. SUBMISSION OF PROPOSALS**

**I.** Individuals who are interested in taking part in this call and meet the eligibility requirements set out in the previous section must complete a registration form with the information specified in Appendix III.

**II.** Registration for this call is free and involves:

- (i) Acceptance of these terms and conditions.
- (ii) Participation in the entrepreneurial training, project pre-selection and individualized guidance (in the event that the project submitted is pre-selected) processes described in these terms and conditions.
- (iii) Acceptance of the **General Terms of Participation in the Hubbik Platform's Programme**, which are attached to these terms and conditions as Appendix II.

Applications that are not submitted using the form referred to in section 1 of this article will be automatically excluded.

### **4. PHASE 1: START OF THE TRAINING AND GUIDANCE PROCESS**

**I.** Participants in this call will have at their disposal, in the training section of the virtual incubator, an online training module on "Generating and maturing business ideas", with an estimated required dedication of 40 hours, which will give them the necessary basic knowledge about the entrepreneurial process.

**II.** Participants will have the opportunity to attend two [2] e-learning (streaming) group sessions in which the business model and the lean startup methodology (preparation of a Business Model Canvas) and communication techniques (preparation of an elevator pitch) will be defined. Sessions will be recorded to enable all programme participants to view

them and access their content before submitting the required documentation.

III. For the purposes of evaluating the project idea, participants must deliver, between 19 January and 8 February 2026, through the specific "*Submission of SpinUOC documentation*" section of the [Hubbik virtual incubator](#) programme, the following documentation:

- A. An explanatory Business Model Canvas.
- B. A pitch consisting of an explanatory video of no more than ninety [90] seconds in which one or more members of the entrepreneurial team explain the main aspects of the project.
- C. A one-page executive summary of the project, following the model provided by the UOC.

All the documentation referred to above can be consulted in Appendix I to these terms and conditions.

IV. If there are any technical issues when submitting documents via the virtual incubator, these may exceptionally be sent by email to [hubbik@uoc.edu](mailto:hubbik@uoc.edu) within the deadline set out in the call.

## 5. ASSESSMENT CRITERIA AND PRE-SELECTION OF PHASE 1 PROJECTS

I. After the end of the previous phase, the submitted documentation will be examined and a maximum of ten [10] projects will be pre-selected.

II. A technical committee made up of the following members (or those designated as their replacements) will pre-select the projects:

- Mireia Riera, Hubbik director & business developer.
- Jordi Castells, Hubbik entrepreneurship and innovation programme manager.
- Txell Pedreño, Hubbik entrepreneurship officer.
- Carlos Domínguez, Hubbik entrepreneurship officer.
- Soledad Morales Pérez, academic coordinator of the UOC Rural Network.
- Carles Rocabosch, management coordinator of the UOC Rural Network.

III. The technical committee will evaluate the documentation submitted and select the projects that have obtained the highest weighted scores on the assessment scale as specified in the following sections.

IV. The degree to which projects comply with the requirements will be comprehensively assessed. One [1] point will be awarded to projects that barely meet the assessment criteria defined below, and up to four (4) points will be awarded to those that fully meet them:

- Alignment with the UOC's fields of knowledge:
  - Business idea associated with the information and knowledge society and e-learning.
  - Otherwise, the synergies that the future company may have with the [UOC Rural Network](#)'s strategic areas and missions will exceptionally be considered.

The scoring from one [1] to four [4] points for this criterion will be distributed as follows:

- Project not aligned with the UOC's fields of knowledge and not ICT-based: one [1] point.
  - Project aligned with the UOC's fields of knowledge and ICT-based: two [2] points.
  - Project aligned with the UOC's fields of knowledge, ICT-based and with a social impact on *the challenges facing contemporary rural contexts*: three [3] points.
  - Project aligned with the UOC's fields of knowledge, ICT-based and closely related to the UOC's R&I activity (UOC Rural Network): four [4] points.
- Innovativeness:
    - Innovative nature of the initiative.
    - Source of knowledge on which the business project is based.

The scoring from one [1] to four [4] points for this criterion will be distributed as follows:

- Project with no significant innovation: one [1] point.
  - Project with little innovation or that replicates existing formats: two [2] points.
  - Project with significant innovation: three [3] points.
  - Project with significant innovation and a high technological component: four [4] points.
- Viability and transferability to the market:
    - Knowledge of the market and identification of the resources necessary to carry out the project.

The scoring from one [1] to four [4] points for this criterion will be distributed as follows:

- Project in the initial phase: one [1] point.
  - Project that has conducted market research: two [2] points.
  - Project that has conducted market research and validated the need for the product/service with users/clients: three [3] points.
  - Project that has conducted market research, validated the need for the product/service with users/clients and considered its potential social impact: four [4] points.
- Project promotion team:
    - Interest and dedication commitment of the promoters of the project.
    - Professional background of the promoters of the project.
    - Academic background of the promoters of the project.

The scoring from one [1] to four [4] points for this criterion will be distributed as follows:

- Project with only one person: one [1] point.
- Project with a team of more than one person, but not a full team<sup>1</sup>: two [2] points.
- Project with a part-time team covering every business and technological aspect: three [3] points.
- Project with a full-time team covering every business and technological aspect: four [4] points.

V. By 23 February 2026, all candidates who have submitted documentation for their projects will be informed of whether theirs is one of the 10 pre-selected projects. All communications will take place inside the virtual incubator (Hubbik).

## 6. PHASE 2: INDIVIDUALIZED GUIDANCE FOR THE PRE-SELECTED PROJECTS

- The pre-selected projects will participate in a second phase involving individualized guidance or mentoring provided by an expert mentor (up to four [4] hours in duration), which will focus on developing the documents referred to in article four [4] of these terms and conditions. This second phase will take place between 23 February and 22 March 2026.
- The main purpose of this mentorship is to address different aspects of the projects' specific needs, such as the value proposition, the channels, the income sources or the customer segments. It will also focus on areas of the pitch and the executive summary that need to be improved.
- Once this phase has been completed, participants must deliver the following documentation, by 22 March 2026 at the very latest, through the specific *Submission of SpinUOC documentation* section in the dedicated space provided in the [Hubbik virtual incubator](#):
  - An evolved version of the Business Model Canvas.
  - A pitch video describing the project, with a maximum duration of ninety [90] seconds.
  - A one-page executive summary of the project, following the model provided by the UOC to all participants in the [Hubbik virtual incubator](#), which is also included in Appendix I to these terms and conditions.

## 7. JURY

- The jury examining the shortlisted projects and selecting the projects that will participate in the #SpinUOC 2026 event consists of at least 7 professionals with various links to the UOC

---

<sup>1</sup>For the purposes of this call, a full team is considered to be one that covers all the business and technological aspects of the project.



and contemporary rural contexts. The integrated profiles of the jury will be chosen taking the following factors into account:

- Jury members chosen for their links to the UOC:
- Between one and two members representing the Office of the Vice Rector for Research, Knowledge Transfer and Entrepreneurship at the UOC, of whom one will act as secretary of the jury.

- Jury members chosen for their links to contemporary rural contexts:
- At least one institutional member from among the UOC's political, economic and social partner institutions.
- Between one and three representatives of organizations from rural areas or with links to such areas.

- A member representing the Ramon Molinas Foundation (RMF), an organization that collaborates with the UOC to carry out SpinUOC.

II. The exact composition of the jury members will be notified before the start of the programme, and will be announced on the Hubbik website.

## 8. PHASE 2 ASSESSMENT CRITERIA

I. The aforementioned jury will evaluate the four [4] best projects out of the maximum of ten [10] projects pre-selected in the previous phase, based on the assessment criteria detailed below, on a scale of 1 to 4:

- Alignment with the UOC's fields of knowledge:
  - Business idea associated with the information and knowledge society and e-learning.
  - Otherwise, the synergies that the future company may have with the [UOC Rural Network](#)'s strategic areas and missions will exceptionally be considered.

The scoring from one [1] to four [4] points for this criterion will be distributed as follows:

- Project not aligned with the UOC's fields of knowledge and not ICT-based: one [1] point.
- Project aligned with the UOC's fields of knowledge and ICT-based: two [2] points.
- Project aligned with the UOC's fields of knowledge, ICT-based and with a social impact on the challenges facing contemporary rural contexts in the eHealth or e-learning/edtech sectors: three [3] points.
- Project aligned with the UOC's fields of knowledge, ICT-based and closely related to the UOC's R&I activity (UOC Rural Network): four [4] points.
- Innovativeness:
  - Innovative nature of the initiative.
  - Source of knowledge on which the business project is based.

The scoring from 1 to 4 for this criterion will be distributed as follows:

- Project with no significant innovation: one [1] point.
  - Project with little innovation or that replicates existing formats: two [2] points.
  - Project with significant innovation: three [3] points.
  - Project with significant innovation and a high technological component: four [4] points.
- 
- Viability and transferability to the market:
    - Knowledge of the market and identification of the resources necessary to carry out the project.

The scoring from 1 to 4 for this criterion will be distributed as follows:

- Project in the initial phase: one [1] point.
  - Project that has conducted market research: two [2] points.
  - Project that has conducted market research and validated the need for the product/service with users/clients: three [3] points.
  - Project that has conducted market research, validated the need for the product/service with users/clients and considered its potential social impact: four [4] points.
- 
- Project promotion team:
    - Interest and dedication commitment of the promoters of the project.
    - Professional background of the promoters of the project.
    - Academic background of the promoters of the project.

The scoring from 1 to 4 for this criterion will be distributed as follows:

- Project with only one person: one [1] point.
- Project with a team of more than one person, but not a full team<sup>2</sup>: two [2] points.
- Project with a part-time team covering every business and technological aspect: three [3] points.
- Project with a full-time team covering every business and technological aspect: four [4] points.

II. The final score of the pre-selected projects will be the average of the scores obtained in the above four [4] criteria. Once evaluated by the jury and sorted in descending order, the four [4] finalists (and two [2] back-up projects) will be selected. These will move on to the next phase and will attend the #SpinUOC 2026 event, which will be held on 18 June 2026, in accordance with these terms and conditions.

III. The decision will be announced on the [e-Noticeboard](#) of the UOC's e-services portal from 13 April 2026.

---

<sup>2</sup> A full team is considered to be one that covers all the business and technological aspects of the project.



## **9. PHASE 3: PREPARATION OF THE PARTICIPANTS IN THE #SpinUOC 2026 EVENT**

- I. The representatives of the four [4] selected projects must deliver an elevator pitch lasting no more than five minutes during the event.
- II. The representatives of the selected projects will prepare by attending group and individual mentoring sessions tailored to the needs and current status of their projects, in accordance with a personalized itinerary, to validate the business plan and model and establish the funding plan (up to 20 hours) to help carry out the projects and prepare the final presentation before the jury.
- III. These sessions will take place between 16 April and 18 June 2026.
- IV. The final event of the SpinUOC Rural programme will take place on 18 June 2026, before the general SpinUOC 2026 event.
- V. The SpinUOC Rural winner will attend the SpinUOC 2026 event as the eighth finalist of the programme. They will present their proposal alongside the other SpinUOC 2026 finalists and will be eligible to win the final prize of the programme.

## **10. AWARD OF THE #SpinUOC 2026 CASH PRIZE AND RULES ON ELIGIBILITY AND DISQUALIFICATION FROM TAKING PART IN THE general SpinUOC, SpinUOC Rural and SpinUOC Dona PRIZES**

- I. During the #SpinUOC Rural 2026 event, one [1] cash prize as detailed below will be awarded:
  - Award for the best project for rural contexts: a project developed in municipalities of up to 5,000 inhabitants or with direct application to the challenges facing rural contexts, worth ten thousand [10,000] euros.
- II. Rules on eligibility and disqualification from taking part in the general SpinUOC, SpinUOC Rural (covered by these terms and conditions) and SpinUOC Dona prizes:

No more than one project submitted under SpinUOC Rural can simultaneously win two €10,000 SpinUOC and SpinUOC Dona prizes. This means, for example, that the SpinUOC Rural winning project that attends the SpinUOC event as the eighth finalist can also win the general SpinUOC prize and the SpinUOC Dona prize, but it may not win both of the two €10,000 prizes awarded in these two calls.
- III. The jury's decision regarding the winning project will be published on the day after the #SpinUOC 2026 event on the [e-Noticeboard](#) of the UOC's e-services portal.
- IV. After the end of the SpinUOC Rural programme, and for one year, the four [4] finalists will be able to benefit from a Hubbik mentoring service focused on helping their entrepreneurial

initiative to develop and mature. In this service, Hubbik will offer different resources and specific activities aimed at giving the projects support towards their consolidation. The projects' participation in this service will be subject to acceptance by the participants of the specific terms of service and their signing of the participation agreement, which are independent of their acceptance of these terms and conditions. If they do not want to participate in the service or do not accept its terms, the projects will not be able to access the resources and activities it offers, but they will still be able to continue enjoying the resources and activities offered through the Hubbik virtual incubator.

V. The four [4] finalists will be issued with tickets for the 2027 edition of 4 Years From Now (4YFN), the entrepreneurship fair of the mobile phone industry organized by Mobile World Congress.

VI. The jury reserves the right to retract or cancel the prizes in the event of fraud or breach of these terms and conditions. Anyone committing a fraudulent act will immediately be disqualified.

## 11. TAX TREATMENT OF THE PRIZES

I. In accordance with the Spanish Personal Income Tax Law ("IRPF"), monetary prizes are subject to compulsory tax withholdings.

II. The UOC will carry out the mandatory withholding of tax on account of IRPF on behalf of the tax authorities and will issue a certificate to the winner with details of the tax withheld.

## 12. CALENDAR

I. This call will comply with the deadlines and dates listed below:

- A. Deadline for submitting proposals: **18 January 2026**.
- B. Deadline for providing the project's technical documentation (canvas + 90" pitch video + executive summary): **8 February 2026**.
- C. Notification to all the participants of the ten pre-selected projects: **by 23 February 2026**.
- D. Deadline for providing the project's technical documentation (canvas + 90" pitch video + executive summary): **22 March 2026**.
- E. Notification to the pre-selected candidates of the four [4] finalist projects: **from 13 April 2026**.
- F. #SpinUOC 2026 event: **18 June 2026**.

## 13. OBLIGATIONS OF THE PRIZE WINNERS

I. The winners of the aforementioned prizes are subject to the following obligations:



- Certify before the UOC their fulfilment of the requirements and conditions of these terms and conditions for participation.
- Participate in the different phases in accordance with the conditions established in these terms and conditions.
- Submit to the UOC's precise checks that verify, where applicable, compliance with and fulfilment of the requirements for the granting of the award.

II. In the event of a full or partial breach of the conditions established in these terms and conditions, the UOC may exclude the participant or participants and demand a full refund of the prize money if they are one of the winners.

#### 14. INTELLECTUAL PROPERTY, IMAGE RIGHTS AND CONFIDENTIALITY

- I. By accepting these terms and conditions, and in accordance with the **General Terms of Participation in the Hubbik Platform's Programme** which are attached to these terms and conditions as Appendix II, participants warrant to the UOC that they are the authors and owners of the intellectual property rights in the project documentation and explanatory video, as well as of the photograph submitted through the form on the Hubbik platform website to participate in this call, and that these do not violate the intellectual or industrial property or image rights or confidential information of any third parties.
- II. Participants authorize the UOC to use this documentation and the explanatory video for the sole purpose of performing the project selection process and deciding on the awarding of prizes.
- III. During the selection process phases, the UOC provides the participants with a series of supporting documentation and videos, which it either owns or is legally entitled to use, including, but not limited to, templates, diagrams, tutorials and guides, which participants may use to refine their project proposal. In this regard, by accepting the terms and conditions, participants undertake to use these materials for the sole purpose of complying with the provisions of these terms and conditions and to ensure their non-disclosure and confidentiality, as well as not to disseminate them, disclose them to third parties or make any use of them other than for the aforementioned purposes.
- IV. The participant is liable to the UOC for any claim by third parties arising from the violation of intellectual or industrial property rights and image rights with respect to the project documentation and explanatory video with which they participate in this call and regarding the documentation and supporting videos provided by the UOC. The UOC reserves the right to exclude those participants who infringe the ownership rights of the UOC or third parties.
- V. The UOC guarantees to all participants, regardless of whether or not they are finalists or selected as winners, the non-disclosure and confidentiality of all the information and documentation provided and generated by them as part of their participation in this call. This obligation will remain in force even after the final decision on the award envisaged in these terms and conditions, with the exception of information or documentation on the

project that the participant voluntarily authorizes the UOC to make public on the occasion of the presentation of the project during the SpinMeetings, the presentation of the project at the #SpinUOC 2026 event and the publication and dissemination of the winning projects by the UOC.

VI. In the event that the participant is selected to present their project during the #SpinUOC 2026 event, they authorize the UOC to capture, process, record and disseminate their image and voice and the contents provided by them during the event, in the photographic and audiovisual material prepared by the UOC to promote and publicize their project proposal, as well as to publish the results of this call and the #SpinUOC 2026 event.

## 15. DATA PROTECTION

I. This call is governed by the personal data legislation set forth below.

II. In compliance with Organic Law 3/2018 of 5 December on the protection of personal data and guarantee of digital rights and Article 13 of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter "GDPR"), the participants are informed of the following aspects.

### Data controller

Fundació per a Universitat Oberta de Catalunya  
Rambla del Poblenou 156-158, Barcelona

If you have any questions about the processing of personal data, you can contact the data protection officer at the email address [dpd@uoc.edu](mailto:dpd@uoc.edu).

### Purpose of the processing

- Organize, manage and make decisions regarding participation in this call for participation and the project guidance and selection process under #SpinUOC 2026 (hereinafter "the activity").
- Process and use, within the framework of the activity, the participant's voice and image included in the audiovisual recordings provided by them as part of their documentation.
- Capture, process and disseminate the participant's voice and image during the #SpinUOC 2026 event.
- Publish the full names of the finalists on the e-Noticeboard of the UOC's e-services portal for the purpose of publicizing the selected projects.
- Assess and monitor the activity through related statistics and satisfaction surveys.
- The UOC will also provide the members of the jury with personal data as strictly necessary to select the winners, as specified in these terms and conditions.

### **Additional purposes**

- If the participants so authorize by filling in the voluntary information fields on the form, the data provided will be processed to examine the scope and impact of the activity.
- If the participants so authorize, to generate, use, disseminate and publish photographic and audiovisual material produced by the UOC during #SpinUOC 2026 containing their image, full name or voice, for promoting and disseminating the activity and providing information regarding the UOC prizes on the website, as well as in the UOC's own media and corporate social media profiles.
- If the participants so authorize, to send information related to Hubbik services and activities in addition to the latest entrepreneurship-related news.

### **Legal basis**

- The organization and management of the activity, as well as its related decision, and the publication on the e-Noticeboard of the UOC's e-services portal of the finalists and winners' full names, as well as the disclosure of personal data to the members of the jury as strictly necessary for the selection of the winners, are based on the performance of a contract (the terms and conditions of the call for the activity).
- The legitimate interest in evaluating and monitoring the activity through related statistics and satisfaction surveys.
- Consent for the promotion, dissemination and information relating to this call for the activity and future calls, and to send information relating to Hubbik services and activities and latest news and to examine the reach and impact of the activity.

### **Storage period**

Personal data will be retained for the duration of the activity. At the end of the indicated period, the UOC will keep the personal data blocked for the period necessary to comply with the legal obligations resulting from any liability that may arise in relation to the indicated purposes. When these liabilities expire, the personal data will be deleted permanently.

### **Recipients**

The data you provide us with by participating in this call will be communicated to third parties if necessary to comply with the legal obligations that apply in each case.

The UOC will provide the members of the jury with personal data as strictly necessary for the selection of the winners, as provided in these terms and conditions.

In addition, the UOC works with service providers that assist it in performing different tasks related to the processing of your personal data.

### **Security**



The UOC shall process personal data with the utmost confidentiality. In addition, it has implemented appropriate technical and organizational measures to guarantee their security and prevent their destruction, loss, illicit access or illicit tampering. These measures have been established taking into account criteria such as the scope, context and purposes of the processing, the state of the art and the existing risks.

### **Data subjects' rights**

You have the following data protection rights:

<b>Right</b>	<b>What does it consist of?</b>
Right of access	You can see what personal data we hold.
Right to rectification	You can rectify the personal data we have when they are inaccurate.
Right to object	You can ask us not to process your personal data for certain specific purposes.
Right not to be subject to automated individual decision-making	You can ask not to be subject to a decision based solely on the automated processing of your data, including profiling, which produces legal effects concerning you or similarly significantly affects you.
Right to erasure	You can request that your personal data be erased.
Right to restriction of processing	You can request that the processing of your personal data be restricted.
Right to data portability	You can ask us to provide the information we have in a machine-readable format.



Right to file a complaint with the supervisory authority	<p>You can file a complaint.</p> <p>Without prejudice to the possibility of exercising your rights before the data controller, you may file a complaint with the supervisory authority in defence of your rights at any time via the website <a href="http://www.apdcat.cat">www.apdcat.cat</a>.</p>
--	--

To exercise these rights, simply send an email to the UOC at [fuoc\\_pd@uoc.edu](mailto:fuoc_pd@uoc.edu) with "Data protection" in the subject line. Provide the minimum information required by the current legislation and, if applicable, attach a copy of your national identity document (DNI) or equivalent. If your request does not meet these requirements, you may be required to amend it. There is no charge for exercising these rights, although a fee may be charged for requests that are unfounded, excessive or repetitive.

## 16. ACCEPTANCE OF THE TERMS AND CONDITIONS

I.Submission of the application involves:

- A. Acceptance of the terms and conditions of this call.
- B. Acceptance by the participant of fulfilment of the itinerary described in these terms and conditions.
- C. Attendance at the #SpinUOC 2026 event, which will be held on 18 June 2026.
- D. Agreement by the winners to provide the UOC, at its request, with brief details about the progress of their project during the year after the presentation at the general #SpinUOC 2026 event and the Rural event, in order to maintain the relationship and collaboration and for publication in the UOC's activity reports and other information of the UOC related to the #SpinUOC programme.
- E. Acceptance of the **General Terms of Participation in the Hubbik Platform's Programme**, which are attached to these terms and conditions as Appendix II.

II.The UOC reserves the right to extend the deadlines established in this call if it deems this appropriate, or to cancel or suspend them, as long as the decision is justified for reasons of force majeure, legal obligations, or other criteria. In this case, the UOC shall be free of any liability or compensation as regards the participants.

III.The UOC may disqualify any participants who are in full or partial breach of the participation terms and conditions set forth herein.

IV.Those selected undertake to comply with each and every one of the phases established in these terms and conditions, except in the event of a cause duly justified with supporting

documents. If the technical committee determines that the cause of termination is not duly justified or is in bad faith or reckless, the selected person will be excluded from competing in future editions of SpinUOC or any other entrepreneurship programmes organized by the UOC.

## **17. RESPONSE TO ENQUIRIES**

I. The UOC provides participants with an online mailbox for enquiries regarding these terms and conditions, deadlines, conditions for participation and, in general, the aspects regulated therein: [spin@uoc.edu](mailto:spin@uoc.edu).

## **18. JURISDICTION**

I. These terms and conditions are governed by Spanish law.

II. Any disputes or litigation arising from these terms and conditions and the grants awarded will be resolved by the courts of the City of Barcelona. The applicants and beneficiaries waive any other jurisdiction that may apply to them.

Barcelona,

Xavier Vilajosana

Vice Rector for Research, Knowledge Transfer and Entrepreneurship

## APPENDIX I: DELIVERABLES REQUIRED FOR THE PROJECT PRE-SELECTION PROCESS

### A) CANVAS MODEL

A **canvas** of the project must be prepared to explain the business model using one of the templates on which the tool is based.

#### Canvas: a brief guide

**Aim:** The canvas is a very practical visual tool for designing business models. In a single image, you can build and analyse the different parts that must be considered when creating a business project.

Working with a canvas entails a reflection process in which uncertainty regarding the business project is addressed by asking the following questions: *what?*: value proposition; *how?*: key resources, key activities and key partners; *who?*: customer segments, customer-channel relationships; *how much?*: cost structure and source of income.

As it is a process of reflection, each of the nine parts must be addressed by answering questions about the project.

#### 1. Value proposition

You must solve a problem, satisfy a need. You must answer the following questions: What value will you provide to customers? What customer problems will you help to solve? What customer needs will you satisfy? What products or services will you offer in each market segment?

#### 2. Market segment

These are the people or organizations targeted by your proposal. You can target one or more different segments and offer one or more different products or services. You must answer the following questions: Who do you want to create value for? Who are your most important customers?

#### 3. Channels

Your value proposition must reach your customers; and, in order for that to happen, you need communication, distribution and sales channels. You must answer the following questions: How will you promote your company's products and services? How can you help your customers evaluate your value proposition? How can your customers buy your products or services? How can you deliver your value proposition to your customers? What after-sales service do you offer?

#### 4. Customer relationships

You must decide what type of relationship you will establish with each of your market segments. You must answer the following questions: What type of relationship is expected by the various market segments? What type of relationship will you establish with them? How much will it cost? How are they integrated into your business model?

#### 5. Revenue streams

This is the cash flow that the company is expected to generate for each segment. Profit: income – expenses. You must answer the following questions: How much are your customers willing to pay? How much do they currently pay? How do they currently pay?

How would they like to pay? How much will the different sources of income contribute to the total?

#### 6. Key resources

These are the assets that are needed to offer and deliver your value proposition and enable the business model to work. You must answer the following question: What key resources does your value proposition require in terms of distribution channels, customer relations and sources of income?

#### 7. Key activities

These are the most important actions that you must carry out for your business model to work. You must answer the following question: What key activities does your value proposition require in terms of distribution channels, customer relations and sources of income?

#### 8. Key partnerships

This is the network of suppliers and partners needed for your business model to work. You must answer the following questions: Who are your key partners? Who are your key suppliers? What key resources do you get from your partners? What are your partners' key activities?

#### 9. Cost structure

This is made up of the costs involved in starting up and operating your business model. You must answer the following questions: What are the most significant costs inherent in your business model? What are the most expensive key resources? What are the most expensive key activities?

You will find more information about the Business Model Canvas by following this [link](#).

You can access a **canvas template** by following this [link](#).

The Business Model Canvas provided by the organization is subject to a Creative Commons Attribution-ShareAlike 3.0 Unported licence.

The resulting **canvas** must be sent before the deadline stated in these terms and conditions from the section provided for this purpose in the virtual incubator. Candidates will be given access to this once they have registered for #SpinUOC.

### B) EXPLANATORY VIDEO: 90" PITCH

Candidates must **record a video of up to 90 seconds explaining the project** by answering the following questions: What problem does it address? What does it consist of? What is its most innovative feature? Who may be interested in it? **The following table suggests a possible structure for organizing the video:**

Duration (seconds)	Key question	Description
5-10	<b>Who are you?</b>	Full name and affiliation with the UOC.
5-10	<b>What is it?</b>	Explain what your project is or what it is about in a single sentence.

10-15	<b>What problem does it address?</b>	Describe your project's context and the problem it addresses.
15-20	<b>What does your project consist of, and what is its current stage of development?</b>	Provide more information about the project: value proposition, features, users and achievements. Include the current stage of the project: conceptualization, development or market launch.
1-15	<b>Most innovative feature</b>	Explain your project's most innovative and differentiating feature compared to what is already available on the market (if applicable).
10	<b>Stakeholders</b>	List the stakeholders or organizations outside the UOC that may benefit from your project.
10	<b>Why do you want to take part in #SpinUOC?</b>	Briefly explain what benefit you hope to gain from taking part in #SpinUOC (investment, collaboration, dissemination, etc.).

You can use a mobile phone or webcam to make the recording, provided that the sound and image are of sufficient quality. This [video tutorial](#) has some practical tips for making a good recording. You can record it in **Catalan, Spanish or English**.

The recorded **video** must be sent by the deadline stated in these terms and conditions, specifying the name of the project, using the section provided for this purpose in the virtual incubator. Participants will be given access to this once they have registered for #SpinUOC.

### C) EXECUTIVE SUMMARY

An **executive summary** supplementing the information available about the project must be prepared. The executive summary is an abstract that must be delivered in an editable format in accordance with the attached one-page data sheet template. The appropriate information must be provided in each section, using only the space provided in the text boxes. The executive summary must be sent, before the deadline stated in these terms and conditions, from the section provided for this purpose in the virtual incubator. Candidates will be given access to this once they have registered for #SpinUOC.

**Nom del projecte / Nombre del proyecto**

Baseline

Logo projecte /  
Logo proyecto

**Resum / Resumen**

Text text text

**Equip promotor/emprenedor / Equipo promotor/emprendedor**

- 
- 
- 
- 

**Producte/solució Producto/solución**

Text text text

**Avantatges competitius / Ventajas competitivas**

- 
- 
- 
- 

**Model de negoci / Modelo de negocio**

Text text text

**Mercat objectiu / Mercado objetivo**

Text text text

**Competència / Competencia**

Text text text

**Fites assolides / Hitos logrados**

- 
- 
- 
- 

**Fites per assolir / Hitos por conseguir**

- 
- 
- 
-



## **APPENDIX II: GENERAL TERMS OF PARTICIPATION IN THE HUBBIK PLATFORM'S PROGRAMME**

This Appendix contains the general terms that the entrepreneur must accept in order to take part in the Hubbik programme. This is a programme developed by the Universitat Oberta de Catalunya (hereinafter the "UOC") to promote innovative, entrepreneurial and R&D projects developed by any member of the UOC Community and other innovative projects within the sphere of education and ICTs (hereinafter the "programme").

The programme comprises different phases of action in the development of entrepreneurial projects: (i) phase 1 (initial phase): generation and development of the business idea; (ii) phase 2: mentoring during creation and start-up; and (iii) phase 3: consolidation and growth.

The entrepreneur is the promotor of a project (hereinafter the "project") and is interested in taking part in the programme.

Participation in the Hubbik platform's programme entails express agreement and acceptance of all the general terms set forth herein. Subsequent selection of projects to take part in the creation and start-up mentoring phase and the consolidation and growth phase will require signature of the corresponding agreement to participate in Hubbik activities.

### **1. Participation procedure**

In order to take part in the programme, the entrepreneur must fill in the registration form on the Hubbik website, providing the necessary information concerning the project for it to be accepted.

Nevertheless, on the basis of the information supplied in the registration form, the UOC reserves the right to determine whether the project meets the requirements for taking part in the programme.

The information supplied in the registration form must provide an accurate picture of the project and help give the necessary knowledge to enable Hubbik to gain a proper understanding of it for the purpose of making decisions.

### **2. Programme content and functioning**

Subject to prior acceptance by the UOC, the entrepreneur will receive support for their business project through participation in the programme. This support will include the following activities:

- Specific support and guidance for identifying, defining and validating the business idea.

- Initial guidance capsules covering the main aspects of the entrepreneurial process (generating and developing the business idea) and others that provide training in specific business aspects (legal aspects, access to investment and communication).

The programme will have a maximum duration of one year after acceptance of these general terms.

### 3. Participation commitment

The entrepreneur undertakes to:

- Take part in all the activities defined in Clause 1, unless they are prevented from doing so for valid reasons; and show diligence and dedication in their performance.
- Inform the UOC of the status and key aspects of the development of the project up to one year after its completion.

The UOC may exclude the entrepreneur from the programme in the following cases:

- Frequent absences from arranged activities by the entrepreneur or repeated lack of interest in proposed actions; or
- Inappropriate conduct or flagrant disrespect shown to anyone related to the programme, such as fellow participants, trainers, mentors or coordinators.

### 4. Selection for the following phase

Once the first phase of the programme has been completed, the entrepreneur must provide the following compulsory documentation to enable the UOC to evaluate the project and determine its suitability for the following phase:

- A Business Model Canvas explaining the business model;
- An elevator pitch consisting of a video explaining the project; and
- An executive summary of the project.

Once the documentation has been submitted, a technical evaluation committee will examine the projects and select those that are to progress to the subsequent guidance phases, based on the following objective criteria:

- Strategic alignment with the UOC and social impact: business idea associated with the information and knowledge society and e-learning. If the above is not the case, any synergies that the future company may have with the UOC's research groups will also be assessed. Social impact is understood to be the degree to which the idea can contribute social progress and transformation.
- Innovativeness: innovation and technological or knowledge component. Originality of the initiative and source of the knowledge that gave rise to the project.
- Feasibility and market transferability: knowledge of the market and identification of the resources required to carry out the project (material, financial, human, technical and legal).
- The project leader's entrepreneurial profile and presentation skills: the project promoters' interest and commitment, career track record and academic background, as well as their communication skills in presenting the project.

If the entrepreneur receives no notification from the UOC within three months after the end of the programme, it will be understood that the project has not been selected for the following phase.

The UOC is authorized to refuse to allow the project's continuity in the programme if the entrepreneur is found to have lied about any aspect concerning the project.

## **5. Access to the documentation and confidentiality**

In view of the project's innovative nature, all the information and documents related to it will be considered confidential information (hereinafter the "confidential information"), including but not limited to business, scientific, technical, commercial or any other information, technical data, know-how, ideas, inventions, concepts, business plans, new products, contracts, projects, documents, designs, logos, new technologies, plans, drawings, instructions, recommendations and any other information that may have been provided by the entrepreneur and classified as confidential or which, due to its nature or the circumstances in which the disclosure was made, must in good faith be considered confidential.

The UOC may only use the confidential information for purposes related to the programme, and only to the extent necessary for such purposes.

The documentation provided by the UOC to the entrepreneur as part of the initial programme will also be considered confidential information, and the entrepreneur is therefore also bound by the confidentiality obligations set forth in the general terms.

The confidential information will be treated confidentially by the UOC and its employees and associates. In general, the UOC will apply the same diligence with respect to the confidential information as it would to safeguard its own confidential information and must take any steps that may be necessary to prevent unauthorized third parties from gaining access to the confidential information and to limit access to the confidential information to those of its employees or associates who need it in order to assess and subsequently select the project, requiring them to abide by a confidentiality obligation that is identical or equivalent to that described in these general terms.

If the entrepreneur leaves the programme, the UOC undertakes to return the entrepreneur's confidential information and documentation or, failing that, to destroy it.

The UOC must notify the entrepreneur of any unauthorized use or disclosure of the confidential information.

## **6. Publication and dissemination of the project information**

**If the entrepreneur has given their express consent**, the UOC may publicize aspects relating to the project or the entrepreneur's participation in the programme: title of the project, a brief summary of its content, the entrepreneur's name and nationality, which part

of the UOC community they belong to, the phase or status of the project, the sector to which it relates, and generic references to the solution, product or service on which the project is based.

Any processing and dissemination of personal data that may be carried out in connection with this call will be carried out as provided in section 8.

If the entrepreneur does not give their express consent, dissemination activities must be limited to matters that do not involve personal data (title of the project, brief summary, current status, needs).

Finalists under the programme hereby authorize the UOC to publicize their image and presentation related to the scope of the programme on the UOC's corporate channels and social media.

## **7. Intellectual and industrial property**

Participation in the programme does not entail any transfer of ownership to the UOC. However, participants hereby grant the UOC a licence of use in relation to the materials with which they are taking part, any confidential information, documents or any intellectual or industrial property rights of the entrepreneur, for the purposes and with the scope provided for in the general terms of the call.

The entrepreneur also grants a non-sublicensable licence of use in relation to their image and materials disseminated during the recording of the awards ceremony, indefinitely, free of charge and without any geographical or time restrictions, to enable the UOC to carry out the dissemination specified in the previous section.

The entrepreneur acknowledges that the intellectual property rights to all the technical, educational and support materials provided by the UOC, such as guides, manuals and others provided to the programme's participants, belong to the UOC and, therefore, cannot be used or exploited by the entrepreneur.

## **8. Data protection**

The UOC undertakes to process all the personal data that may be processed under these general terms in accordance with the principles and duties contained in Organic Law 3/2018 of 5 December on the Protection of Personal Data and Guarantee of Digital Rights (LOPDyGDD) and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (GDPR), and any other relevant regulations.

The personal data will be processed by the UOC with the purpose of managing the entrepreneur's participation in the programme and in accordance with the purposes set forth in these general terms, and it will be retained for such time as may be necessary to comply with the applicable legal obligations. The entrepreneur may exercise the rights of

access, rectification, erasure, objection, restriction of processing, portability and to not be the subject of individual decisions based on automated processing, in accordance with the terms of the data protection legislation, by writing to the following email address: [fuoc\\_pd@uoc.edu](mailto:fuoc_pd@uoc.edu).

### APPENDIX III. DATA COLLECTED IN THE PROGRAMME REGISTRATION FORM

**Name**

**Surname**

**Email**

**Gender**

**Telephone**

**Date of birth (dd/mm/yyyy)**

**Geographic area:** Barcelona (province); Catalonia (other provinces); Spain (other autonomous regions); other country

**City**

**Affiliation with the UOC:** Student; Graduate; Research professor; Course instructor; Administrative staff; Other

**What is your relationship with the UOC?**

**How did you find out about us?**

**Title of the project**

**Project website**

**Origin of the initiative**

**Description of the project**

**Number of people participating in the project**

**Project status**

**Project needs**

**Have you previously participated in an entrepreneurship programme?**