



Ljubljana Smart Pedal Pitch Velo-city 2022

Rules and Judging

This document is a guide to the evaluation process and general conditions of the Smart Pedal Pitch competition to be held at the Velo-city Conference 2022 in Ljubljana.

It does not claim to be exhaustive. If a situation arises that is not covered in this guide, participants (also referred to as applicants) can obtain additional information from the organising group, which is a partnership between the City of Ljubljana and the Ljubljana Technology Park, the European Cyclists Federation (ECF), Cycling Industries Europe (CIE) and the Bicycles and ITS project (BITS). Contact information can be found below.

The decision of the organisers in the interpretation of this guide is final.

Timetable

It is a 4-step challenge:

1. **Submission of applications - by May 25, 2022.**
2. **Announcement of 10 finalists - May 30, 2022.**
3. **Semi-final pitch - on June 15, 2022** (10 shortlisted companies will present their ideas to local partners and audience in Ljubljana. The first 3 runners-up will participate in the Final Pitch).
4. **The Final Pitch and the announcement of the winners - June 16, 2022** (The top 3 finalists will present their solutions for 3 minutes on the plenary stage at the end of Plenary Session 6; Urban Mobility Innovation).

Stages	Start	End
1. Application	May 10	May 25
2. Review of applications and shortlist announcement	May 26	May 30
3. Semi-final pitch presentation	June 15	June 15
4. Final pitch presentation & winners' announcement	June 16	June 16

Content of entries and judging criteria

Pre-conditions:

- a) To be accepted into the competition the applications must be viable for deployment in Ljubljana in the views of the Mobility Department of the Municipality.
- b) Try to address (but it is not necessary) one of the following fields:

1. **Community-engagement solutions for cycling**
2. **'Future-tech' solutions for cycling**
3. **Inclusiveness solutions for cycling**
4. **Urban & Infrastructure solutions**
5. **Other ideas** - tourism, policy, green, circular,...

Selection of the 10 finalists

Applications will be judged on the following criteria:

1. relevance and scalability:

- How is the solution relevant to the modern urban life in a city like Ljubljana? How does it improve the lives of the citizens and the city?
- What is the commercial potential of the solution?
- What is its competitive advantage compared to existing/alternative solutions?

2. Innovation:

- What is innovative about this solution?

3. Applicability:

- How is the solution applicable in Ljubljana's environment?

4. Resources, skills and experience:

- To what extent does the company have the right skills and experience to achieve global impact?

Judging team

Stage 1: Selection of the 10 shortlisted companies is done by the City of Ljubljana, Technology Park Ljubljana, and ECF.

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

- City of Ljubljana representatives
- ECF representatives
- Slovenia Cycling Association representatives
- Representatives of sponsors of Smart Pedal Pitch

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

Prizes and associated conditions

Published prices are as described in the text below. Applicants should note that the prizes have been provided by members of the organising group and its partners and are therefore subject to the terms and conditions of individual suppliers. Any cash value is indicative and there is no obligation on the part of the prize provider to provide a cash alternative, no guarantees what amount is paid net after the taxes, nor is there any obligation on the selected winners to accept all prizes offered.

If any element of the prize package becomes unavailable, the organisers will use their best efforts to substitute it with benefits of a similar nature.

FOR THE TEN SHORT-LISTED COMPANIES

- Invitation to the pitching semi-finals in Ljubljana on June 15 2022 at Velo-city 2022.
- Presentation in front of the local and global audience of Velo-city 2022.
- Free STANDARD 4-day conference ticket for the Velo-city 2022 worth €970 (one per company).

FOR THE THREE FINALISTS

- Prizes: see benefits for the 10 finalists plus:
 - Present your solutions on the Velo-city main stage on June 16.
 - 1st PRIZE*[1]:
17,000 €, out of which is 10,000 € in cash, 5,000 € in billboard space, 1,000 € in Velo-city 2022 conference ticket and 1,000 € in coworking space at Technology park Ljubljana
6 months of Ljubljana's support to implement / test-bed your solution in Ljubljana

- 2nd PRIZE*
4,000 €, out of which is 2,000 € in cash, 1,000 € in Velo-city 2022 conference ticket and 1,000 € coworking space at Technology park Ljubljana
- 3rd PRIZE*:
3,000 €, out of which is 1,000 € in cash, 1,000 € in Velo-city 2022 conference ticket and 1,000 € coworking space at Technology park Ljubljana

FOR OVERALL WINNER

- Test your solution in the streets of Ljubljana and prove your concept in a real environment.
- Enjoy months of free hosting in an incubation environment during the pilot phase.
- Receive support from local experts and partners in the incubator host.
- Get PR opportunities at the national and regional level.

Conditions*:

* The cash prizes are the total amount and are subject to taxes in Slovenia and in your country. The cash prizes are to be used for the implementation of the solution in Ljubljana. The price for the billboards does not include the design and printing of the jumbos; the billboards are operated in Slovenia by the company Europlakat. The coworking space in the Ljubljana Technology Park is to be used within the next 12 months.

* The definition of a pilot is a commercial opportunity to operate an innovative product or service in Ljubljana, 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 Slovenian and EU law including employment, trading and financial laws.

Additional Information

Deadline for the applications: May 25, 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 prior to and during the event in accordance with applicable law and the order of the relevant administrative authorities. These measures may include, but are not limited to: Control and surveillance, use of certified protective masks, measurement of body temperature, PCR testing or other diagnostic testing.

Smart Pedal Pitch organisers currently anticipate that all 10 invited companies must be physically present in Ljubljana on June 14 to be considered for the competition.

If the conference organisers are forced to choose a different format for Velo-city 2022, the format of the Smart Pedal Pitch competition will follow the organisers' guidelines.

The organisers will not be liable for any costs or penalties that applicants may incur as a result of a change due to the provisions of COVID -19, with the exception of those contained in Velo-city's standard ticket and exhibition terms and conditions, which can be found on the Velo-city website.

Compliance with GDPR:

The organisers of this competition are a partnership between City of Ljubljana, Technology Park Ljubljana, 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 five 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 applicant's data 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 may opt in or out of these communications on the entry form and may contact the organisers at any time to be removed from the mailings.

Contact us:

For more information, please visit: www.tp-lj.si.com/smartpedalpitch2022

For all other enquiries, please send an email to: smartpedalpitch2022@tp-lj.si

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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.