#SPINUOC 2019: RULES FOR PARTICIPATION AND PROJECT GUIDANCE AND SELECTION PROCESS

<u>**Objective and organization**</u>

On **13 June 2019**, the Universitat Oberta de Catalunya (UOC) will hold its sixth **entrepreneurship and knowledge transfer event,** #SpinUOC. During this event, **eight projects** developed within the UOC community will be presented in just over five minutes before people and organizations who may be interested in implementing or promoting them within their respective fields.

This call includes a **mentoring and training process** for **all** the *made in UOC* projects that are entered. Within the framework of this process, up to **20 projects** will be **pre-selected** in an initial phase. In a more advanced stage, an expert jury will choose from these projects the **eight finalists** considered to be most representative, for their added value, their degree of maturity and their applicability, of the University's innovative activity and capacity to put this knowledge at the service of society. The candidates for the 2019 podium must be preferably technological projects, services or products that are innovative and transferable to the market, irrespective of their stage of development (idea, prototype, commercialization or acceleration).

#SpinUOC is organized within the framework of Hubbik, the UOC platform created to foster entrepreneurship, transfer and open innovation related with the UOC's fields of knowledge. The initiative is supported by Estrella Damm, Foment del Treball, the Ramon Molinas Foundation, Seed&Click and the Government of Catalonia's Ministry of Economy and Business, through the Secretariat for Universities and Research, with co-funding by the European Regional Development Fund (ERDF).

<u>**Who can take part?**</u>

The procedure is open to any member of the UOC community – **students, alumni, professors, researchers, course instructors and administrative staff –** who is developing an innovative project or company.

The finalist projects can be viewed at the following links for 2013, 2014, 2015, 2016, 2017 and 2018.

<u>**What do I need to do to take part?**</u>

The proposal registration process starts with publication of these rules and closes on **7 January 2019**. If you have a project that meets the #SpinUOC criteria, simply complete the following online form to submit it.

Once registration has been accepted, participants must follow the itinerary explained below.

Project training, guidance and pre-selection process

Phase 1: Initial training and project pre-selection

All the projects entered in this call will receive training in the entrepreneurial process given by the Hubbik **online platform**, which will be enabled once **registration is accepted** under the terms established by the organizers.

The training will consist of a fully online course on **Business Idea Generation and Maturing**, with an estimated duration of 40 hours.

At the same time, candidates **must take part in two group sessions** (with each session lasting three hours) which will be given in a blended format (candidates can either attend on-site or view it by streaming) in **January** 2019, on defining the business model and lean startup methodology (preparation of a business model canvas) and communication techniques (preparing the pitch).

This part of the process (training and initial guidance) **will not be compulsory** if you have stated that you have taken part in other entrepreneurship education or support processes (supporting documentation will be requested).

The **compulsory documentation** for assessing the project must be submitted from 8 January to 4 February 2019, which is the closing date of this phase, as follows: a **canvas** explaining the business model and your **pitch,** in the form of an explanatory video with a maximum duration of 90 seconds, featuring one or more members of the team who explain the project's key aspects, and an executive summary of the project following a template provided by the organization. The requirements for preparing and sending these documents are explained at the end of these rules, in Appendix 1.

At the end of this phase, a technical assessment committee will pre-select a maximum of 20 projects, analysing the documentation submitted on the basis of the following criteria: alignment with the UOC's fields of knowledge, innovativeness, viability and market transferability, the project sponsors' presentation abilities, and social impact.

The list of pre-selected projects will be published after 15 February.

Phase 2: Individualized guidance for the pre-selected projects

The pre-selected projects will take part in a second **compulsory** phase consisting of individualized guidance by an expert mentor (up to 4 hours) to develop and improve the submitted documents (canvas, pitch and executive summary). This phase will last from **18 February** to **4 March 2019**.

The goal pursued by these mentorships is to resolve the projects' specific needs in different areas, such as value proposition, channels, sources of income or customer segments. They will also enable attention to be paid to aspects of the pitch and the executive summary that need improving.

Upon completing this second guidance phase, the participants must provide the following documentation by **4 March** at the latest: an **evolved version of the canvas**, that explains the business model, and a **video pitch explaining the project**, with a maximum duration of 90 seconds, and an **executive summary** (one-page) of the project, following a template that will be made available to the participants. These may be new documents or the same documents submitted in the first phase, as the participant thinks best, taking into account the mentor's recommendations.

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Selection of the 8 projects that will take part in #SpinUOC 2019

After completing the second personalized guidance phase, a jury will analyse the pre-selected proposals in order to choose the eight best projects (and two backup projects), evaluating the documentation submitted on the basis of the following criteria: (1) strategic alignment with the UOC and social impact, (2) innovativeness, (3) viability and market transferability, (4) the project leader's entrepreneurial profile and communication abilities.

Description of the assessment criteria:

1. Strategic alignment with the UOC and social impact: Business idea related with the information and knowledge society and e-learning. If this is not the case, the synergies that the future company may have with the UOC's research groups will also be considered. The social impact, understood as the degree to which the idea may contribute to social transformation and progress.

2. Innovativeness: Novelty and technological or knowledge content. Newness of the initiative and origin of the knowledge behind the project.

3. Viability and market transferability: Knowledge of the market and identification of the necessary resources to carry out the project (material, financial, human, technical and legal).

4. The project leader's entrepreneurial profile and communication abilities: Interest and commitment shown by the project's sponsors, academic and professional background of the people behind the initiative, and communication skills in presenting the project.

The decision will be made public on the UOC e-Centre's e-Noticeboard on **22 March** 2019.

Jury members:
- **Juan Álvarez**, founder of Seed&Click and vice-president of the Spanish Association of Business Angels Networks (AEBAN).
- **Joan Arnedo,** professor at the UOC's Faculty of Computer Science, Multimedia and Telecommunications.
- **Eduard Bosch**, deputy general manager of Finance and Resources at the UOC.
- **Xavier Jaumejoan**, ACCIÓ's head of Technological Business Development.
- **Maria Mora**, manager of the Business Creation Office at Foment del Treball Nacional.
- **Esteban Redolfi**, programme director, Mobile World Capital.
- **Mireia Riera,** director of the UOC Knowledge Transfer and Research Support Office (OSRT).
- **Santi Ruana**, CEO of IPM and member of the Ramon Molinas Foundation.
- **Tania Sagaste**, ICT investment analyst at Caixa Capital Risc.
- **Enric Serradell**, director of MBA programmes, UOC Faculty of Economics and Business.
- **Germán Talón**, UOC Alumni representative.

Preparing the participants for #SpinUOC 2019

The participants of the eight selected proposals must prepare for the event, where their participation will be focused on two key moments: presentation of their project on a stage, giving an elevator pitch lasting five minutes before more than 200 people, and the **Spin Meetings**, meetings lasting no more than 10 minutes with stakeholders in their field.

This preparation will consist of group and one-to-one mentoring sessions over a period of three months, adapted to the projects' needs and current status, with the goal of validating the **model** and **business plan** and defining the **funding plan** (up to 20 hours), to help make the projects happen and prepare for the **Spin Meetings**; and prepare the **presentation**, transforming it into the best selling tool (up to 10 hours per project).

The participants will sign an agreement with the UOC that will establish the framework of cooperation between the parties.

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_____**Prizes**

This year, three prizes will be awarded among the eight projects selected, which will be decided at the event:
- One for the best entrepreneurial project, endowed with 3,000 euros.
- One for the best project with social impact, that is, the project that contributes the greatest transformations and the greatest social progress, sponsored by the Ramon Molinas Foundation and endowed with 2,000 euros.
- One for the best presentation, endowed with 2,000 euros.

The winning projects will have access to a support programme for the development, validation and implementation of the business model and a funding plan (valued at 2,500 euros), provided by Hubbik.

The eight projects presented at the event will be given a ticket for 2020's Years From Now (4YFN), the Mobile World Congress's entrepreneurship fair, where they will be able to promote the projects. In addition, some of these eight projects will be given a space on the UOC's stand at 4YFN 2020.

_____**Tax effects**

As the cash prizes exceed 300 euros, they will be subject to a tax withholding on account of personal income tax. The prizes in kind will also be subject to a payment on account of personal income tax, as their market value exceeds 300 euros.

The UOC will make the withholding and/or payment on account of personal income tax to the revenue service and will issue a certificate to the winners with the details of the prize and the withholding and/or payment on account made.

_____**Key dates**
- Deadline for sending proposals: **7 January** 2019.
- Deadline for submitting the project's technical documentation (canvas + 90" pitch video + executive summary): **4 February 2019**.

- Notification of all the participants in the 20 pre-selected projects: **after 15 February 2019**.
- Deadline for submitting the project's technical documentation (canvas + 90" pitch video + executive summary): **4 March 2019**.
- Notification sent to the pre-selected projects with the decision of the 8 finalist projects: **after 22 March**.
- #SpinUOC 2019 held: **13 June** 2019.

Terms of participation in #SpinUOC 2019

#SpinUOC is an initiative within the framework of the Hubbik platform and is subject to the general terms of participation in this platform, which you can see here. By participating and sending us a video, the participant accepts these conditions, particularly those concerning confidentiality, observance of third parties' rights and the platform's and UOC's rules.

In addition, the participant accepts the following special conditions, which are applicable to the candidates and participants in #SpinUOC:

1) The participant warrants that:

a) the project presented is an original idea and personal creation, and that development and dissemination of this creation does not infringe any third-party right (intellectual and industrial property, secrecy, privacy, etc);

b) neither the video submitted nor, if it is selected, the materials prepared for presenting the project at the #SpinUOC 2019 event, contain any content subject to copyright or other third-party rights that are used without authorization by such rights' holders.

2) The participant authorizes the UOC to reproduce and disseminate the video presenting the project among the #SpinUOC 2019 evaluation committee's members with the goal of evaluating it, and also to make a copy which will be kept in the UOC's archive. The UOC will maintain confidentiality in accordance with the rules of the Hubbik platform.

3) If the participant is selected to present his or her project at #SpinUOC 2019, said participant grants the UOC the rights set forth in the attached authorizing document to record and publicize any participation in #SpinUOC 2019.

4) The personal data collected and processed by the UOC within the framework of the activities carried out at #SpinUOC will be processed in accordance with the UOC's privacy policy, which the participant can view here, for the purpose of managing the interested party's participation in #SpinUOC and publicising the winning projects. Furthermore, the participant consents to the UOC communicating or making public this data within the framework of #SpinUOC, including the participant's full name, email address, image and voice (for example, in the recordings of the #SpinUOC presentations).

5) The winning participants agree to briefly inform the UOC about the project's progress during the year after presentation at #SpinUOC 2019, in order to maintain the relationship with the

UOC and cooperate with the University, and also so that the latter can publish this information in its activities reports and other information-related activities.

In any case, if any information or clarification is required, the participant can contact the #SpinUOC/Hubbik team at *spin@uoc.edu*.

#SPINUOC AUTHORIZATION

With this document, the #SpinUOC 2019 participant authorizes the Universitat Oberta de Catalunya (UOC) with respect to the following:

1. Performance, treatment and processing of the photographic, audio or audiovisual recordings made as a result of participation in the **#SpinUOC 2019** contest, including recordings with the participant's image and voice, for the purpose of promoting the contest's prestige and visibility, and also for correct dissemination and conservation.

2. Reproduction, distribution and public communication of the above recordings, or parts of said recordings, without any exclusivity, in any form or format of use, in all the countries in the world without geographical limitation and for any teaching, publishing or dissemination purpose of the University and of the #SpinUOC contest, including making them available to the public on the internet or their inclusion in a database of public or institutional use.

3. The exploitation of the videos under any Attribution-ShareAlike (BY-SA) v.3.0 Spain (Spanish jurisdiction) Creative Commons licence is at the discretion of the UOC.

4. Use and processing of the first name and surname(s) and any other personal data that the UOC may have requested in order to participate in #SpinUOC 2019.

This authorization and license is granted for the entire term of protection of the recordings, without any financial consideration.

Likewise, the participant authorizes the UOC to reproduce, distribute and make available to the public copies of other materials prepared by the participant and submitted to the UOC within the framework of #SpinUOC (presentations, technical documentation or white papers, leaflets, etc), provided that these materials are not identified as "confidential".

It is understood that use of the participant's image and voice with respect to the recording and the exploitation and dissemination expressly authorized by this license will respect at all times the honour and attribution of the participant's name, without prejudice to the exceptions and restrictions on use provided in Law 1/1982, of 5 May 1982, concerning the civil protection of the right to honour, personal and family privacy and personal image.

The participant may exercise their right to access, rectify, cancel and oppose the use of their personal data from here.

Appendix 1: requirements of the deliverables for the project pre-selection process

A) CANVAS MODEL

A **project canvas** must be prepared using any of the templates on which this tool is based and which enables the business model to be explained.

Canvas: brief user guide

Objective: The canvas is an eminently practical and visual tool for designing business models. Within the same image, we build and analyse the different parts that must be taken into account when developing a business project.

In order to work with the canvas, it is necessary to engage in a reflection process in which we remove uncertainty about our business project by asking ourselves: *What?,* value proposition; *How?*, key resources, key activities and key partners; *Who?*, customer segments, customer relations and channels; *How much?*, cost structure and sources 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

We must solve a problem, satisfy a need. We will answer: What value will we provide to our customers? Which of our customers' problems will we help them solve? What customer needs do we satisfy? What products/services do we offer to each market segment?

2. Market segment

Those targeted by our proposition: people or entities. We can target one or more different segments and offer one or several different products/services. We will answer: For whom do we wish to create value? Who are our biggest customers?

3. Channels

Our value proposition must reach our customers, so we need communication distribution and sales channels. We will answer: How do we publicize our company's products and services? How do we help customers evaluate our value proposition? How can customers buy our products/services? How do we deliver our value proposition to our customers? What after-sale service do we offer?

4. Customer relations

We will decide what type of relationship we will have with each of our market segments. We will answer: What type of relationship do the various market segments expect? What type of relationship will we create? What will be its cost? How do they integrate in our business model?

5. Sources of income

Cash flow that the company is expected to generate for each segment. Profit: income – expenses. We will answer: What value are our customers willing to pay? How much are they currently paying? How are they paying currently? How would they like to pay? How much will the different sources of income contribute to the total?

6. Key resources

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These are the assets that are needed to offer and deliver our value proposition and for the business model to work. We will answer: What key resources does our value proposition require, distribution channels, customer relationships and sources of income?

7. Key activities

These are the most important actions that we must perform for our business model to work. We will answer: What key activities does our value proposition require, distribution channels, customer relationships and sources of income?

8. Key partnerships

Our network of suppliers and partners that are necessary for the business model to work. We will answer: Who are our key partners? Who are our key suppliers? What key resources do we acquire from our partners? What key activities do our partners perform?

9. Cost structure

The costs incurred in launching and operating our business model. We will answer: What are the most significant costs generated by our business model? What are the most expensive key resources? What are the most expensive key activities?

You can find more information about the Business Model Canvas tool at this link.

You can access a **template for preparing your canvas** at this link: http://www.businessmodelgeneration.com

The Business Model Canvas is licensed under the Creative Commons Attribution-Share Alike 3.0 Un-ported License.

The **canvas** document that has been prepared must be **sent** to *spin@uoc.edu*, specifying in the subject the project's name, before the deadline given in these rules.

B) EXPLANATORY VIDEO: 90" PITCH

An explanatory video must be recorded with a maximum duration of 90 seconds, in which the following questions about the project are answered: What problem does it address? What does it consist of? What is its most innovative feature? Who could it interest? **The table below gives a possible outline of how the video's discourse could be organized**:

Duration (seconds)	Key question	Description
5-10	**Who are you?**	Name and surname(s) and relationship with the UOC.
5-10	**What is it?**	Explain what your project is or what it's about in just one sentence.

10-15	**What problem does it address?**	Describe the project's context and the problem it addresses.
15-20	**What does the project consist of and how developed is it?**	Develop the project: value proposition, features, users and achievements. Say what stage the project has currently reached: conceptualization, development or market launch.
1-15	**Most innovative feature.**	Explain what your project's most distinctive and innovative feature is compared with what is already available on the market (if applicable).
10	**Stakeholders**	List the audiences or entities outside of the UOC which could benefit from the project.
10	**Why do you want to be at #SpinUOC?**	Briefly describe the benefit you expect to obtain from your participation in #SpinUOC (investment, collaboration, dissemination, etc).

You can use a mobile phone or web cam to record the video, as long as the audio and video quality is good enough. You can consult this tutorial video, which gives practical advice for making a good recording. You can record it in **Catalan**, **Spanish** or **English**.

The recorded video must be sent to the email address *spin@uoc.edu*, within the period defined in these rules, specifying the project's name in the subject line, using one of the following formulas: if the video is **less than 10 MB**, it must be sent to *spin@uoc.edu* as an **attached file**. If the video is **more than 10 MB**, it can be posted to **Google Drive** or **Dropbox**, giving permission to share it. This permission is then sent to the link at *spin@uoc.edu*.

This video for the selection process **will not be made public**: it will only be shared among the members who take part in the #SpinUOC selection process.

C) EXECUTIVE SUMMARY

An **executive summary** must be prepared that complements the information available about the project. The executive summary is an exercise in synthesis that must obligatorily follow the attached template, consisting of one page in a data sheet format (which will be provided in an editable format). The appropriate information must be inserted in each section, using only the space provided in the text boxes.

#SPINUOC PROJECT EXECUTIVE SUMMARY

Project name

Project logo

Summary

Text text text

Team of promoters/entrepreneurs

-
-
-
-

Product/solution

Text text text

Competitive advantages

-
-
-
-

Business model

Text text text

Target market	Competition
Text text text	Text text text

Goals achieved	Goals set