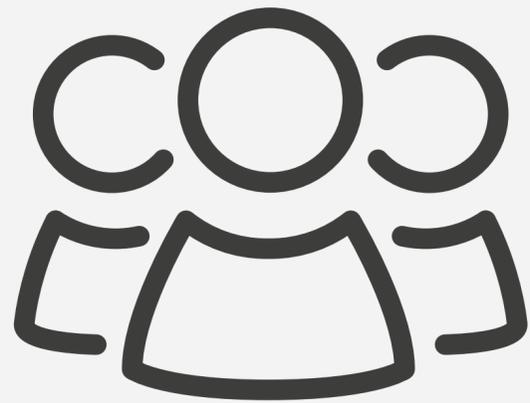
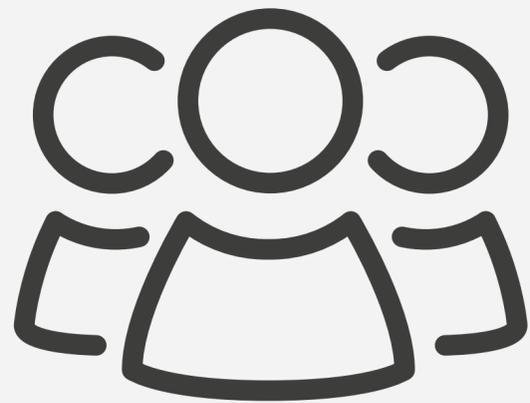


the city game



ONE GOOD THING
EVERY DAY!

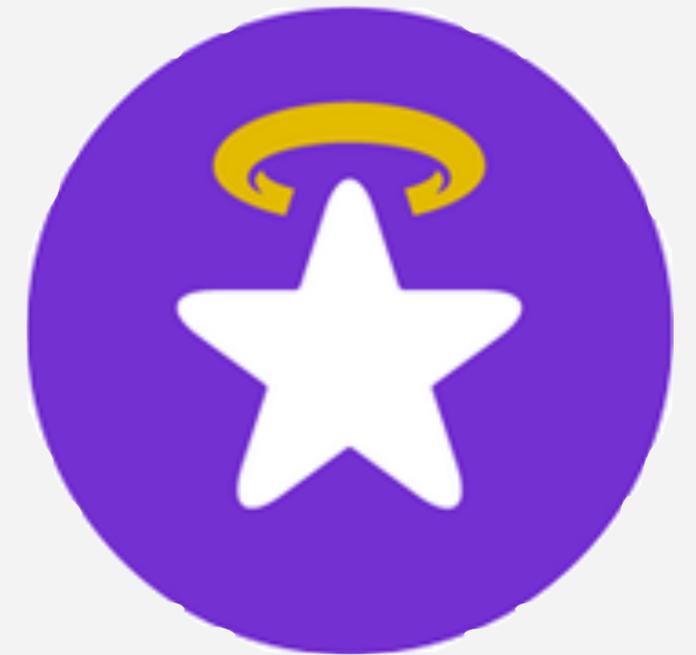
Collaboratively giving time



X



=



Estonia 2008
50% of the population
cleaned **all** forests
in one day

Teeme äära!



Ice bucket challenge for ALS



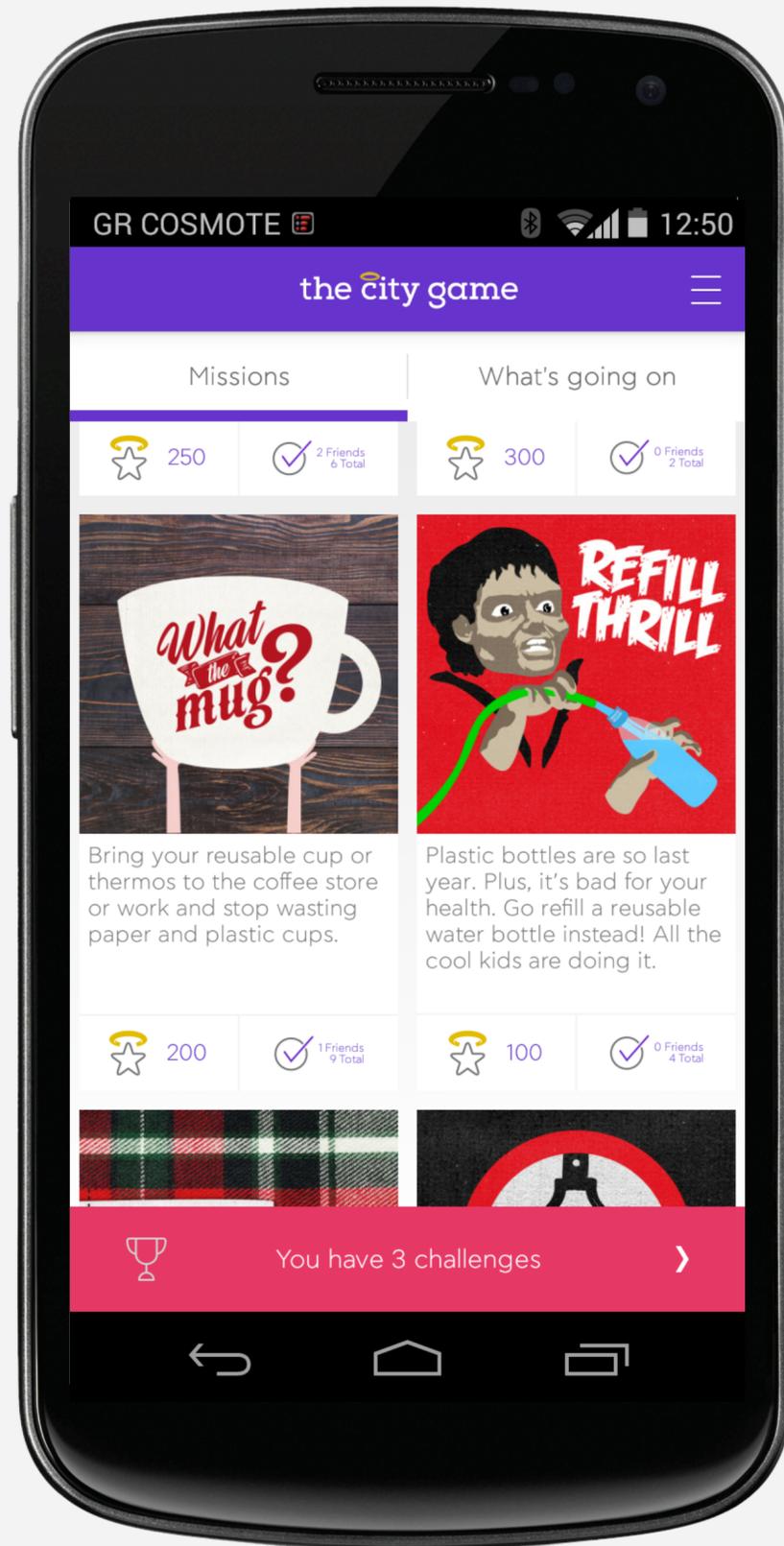
2014

\$100M



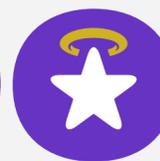
WIKIPEDIA

The Free Encyclopedia

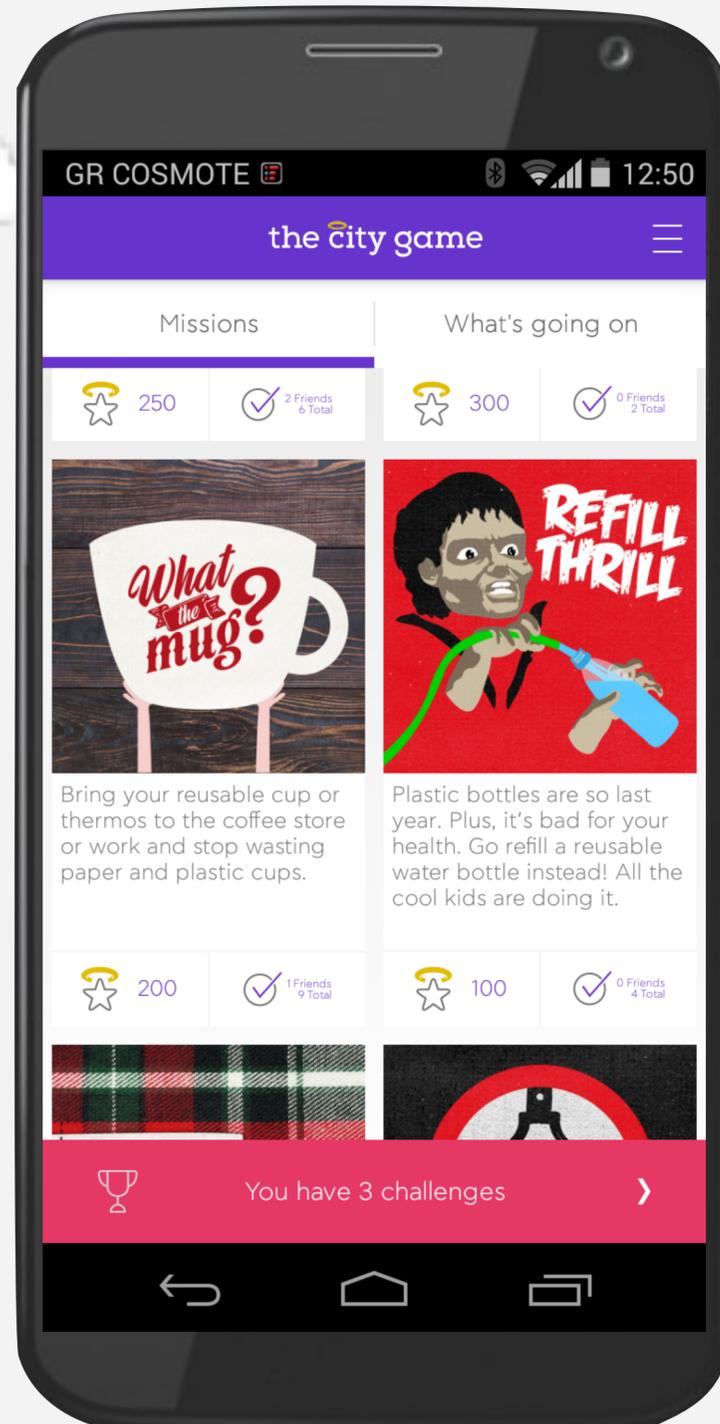


the city game

motivating people to

DO 

**ONE GOOD THING
EVERY DAY!**



Choose a mission

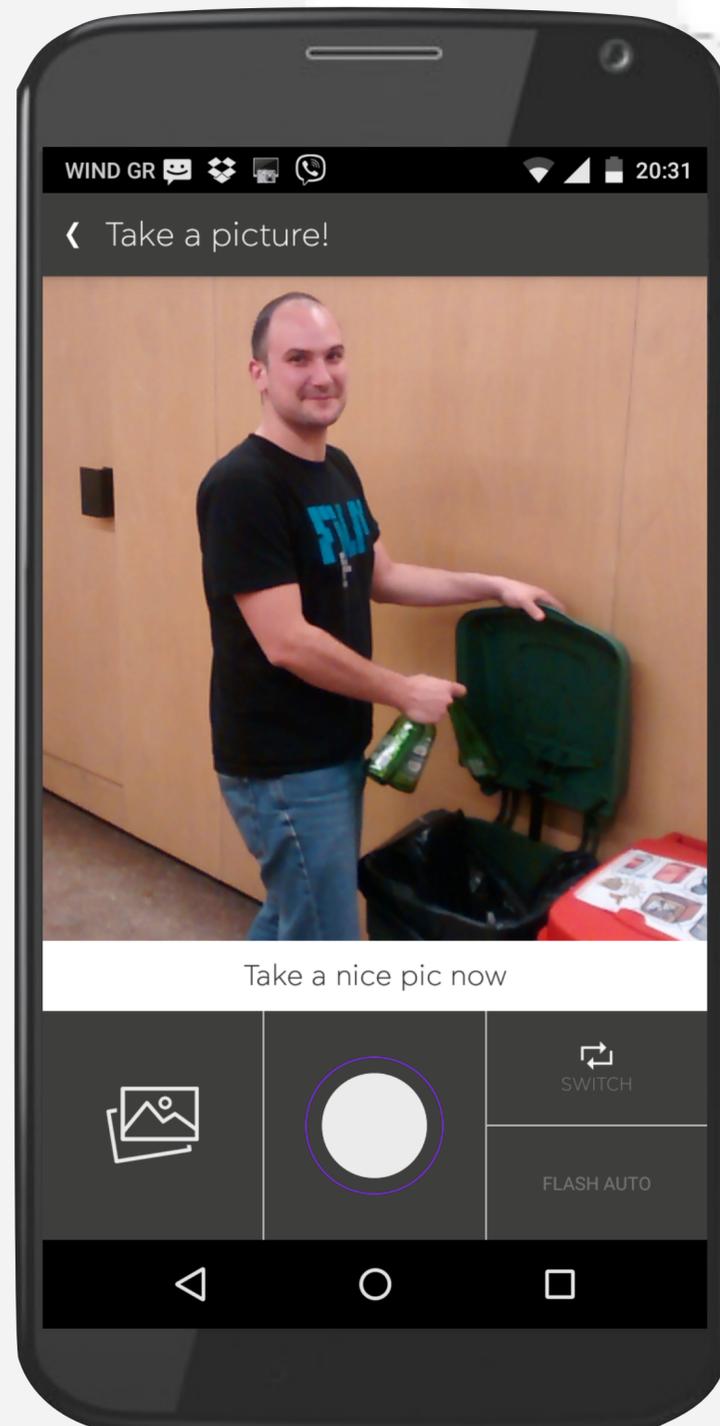
Learn



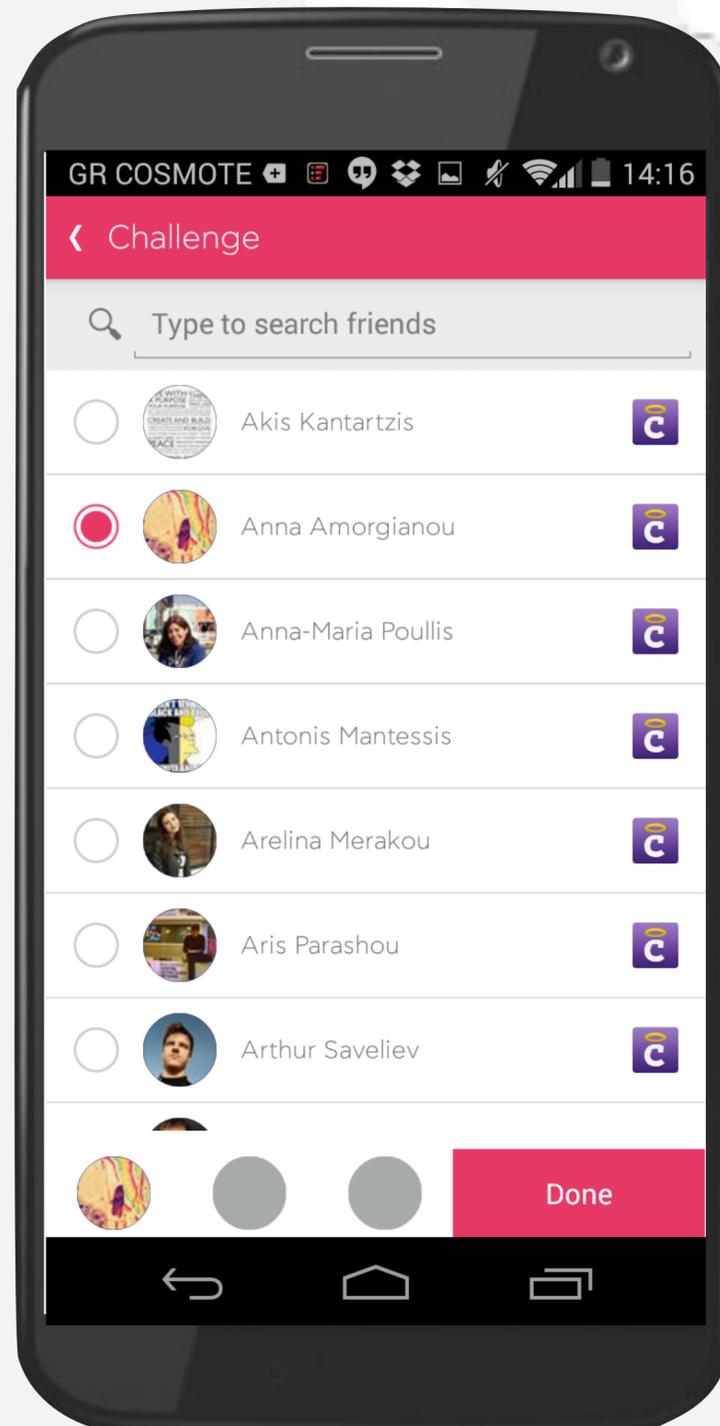
 Did you know?



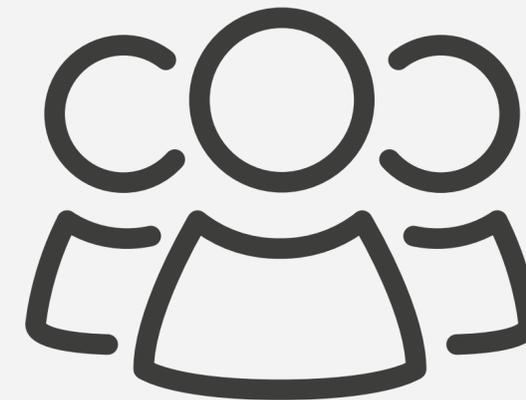
Save a cup a day
for 2 years
and you will save a tree!



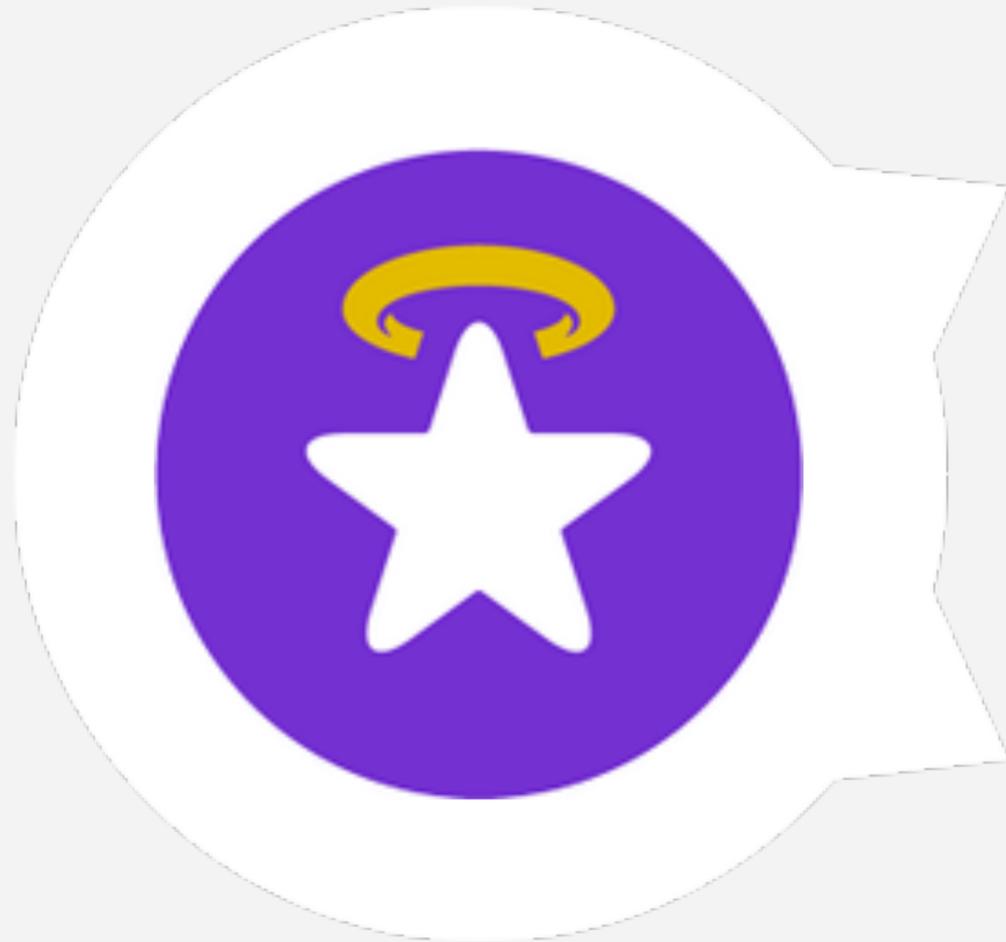
Take a fun picture
of you completing
the mission



Share &
Challenge
your friends
to do the same



Points



Social status of how good you are

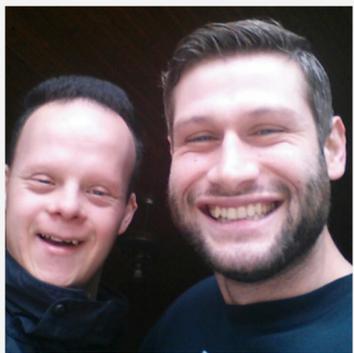
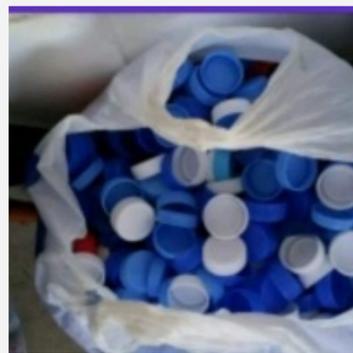
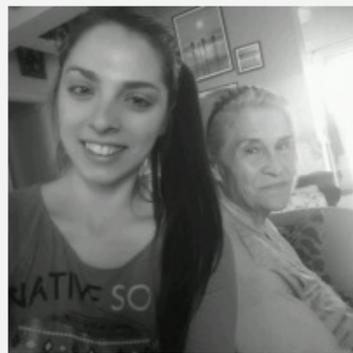
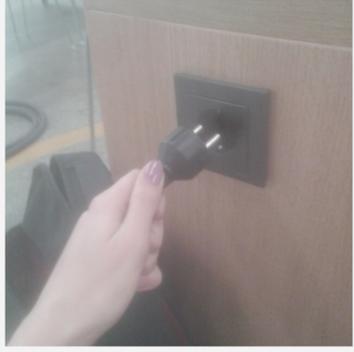


Rewards



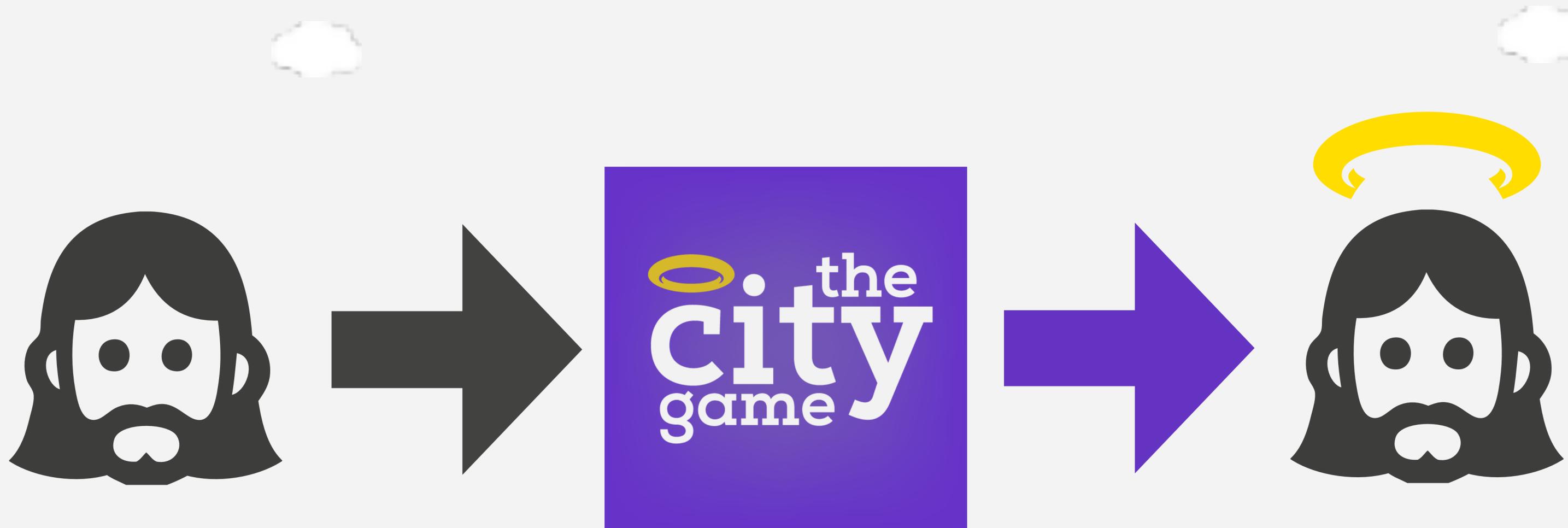


+1300
downloads
in 2 months
only in Greece



4000
good deeds
completed

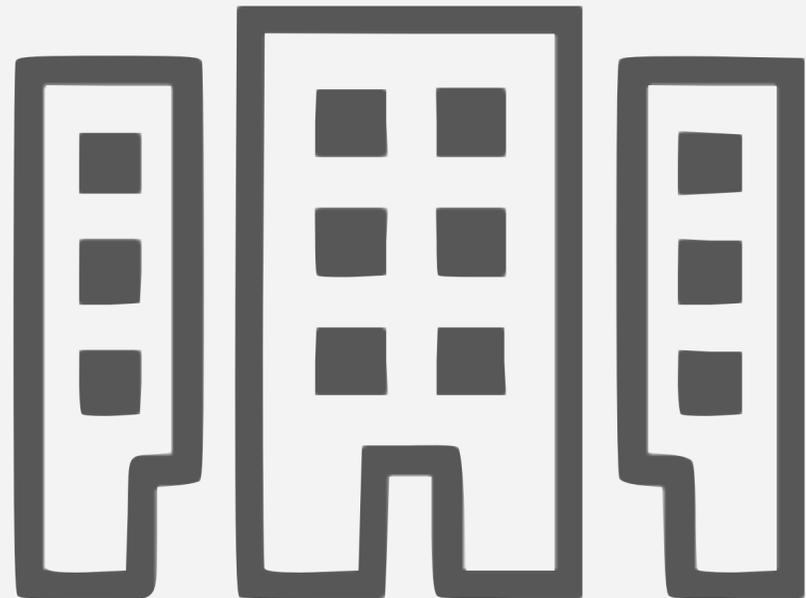
Users DO



3.8 missions per week

Who pays?

Businesses
for CSR



Cities

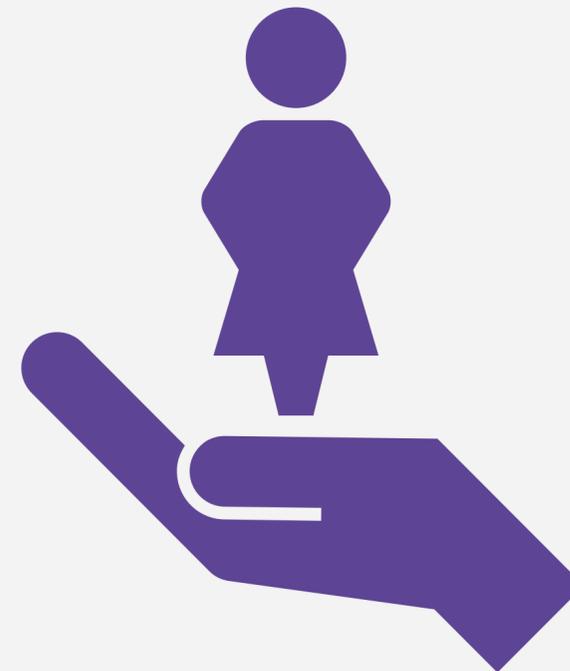


How do they pay?

\$ fee to build
campaigns



5-10% on
donations





Help!

47%

Mission: Feed stray dogs!
Target: 100 dogs
Unlocks: 100 bags of dog food for the local kennel

Feed a stray dog

if 1000 people do that today

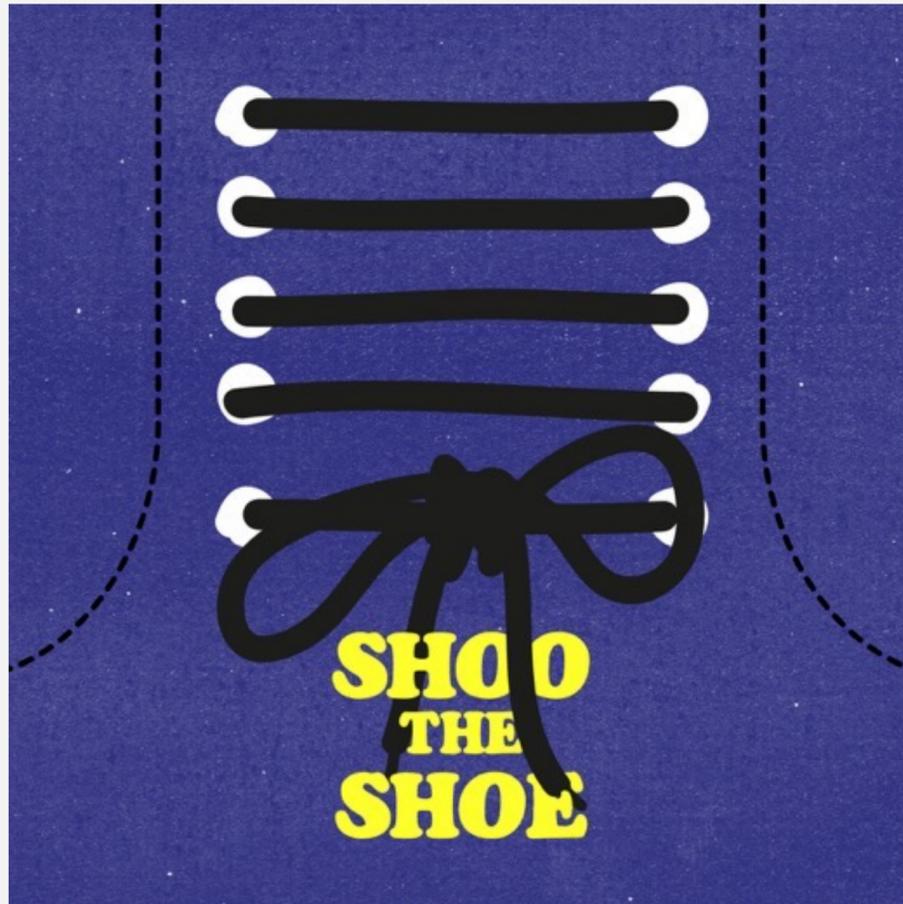
we will give 100 bags of dog food to a local kennel



Bank of America

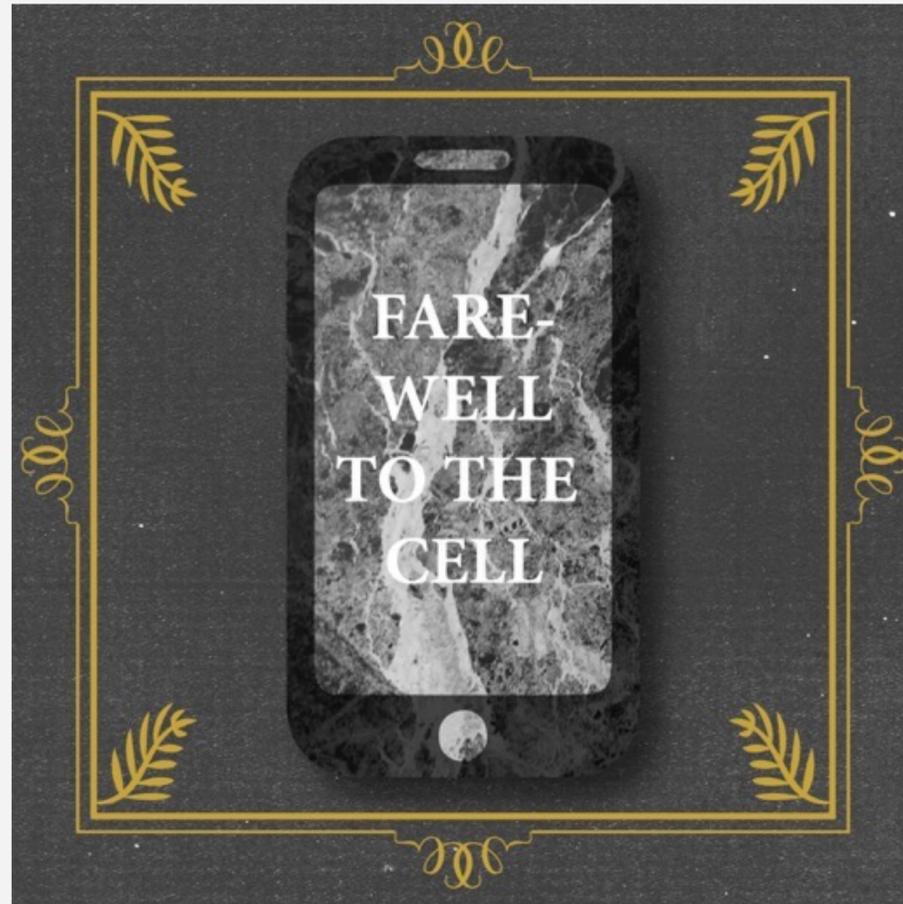


Unsubscribe from
your paper bills



Donate your
old shoes

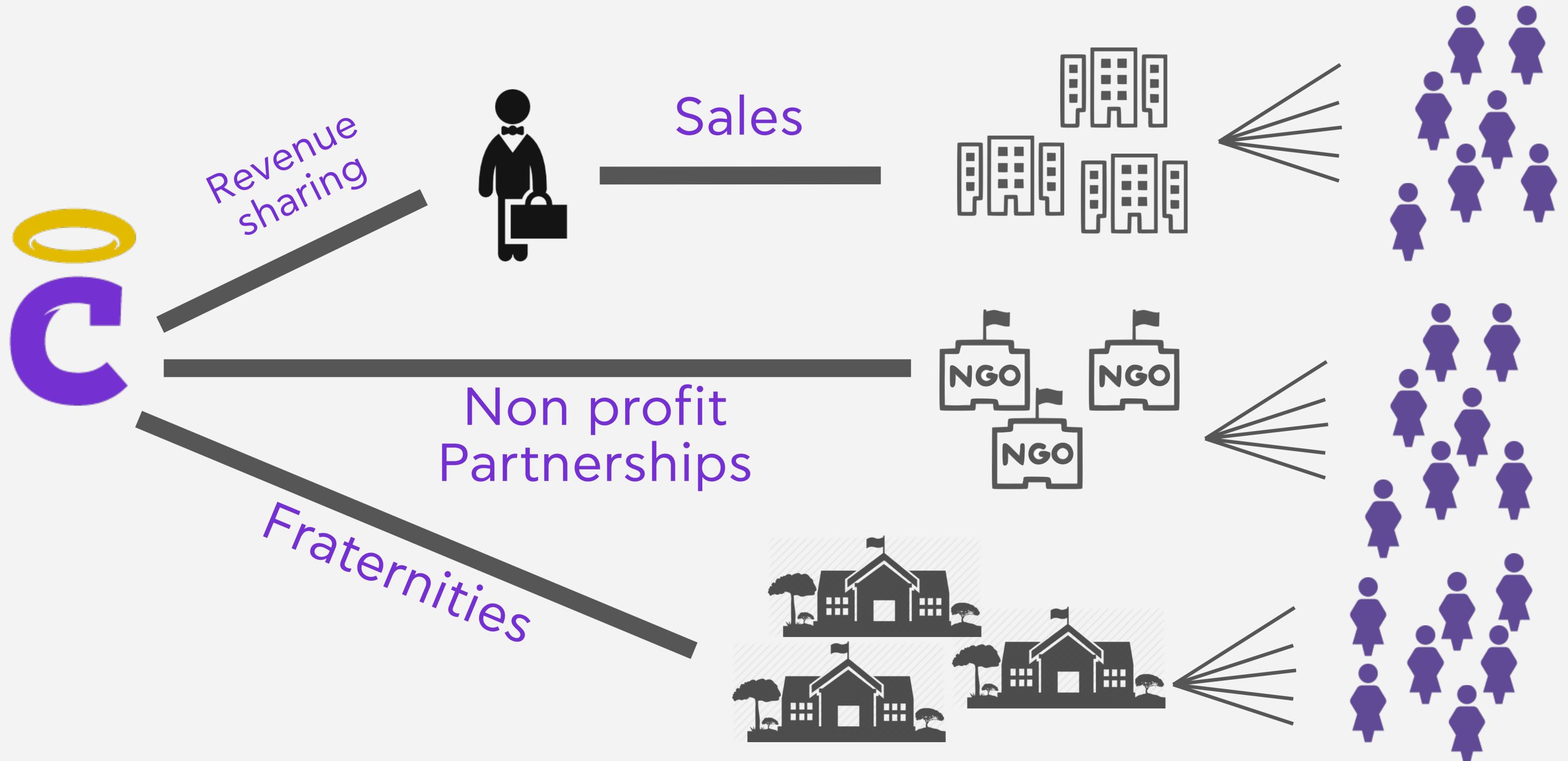




Recycle your old phones



Go to market



The Team



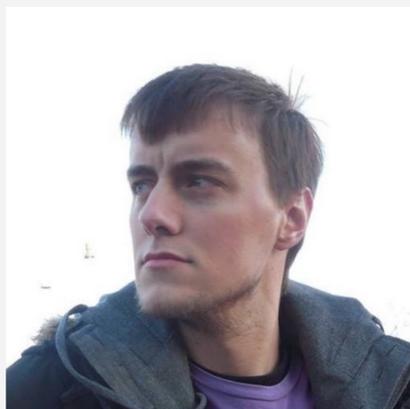
Ioustinos Sarris
CEO

Previously: 4 startups in 3 countries
Previous roles: CEO, product design,
business development, client development



Fotis Merakos
COO

Previously: 4 startups in 3 countries
Previous roles: CTO, scrum master,
quantitative analyst, business development

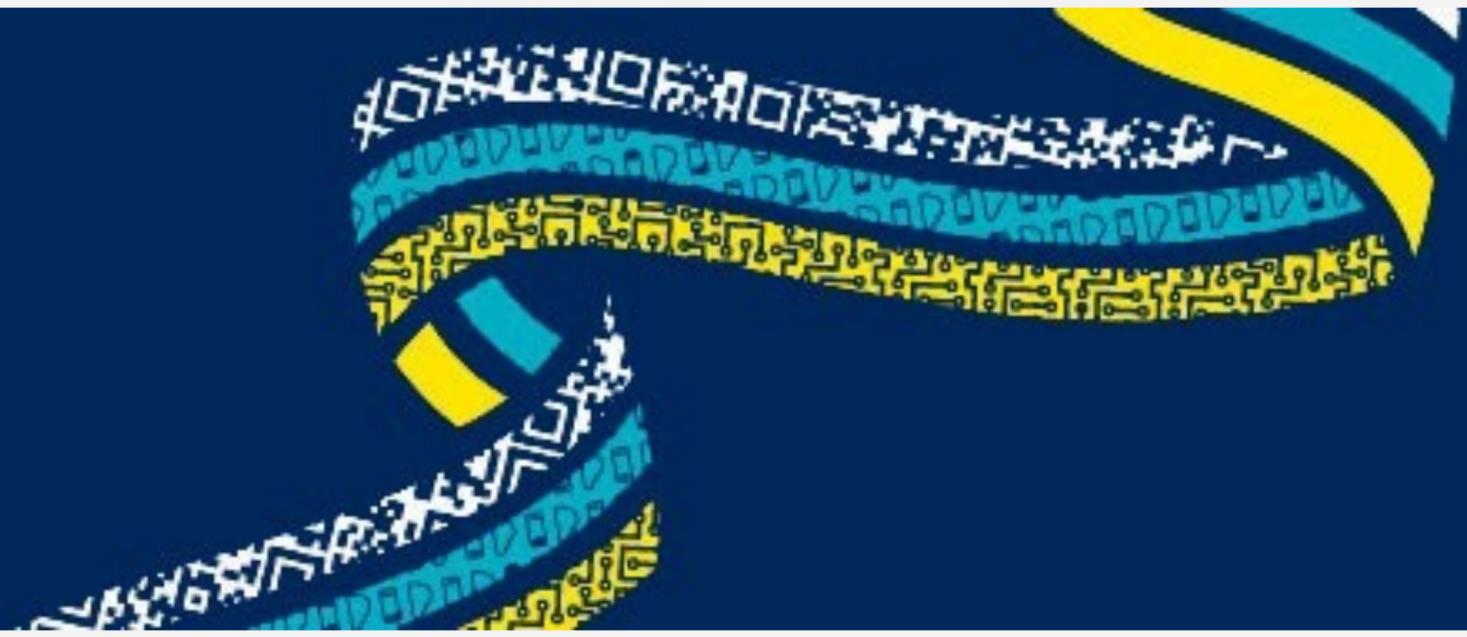


Thomas Papaspyros
CTO

Previously: 2 startups in 2 countries
Previous roles: CTO, lead developer

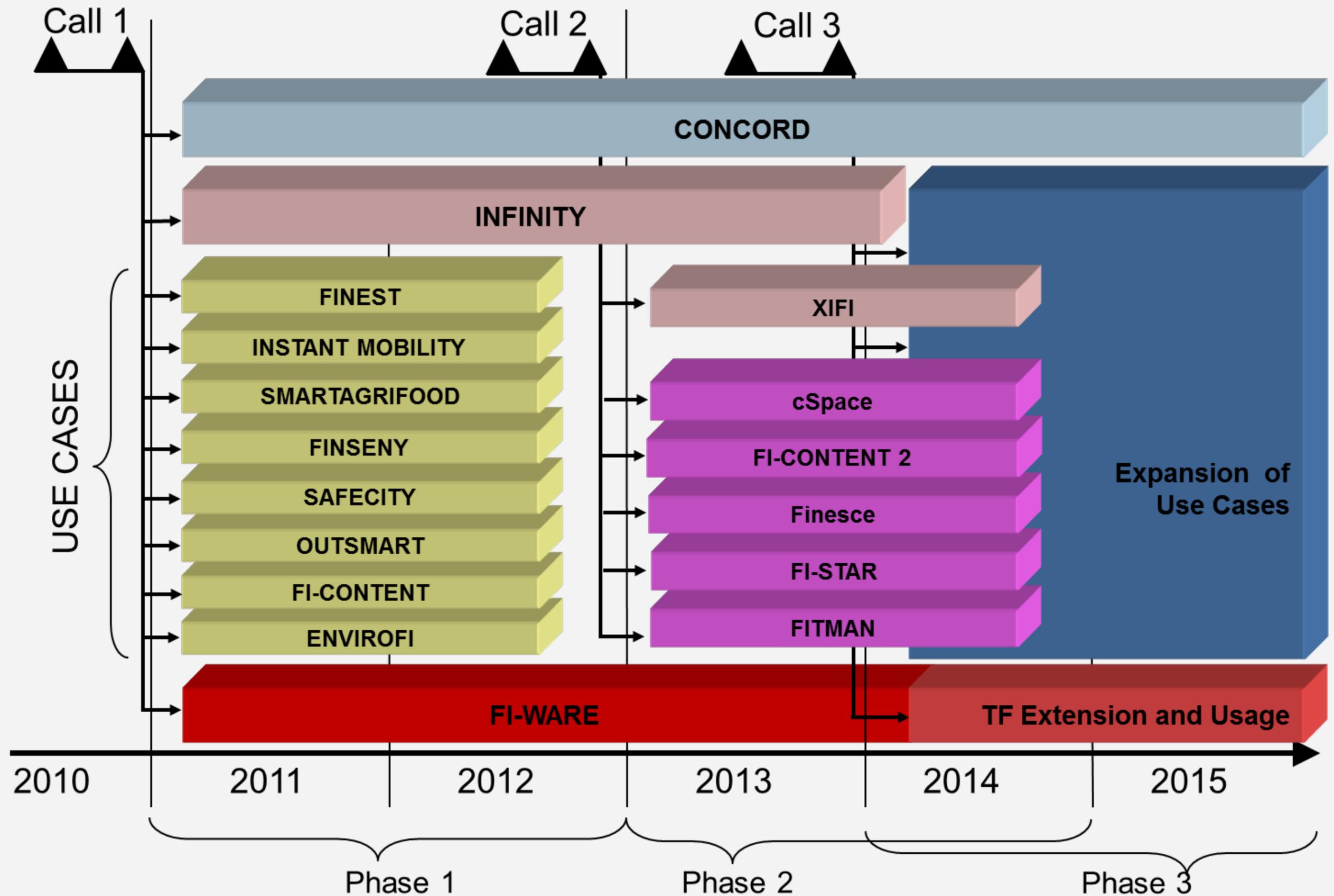


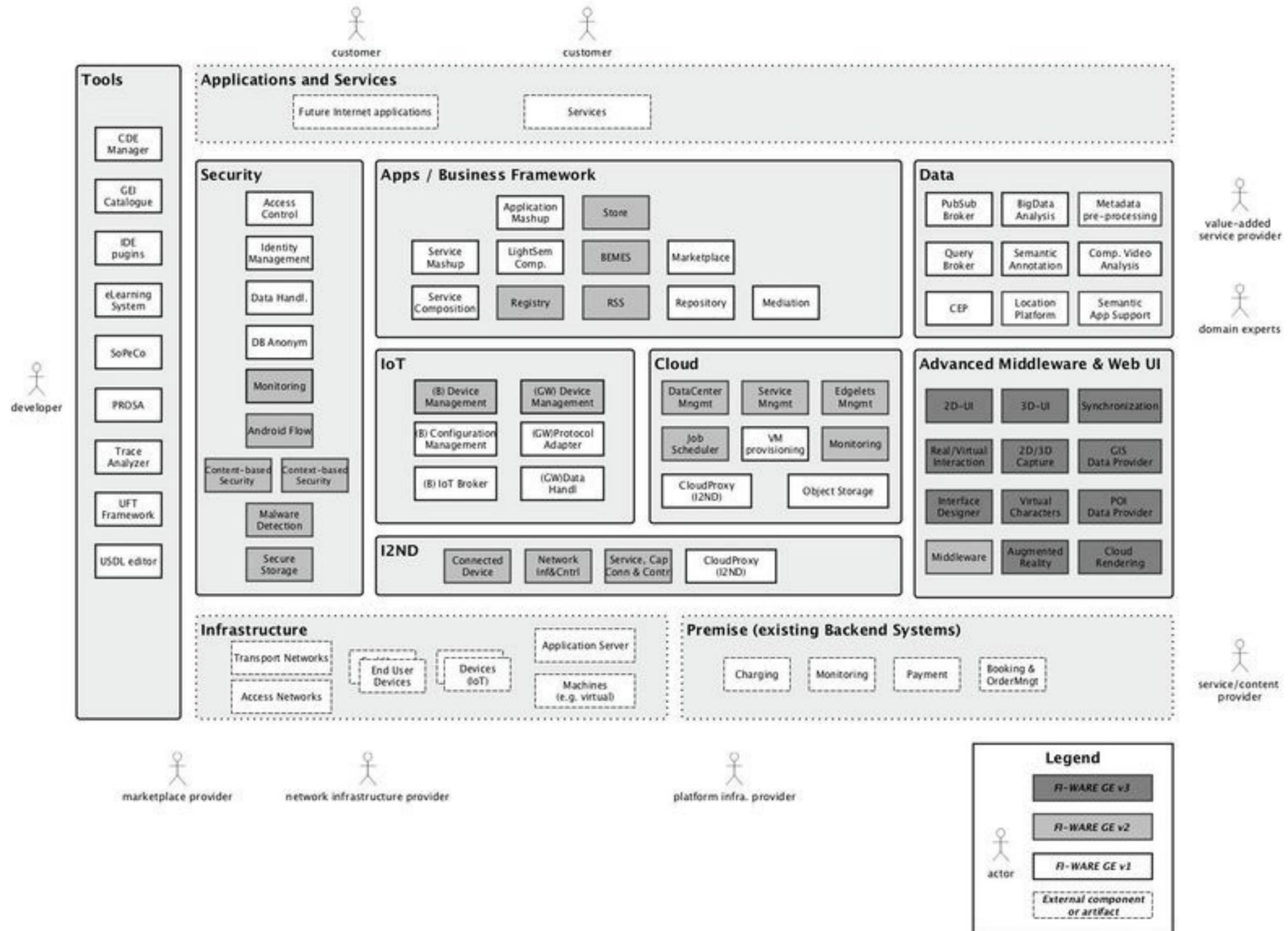
Together 7 years
Bootstrapping for 12 months
on \$90.000





FUTURE
INTERNET
PPP







 **Media & Content**

- CEED Tech
- CreatiFI
- EuropeanPioneers
- FABulous
- FI-C3
- Flnish
- Finodex
- IMPACT

 **Manufacturing & Logistics**

- CEED Tech
- FABulous
- Flnish
- Finodex

 **Social & Learning**

- EuropeanPioneers
- IMPACT
- FI-ADOPT
- Finodex
- SOUL-FI

 **Transport**

- SOUL-FI
- Finodex
- Flnish
- frontierCities

 **Energy & Environment**

- SOUL-FI
- INCENSE
- Finodex
- CEED Tech
- SpeedUP!

 **Agrifood**

- FRACTALS
- Flnish
- Finodex
- SmartAgriFood
- SpeedUP!

 **Smart cities**

- CEED Tech
- EuropeanPioneers
- FI-C3
- Finodex
- frontierCities
- IMPACT
- INCENSE
- SOUL-FI
- SpeedUP!

 **eHealth**

- FI-ADOPT
- Finodex
- FI-C3
- FICHe



 **Media & Content**

- CEED Tech
- CreatiFI
- EuropeanPioneers
- FABulous
- FI-C3
- Finish
- Finodex
- IMPACT

 **Manufacturing & Logistics**

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- FABulous
- Finish
- Finodex

 **Social & Learning**

- EuropeanPioneers
- IMPACT
- FI-ADOPT
- Finodex
- SOUL-FI

 **Transport**

- SOUL-FI
- Finodex
- Finish
- frontierCities

 **Energy & Environment**

- SOUL-FI
- INCENSE
- Finodex
- CEED Tech
- SpeedUP!

 **Agrifood**

- FRACTALS
- Finish
- Finodex
- SmartAgrifood
- SpeedUP!

 **Smart cities**

- CEED Tech
- EuropeanPioneers
- FI-C3
- Finodex
- frontierCities
- IMPACT
- INCENSE
- SOUL-FI
- SpeedUP!

 **eHealth**

- FI-ADOPT
- Finodex
- FI-C3
- FICHe



Media & Content

- CEED Tech
- CreatiFI
- EuropeanPioneers
- FABulous
- FI-C3
- Finish
- Finodex
- IMPACT

Manufacturing & Logistics

- CEED Tech
- FABulous
- Finish
- Finodex

Social & Learning

- EuropeanPioneers
- IMPACT
- FI-ADOPT
- Finodex
- SOUL-FI

Transport

- SOUL-FI
- Finodex
- Finish
- frontierCities

Energy & Environment

- SOUL-FI
- INCENSE
- Finodex
- CEED Tech
- SpeedUP!

AgriFood

- FRACTALS
- Finish
- Finodex
- SmartAgriFood
- SpeedUP!

Smart cities

- CEED Tech
- EuropeanPioneers
- FI-C3
- Finodex
- frontierCities
- IMPACT
- INCENSE
- SOUL-FI
- SpeedUP!

eHealth

- FI-ADOPT
- Finodex
- FI-C3
- FICHe



1st Open Call - SME Project Proposal template

Proposal Title	TheCityGame
Proposal Acronym	TheCityGame

Leading Individual¹

Title (Mr/Ms/Mrs/Dr/Prof)	Mr.
First Name	Fotis
Last Name	Merakos
Gender	male
Position at the Organization	COO
E-mail	Fotis@thecitygame.com
Country	The Netherlands
Phone No.	+306973371567
Address (if different from legal Organization address)	Panagouli 17, Nea Penteli, 15236, Greece

SME Information²

Legal Name of the SME	Reciclata B.V.
-----------------------	----------------



Sub-Grant Agreement Nr.: 2014/A38

Declaration on Honour of compliance of the requirements of SME and tax obligations

Declaration on Honour

I, the undersigned, I certify that I am acting in this declaration on honour as legal representative on behalf of Reciclata B.V., a private law company organized under the laws of the Netherlands, established in Herengracht 182, Amsterdam, and with VAT number NL853805775B01.



Declaration of

Declaration of Honour

Declaration of honour regarding legal status and operational and financial capacity

Re: Impact Accelerator

Accelerator -- Denmark (/t/denmark/) / Europe (/t/europe/) / Spain (/t/spain/) / Italy (/t/italy/) --
 Future internet (/t/future-internet/) / Mobile (/t/mobile/) -- ●●●●●

IMPACT Accelerator challenges European SMEs and Web Entrepreneurs to develop innovative applications and businesses in the Mobile Internet using FIWARE Technology. IMPACT subsidizes each start-up up to 100,000€ without equity.

https://twitter.com/IMPACT_acc <http://www.impact-accelerator.com/> (<http://www.impact-accelerator.com/>)

Follow IMPACT Accelerator

Apply Team Overview Followers

Important! Please note, that this form allows you to create an **ENTIRELY NEW** application (empty form). If you want to modify / submit previously saved application, please go to your profile (the one that you chose to sign your application with) and visit the "My Applications" tab.

sign on behalf of the applicant legal

Accelerator Programme, in the
ation.

to the best of my knowledge and that

8 applications
7 rejections

SpeedUP! Europe Open Call - Project Proposal template

1 Technical Quality: Innovative use of FIWARE

1.1 Background and concept

The idea for TheCityGame was conceived in April 2013 from two of the founders at a hackathon in Chile. It initially started with complete focus on aluminium can recycling, where the aim was to gamify the experience of recycling cans, and selling collected material to metal recyclers. At this point the third founder came on board and after a few months the team decided to focus on this initiative full time. In December of 2013 the team got accepted to the Start-up Chile incubator and in January 2014 to Rockstart accelerator in Amsterdam. The team spent 4 months, prototyping, testing assumptions and accumulating feedback from mentors and commercial entities in Chile, the Netherlands and Greece and eventually decided to broaden the scope from just recycling to good deeds in general.

So far we have launched an online recycling game in Santiago, which taught us that people want to do more than recycling and that sometimes bringing recyclables to one physical location is easier said than done. The positive metrics we received show that people responded very positively to a game around recycling. Throughout this process we have built our own gamification platform, which enables us to create new games, missions, streak definitions, goals and rewards in a matter of hours.

1.2 Objectives

The overall objective is to grow TheCityGame, the mobile application that educates motivates and rewards good actions around the environment and society, into a massively popular application and to place it in the hands of citizens world-wide in order to help them with achieving a more sustainable lifestyle and spreading the word. The opportunity lies in the development of a high-growth business around the commercial opportunities that arise with some of these socially and environmentally good actions.

With TheCityGame, it is the first time that gamification, social networking, and real-time "reporting of good" have been brought together to create a unique platform for millions across the globe to socialize, have fun and at the same time act responsibly in respect to the environment and society. In very few words a typical use case is the following: The user opens the application, sees which good actions they can perform by browsing through them or by seeing other users' performed actions, learn about the importance and the impact of an action, perform the action and verify by taking a picture, earn points which serve as a social indicator of "how good you are", challenge other friends to do the same, and finally redeem these points for gifts.

At the same time on the business side, TheCityGame offers a great communication channel to brands and organizations that want to reach this very valuable community in order to have a platform to promote their CSR



D1. DELIVERABLE 1

- 1.- FIRST REPORT OF ACTIVITIES RELATED 40% PRE-FINANCING PAYMENT
- 2.- DECLARATION OF RECEIPT OF PRE-FINANCING PAYMENT (To be sent to: adefuture.internet@jcyf after pre-financing payment, within the 10 days after the reception)

D2. DELIVERABLE 2

- 1.- FINAL REPORT
- 2.- BUSINESS PLAN LIGHT
- 3.- BUSINESS MODEL CANVAS
- 4.- DECLARATION OF RECEIPT FINAL PAYMENT (To be sent to: adefuture.internet@jcyf after the final payment, within the 10 days after the reception)



Deliverables are clear

FIWARE is complicated and unstable



Many applications

The venture's overall quality and fit to EU priorities

Highlight your strengths according to the accelerator's focus

Studying FIWARE in order to be relevant

THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020



THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION



HORIZON 2020

Find a call

H2020 Calls

1. H2020-LCE-2015-3
2. H2020-MG-2014_SingleStage_A
3. H2020-LCE-2015-4
4. H2020-MG-2014_SingleStage_B
5. H2020-MSCA-NIGHT-2014
6. H2020-GARRI-2015-1
7. H2020-LCE-2014-4
8. H2020-GARRI-2014-1
9. H2020-Prize-Innovation-SOFT-2014
10. H2020-LCE-2014-1
11. H2020-LCE-2014-3
12. H2020-LCE-2014-2
13. H2020-REFLECTIVE-6-2015
14. H2020-INT-SOCIETY-2015
15. H2020-LCE-2015-2
16. H2020-EE-2014-3-MarketUptake
17. H2020-PHC-2014-two-stage
18. H2020-GV-2015
19. H2020-GV-2014
20. H2020-WASTE-2015-one-stage
21. H2020-INFASUPP-2015-1
22. H2020-INFASUPP-2015-2
23. H2020-WASTE-2015-two-stage
24. H2020-INFASUPP-2014-1
25. H2020-INNOSUP-2014-2015
 1. H2020-INNOSUP-2014-4
26. H2020-INFASUPP-2014-2
27. H2020-CS2-CFP02-2015-01
28. H2020-FETOPEN-2015-CSA
173. H2020-SMEINST-1-2014
174. ERC-2014-STG
175. H2020-EINFRA-2015-1
176. ERC-2014-SUPPORT-1
177. H2020-EE-2015-1-PPP
178. H2020-GERI-2015-1
179. H2020-ISIB-2015-2
180. H2020-ISIB-2015-1
181. H2020-EURO-SOCIETY-2014
182. H2020-GARRI-NCP-2014-1
183. H2020-EO-2014
184. H2020-EURO-SOCIETY-2015
185. H2020-GERI-2014-1
186. H2020-EO-2015
187. H2020-CS2-CPW01-2014-01
188. H2020-WASTE-2014-two-stage
189. H2020-SFS-2015-1
190. H2020-SFS-2015-2
191. H2020-BG-2014-1
192. H2020-BG-2014-2
193. H2020-NMP-2015-two-stage
194. H2020-CleanAir-2015-1
195. H2020-WIPRIZE-2015
196. H2020-WIDESPREAD-2014-1
197. H2020-EURO-6-2015
198. H2020-ISSI-2014-1
199. H2020-WIDESPREAD-2014-3
200. H2020-WIDESPREAD-2014-2
201. H2020-BIR-2014
202. ECSEL-2014-2
203. ECSEL-2014-1

Industrial Leadership

Horizon Prize – Materials for clean air
H2020-CleanAir-2015-1

Deadlines: 23/01/2018
Planned Opening Date: 26/01/2017

Societal Challenges

Horizon Prize – Food Scanner
H2020-FoodScannerPrize-2015-1

Deadlines: 09/03/2016
Planned Opening Date: 09/09/2015

Societal Challenges

Clean Sky 2 Call for Proposals 02
H2020-CS2-CFP02-2015-01

Deadlines: 18/11/2015
Planned Opening Date: 30/07/2015

Societal Challenges

H2020-JTI-IMI2-2015-05-two-stage
H2020-JTI-IMI2-2015-05-two-stage-Master-1

Deadlines: 13/10/2015
Opening Date: 09/07/2015

Societal Challenges

INNOVATION CAPITAL PRIZE
H2020-European-i-capital-2015-1

Deadlines: 18/11/2015
Opening Date: 01/07/2015

Societal Challenges

MOBILITY for GROWTH 2014-2015
H2020-MG-2015-Singlestage-B

Deadlines: 15/10/2015
Opening Date: 24/06/2015

Societal Challenges

GREEN VEHICLES 2014-2015
H2020-GV-2015

Deadlines: 15/10/2015
Opening Date: 24/06/2015

Industrial Leadership

Horizon Prize – Breaking the optical transmission barriers
H2020-OpticalPrize-2015

Deadlines: 15/03/2016
Opening Date: 28/05/2015

Industrial Leadership

Horizon Prize – Collaborative Sharing of Spectrum
H2020-SpectrumPrize-2015

Deadlines: 17/12/2015
Opening Date: 28/05/2015

Societal Challenges

BIO BASED INDUSTRIES PPP
H2020-BBI-PPP-2015-1-1

Deadlines: 15/09/2015
Opening Date: 19/05/2015

Societal Challenges

FCH2 JU call for proposals 2015
H2020-JTI-FCH-2015-1

Deadlines: 27/08/2015
Opening Date: 05/05/2015

Science with and for Society

Call for making science education and careers attractive for young people
H2020-SEAC-2015-1

Deadlines: 16/09/2015
Opening Date: 22/04/2015

Science with and for Society

Call for integrating Society in Science and Innovation
H2020-ISSI-2015-1

Deadlines: 16/09/2015
Opening Date: 22/04/2015

Science with and for Society

Call for promoting Gender Equality in Research and Innovation
H2020-GERI-2015-1

Deadlines: 16/09/2015
Opening Date: 22/04/2015

Science with and for Society

Call for developing governance for the advancement of Responsible ...
H2020-GARRI-2015-1

Deadlines: 16/09/2015
Opening Date: 22/04/2015

THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020

See your strengths

WP H2020 - 1. Introduction [en](#)

WP H2020 - 5. Introduction to Leadership in enabling and industrial technologies (LEITs) [en](#)

WP H2020 - 7. Innovation in SMEs [en](#)

Legal basis - Specific Programme H2020 [en](#)

WP H2020 - 5i. Information and communication technologies (ICT) [en](#)

WP H2020 - 5ii. Nanotechnologies, advanced materials, advanced manufacturing and processing, biotechnology [en](#)

WP H2020 - 5iii. Space [en](#)

WP H2020 - 8. Health, demographic change and wellbeing [en](#)

WP H2020 - 9. Food security, sustainable agriculture and forestry, marine and maritime and inland water research and the bioeconomy [en](#)

WP H2020 - 10. Secure, clean and efficient energy [en](#)

WP H2020 - 11. Smart, green and integrated transport [en](#)

WP H2020 - 12. Climate action, environment, resource efficiency and raw materials [en](#)

WP H2020 - 13. Europe in a changing world - inclusive, innovative and reflective societies [en](#)

WP H2020 - 14. Secure societies - protecting freedom and security of Europe and its citizens [en](#)

Legal basis - Framework Programme H2020 [en](#)

Legal basis - Rules for Participation [en](#)

WP H2020 - 19. General Annexes [en](#)

THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020

Apply and don't give up
3 rejections and finally passed

Proposal Evaluation Form

EUROPEAN COMMISSION

Horizon 2020 - Research and Innovation Framework Programme

Evaluation Summary Report

Call: H2020-SMEINST-1-2014
 Funding scheme: SME instrument phase 1
 Proposal number: 652415
 Proposal acronym: TheCityGame beta
 Duration (months): 4
 Proposal title: TheCityGame; Feasibility study and mini-pilots
 Activity: ICT-37-2014-1

N.	Proposer name	Country	Total Cost	%	Grant Requested	%
1	Reclata B.V.	NL	0	-	0	-
Total:			0	-	0	-

Abstract:
 TheCityGame is a mobile app, which educates, motivates and rewards good actions around the environment and society. The expected outcome is to help users with achieving a more sustainable lifestyle and spreading the word, but also to create a high-growth business around the commercial opportunities that arise with some of these socially and environmentally good actions. It is a "serious game" that puts users into a quest for performing good actions and eventually creating a habit out of it. Users participate every time they recycle packaging, batteries or electronic devices, donate shoes and clothes, use public transportation, keep utility bills low or learn through quizzes. Every accomplishment is measurable, rewarding and sharable, all of which are key factors to create a new, consistent, and loyal behavior. Eventually users achieve a social status of how "good" they are. The problem TheCityGame is solving is the obvious environmental and social problems we are facing, at the level of individual and his/her contributions. Users have different levels of environmental and social awareness but we have seen the need for the following: Informing on what, how and where a good action can be done, reminding users to perform actions, knowing the impact of each action, keeping users consistent with the behaviours they want to keep up, motivating towards performing these actions, creating communities of aware citizens, having a platform to spread the word. On the business side, our clients, companies and municipalities, need a better way to do the following: Generate customer walk-ins, access material, and perform CSR and green marketing activities. With the SME instrument, we intend to conduct market research, user testing, and run mini-pilots in order to iterate on our application quickly, and finally be in a position to launch full-scale. Final products of these actions will be a comprehensive feasibility report and a business plan.

Evaluation Summary Report

Evaluation Result
 Total score: 9.18 (Threshold: 13.00)

Criterion 1 - Impact

Score: 3.14 (Threshold: 4.00/5.00 , Weight: 100.00%)
 Good. The proposal addresses the criterion well, although improvements would be necessary.

Criterion 2 - Excellence

Score: 2.96 (Threshold: 4.00/5.00 , Weight: 100.00%)
 Fair to good. While the proposal broadly addresses the criterion, there are some weaknesses.

Criterion 3 - Quality and efficiency of implementation

Score: 3.08 (Threshold: 4.00/5.00 , Weight: 100.00%)
 Good. The proposal addresses the criterion well, although improvements would be necessary.

Proposal content corresponds, wholly or in part, to the topic description against which it is submitted, in the relevant work programme part

Status: Yes

Proposal Evaluation Form

EUROPEAN COMMISSION

Horizon 2020 - Research and Innovation Framework Programme

Consensus Report

Call: H2020-SMEINST-1-2014_24-09-2014
 Funding scheme: SME instrument phase 1
 Proposal number: 663106
 Proposal acronym: TheCityGame beta
 Duration (months): 4
 Proposal title: TheCityGame; Feasibility study and mini-pilots
 Activity: ICT-37-2014-1

N.	Proposer name	Country	Total Cost	%	Grant Requested	%
1	Reclata B.V.	NL	0	-	0	-
Total:			0	-	0	-

Abstract:
 TheCityGame is a consumer mobile app, which educates, motivates and rewards good actions around the environment and society. The expected outcome is to help users with achieving a more sustainable lifestyle and spreading the word, but also to create a high-growth business around the commercial opportunities that arise with some of these socially and environmentally good actions.

It is a "serious game" that puts users into a quest for performing good actions and eventually creating a habit out of it. Users participate every time they recycle packaging, batteries or electronic devices, donate shoes and clothes, use public transportation, keep utility bills low or learn through quizzes. Every accomplishment is measurable, rewarding and sharable, all of which are key factors to create a new, consistent, and loyal behavior. Eventually users achieve a social status of how "good" they are.

The problem TheCityGame is solving is the obvious environmental and social problems we are facing, at the level of individual and his/her contributions. Users have different levels of environmental and social awareness but we have seen the need for the following: Informing on what, how and where a good action can be done, reminding users to perform actions, knowing the impact of each action, keeping users consistent with the behaviours they want to keep up, motivating towards performing these actions, creating communities of aware citizens, having a platform to spread the word.

On the business side, our clients, companies and municipalities, need a better way to do the following: Generate customer walk-ins, access material, and perform CSR and green marketing activities.

With the SME instrument, we intend to conduct market research, user testing, and run mini-pilots in order to iterate on our application quickly, and finally be in a position to launch full-scale. Final products of these actions will be a comprehensive feasibility report and a business plan.

Evaluation Summary Report

Evaluation Result
 Total score: 11.88 (Threshold: 13.00)

Form Information

Criterion 1 - Impact

Score: 4.14 (Threshold: 4.00/5.00 , Weight: 100.00%)
 The proposal indicates in a convincing way that there will be demand/market (willing to pay) for the innovation when the product /solution is introduced into the market

Excellent

The targeted users or user groups of the final product/application, and their needs, are well described and the proposal provides a realistic description of why the identified groups will have an interest in using/buying the product/application, compared to current solutions available

Very Good

The proposal demonstrates very good understanding of the needs for a realistic and relevant analysis of market conditions, total available market size and growth rate, competitors and competitive solutions and key stakeholders, or includes a plan for achieving this information

Excellent

It is described in a realistic and relevant way how the innovation has the potential to boost the growth of the applying company

Excellent

The proposal demonstrates the alignment with the overall strategy of the participating SME(s) and the need for commercial and management experience, including understanding of the financial and organizational requirements for commercial exploitation. The initial commercialisation plan is outlined and explains how will be further developed (in-house development, licensing strategy, etc)

Proposal Evaluation Form

EUROPEAN COMMISSION

Horizon 2020 - Research and Innovation Framework Programme

Evaluation Summary Report

Call: H2020-SMEINST-1-2015_18-03-2015
 Funding scheme: SME instrument phase 1
 Proposal number: 684657
 Proposal acronym: TheCityGame pilot
 Duration (months): 6
 Proposal title: TheCityGame; Feasibility study and mini-pilots
 Activity: ICT-37-2015-1-P

N.	Proposer name	Country	Total Cost	%	Grant Requested	%
1	Reclata B.V.	NL	0	-	0	-
Total:			0	-	0	-

Abstract:
 TheCityGame is the place for doing social and environmental good actions while playing. It is a mobile application that gives users the opportunity to have fun and get rewarded for performing responsible actions. At the same time, brands and organizations use the platform to participate and enable users to perform the actions while achieving marketing and CSR goals.

TheCityGame is a "serious game" that puts users into a quest for performing good actions and eventually creating a habit out of it. Users participate every time they recycle packaging, batteries or electronic devices, donate shoes and clothes, use public transportation, keep utility bills low or learn through quizzes. Every accomplishment is measurable, rewarding and sharable, all of which are key factors to create a new, consistent, and loyal behavior. Eventually users achieve a social status of how "good" they are.

Brands, organizations and businesses participate by creating missions within the game in order to support sustainable initiatives, collect valuable material or drive more traffic to their real-world locations, which serve as verification points.

With the SME instrument, we intend to conduct market research, user testing, and run mini-pilots in order to iterate on our application quickly, and finally be in a position to launch full-scale. Final products of these actions will be a comprehensive feasibility report and a business plan.

Evaluation Summary Report

Evaluation Result
 Total score: 13.53 (Threshold: 13.00)

Form Information

Criterion 1 - Impact

Score: 4.60 (Threshold: 4.00/5.00 , Weight: 100.00%)
 The proposal indicates in a convincing way that there will be demand/market (willing to pay) for the innovation when the product /solution is introduced into the market

Good to Very Good

The targeted users or user groups of the final product/application, and their needs, are well described and the proposal provides a realistic description of why the identified groups will have an interest in using/buying the product/application, compared to current solutions available

Good to Very Good

The proposal demonstrates very good understanding of the needs for a realistic and relevant analysis of market conditions, total available market size and growth rate, competitors and competitive solutions and key stakeholders, or includes a plan for achieving this information

Very Good to Excellent

It is described in a realistic and relevant way how the innovation has the potential to boost the growth of the applying company

Very Good to Excellent

The proposal demonstrates the alignment with the overall strategy of the participating SME(s) and the need for commercial and management experience, including understanding of the financial and organizational requirements for commercial exploitation. The initial commercialisation plan is outlined and explains how will be further developed (in-house development, licensing strategy, etc)

Good to Very Good

The innovation /solution has a clear European dimension both with respect to commercialisation and with respect to competitor / competition evaluation

Very Good to Excellent

The proposal includes a realistic and relevant description of status and strategy of knowledge protection, the need of "freedom to operate analysis", and current IPR situation, which could include a plan for achieving this information.If relevant, potential regulatory requirements are also addressed.

9.18/13

11.88/13

13.53/13

THE FRAMEWORK PROGRAMME FOR RESEARCH AND INNOVATION

HORIZON 2020



Many applications

Being (or at least appearing) professional

The venture's overall quality and fit to EU priorities

Iterate according to evaluators' feedback

In conclusion

Use these instruments if they fit your overall goals.
They are time consuming

Great to keep you alive, but business success is
something else

the city game



ONE GOOD THING
EVERY DAY!