






## EOVation competition rules

### Article 1: Organisation

This competition is organised in the Czech Republic by CzechInvest as an operator of ESA BIC Prague, on request of ESA, European Space Agency. This competition is called EOvation®.

### Article 2: Objectives

The aim of the competition is to promote the use of space technologies (especially Earth Observation data) for the benefit of people and our planet by organising a public event around space issues. The ESA and its' partners have several objectives in proposing this grassroots project:

-  To develop the spirit of enterprise among young people
-  To demonstrate that space is a vector of innovation for employment and economic development in a sphere beyond its usual ecosystem
-  To participate in the adoption and reuse of space technologies and Earth Observation data (EO data)
-  To find future candidates, in the short or medium term, for the ESA BICs and partner incubators. Competitors can join to the competition from the 27th of November 2017 to the 18th of February 2018.
-  To select prospective proposals for the use of EO data in services and products aimed at adapting society to climate change and supporting their implementation in practice

Proposals can be submitted in two categories:

#### A: Business Plan

The objective is to submit a business plan focused on using EO data in the intended product/service and how to succeed on the market. The competition supports ideas in all phases of preparation with the aim of transforming them into actual applications on the market.

#### B: Project Idea







The objective is to submit proof of concept focused on how to use EO data in the intended products and services. It is necessary to develop the given idea into an advanced proposal with potential for application in practice, whether in the form of a scientific article, seminar paper, bachelor's thesis, dissertation or technical study (only one winning idea will be recognised)

### Article 3: Challenges

The organisers will provide challenges with one open challenge.



### Article 4: Schedule

The competition is organised according to the following schedule:

-  27 November 2017 – Kick-off at the End Of Year Conference – officially start of the competition, call for submission of proposals
-  January 2018 – EO Training Workshop – specialised training focused on processing satellite data (the term will be specified via the website [www.esa-bic.cz](http://www.esa-bic.cz) or Facebook EO ClimLab Czech Republic)
-  January 2018 – Date with mentors – meeting of registered participants with experts, where it will be possible to consult the preparation of the competing proposals
-  18 February 2018 – Deadline for submitting proposals
-  By the end of February 2018 – Evaluation of proposals, decisions on awarding of prizes, contacting of winners
-  March 2018 – Announcement of the results during ESA BIC & BROKER MEETING

### **Article 5: Participants**





Participation in the competition is open to business creators, students, researchers, entrepreneurs, associations, companies, developers, users, job seekers, designers and space experts. They can sign up as individually or in teams from 27 November 2017 to 18 February 2018. They will choose one of the challenges to be proposed by the organisers or one open challenge. The competition is open to individual and teams of two to five people including:

-  adult individuals having an activity or residing in the EU (business creators, students, researchers, developers, users, designers and space experts, job seekers, etc.)
-  and/or private law legal entities (associations, companies), represented by an individual delegated to participate in this competition, with no limitation as to nationality.

### **Article 6: Terms of participation**

All participants must first register on the website at the following address: [www.esa-bic.cz/index.php/eovation](http://www.esa-bic.cz/index.php/eovation).

Registration implies irrevocable acceptance of the following:

-  these rules
-  receipt of emails from the competition organiser
-  optionally, receipt of offers and emails from the organiser's partners
-  ratification of authorisations relating to image rights which, where applicable, will be requested by the organisers, to enable them, and their partners, to use and disseminate, free of charge and on a non-exclusive basis, photographs of the participants and use these photographs, in EO Vation competition rules whole or in part, for teaching, research, cultural or scientific or commercial exploitation purposes.

Registration and participation in the contest is free of charge.

### **Article 7: Constitution of teams and allocation of topics (in case of competitors in teams)**

The constitution of teams is carried out freely and will not be imposed by the organisers. There is maximum of 2-5 people for forming a team.

A presentation of the topics will be posted online during sign on to the competition by

competitors. When registering, candidates will be asked to indicate the topics they are interested in to anticipate the number of experts needed per area. Several competing teams can develop the same topic.

#### **Article 8: Confidentiality and intellectual property of developments**

Participants are duly informed - and acknowledge - that the organizer does not guarantee the confidentiality of the information contained in the project files submitted.

The organizer advises participants to take all measures that they deem appropriate to protect the information or technical elements that they hold and which would likely be the subject of intellectual property rights, prior to participating in the event.

Participants undertake to inform the organizers of any intellectual property rights they hold, and which are enforceable against the exploitation of work done within the framework of this competition to meet one of the challenges.

Participants are reminded that all information or technical elements they hold and which are not covered by intellectual property rights are part of the public domain.






Regarding software developments, candidates retain full ownership of the intellectual property rights on software developed within the framework of the competition, and exclusivity of commercial exploitation.



However, they authorise the organisers to use, for the sole purpose of promoting the competition and candidates, excerpts from these developments, in a form to be decided between the candidate and the organisers, for example in the form of a screen shot, limited access to the development for noncommercial purposes or any other form defined by mutual agreement to allow good communication on results of developments made during EOvation, without affecting the ownership and exclusivity of the commercial exploitation retained by the candidates.

#### **Article 9: Assistance in preparing project files**

Several teams of mentors who are experts in different areas (GIS, EO data, climatology, statistics, project management, business creation, design practices, etc.) will be made available by the organiser to assist candidates who wishes.

#### **Article 10: Designation of winners**





-  Competing proposals shall be submitted in the prescribed scope and form.
-  The language of all submissions must be English.
-  The proposals should conform to the attached templates (including font, font size, page margin, picture, etc.), and not exceed maximum 25 pages excluding cover page and the table of contents (add annexes to maximum 15 pages) in case of category A and 10 pages in length in case of category B (except a bachelor's thesis or dissertation).
-  The paper must include original content and ideas.
-  The paper is due as unlocked PDF document under 25 MB. It shall be submitted to [esabicprague@czechinvest.org](mailto:esabicprague@czechinvest.org) with the subject "EOvation Masters - Submission".

-  All submissions must be made by 18 February 2018 23:59 CET. Any submissions after the deadline will not be considered.
-  An assessment committee will be set up to award the main prizes. This committee will assess the submitted proposals with respect to innovativeness, degree of preparation, technical feasibility, potential for use in practice and possible legal risks (patents, licenses, etc.).





#### **Evaluation Criteria:**

Eliminatory criterion: Using Earth Observation data in services and products aimed at adapting society to climate change

#### **Category A:**

-  **The innovative and original nature of the project (35%):** product, service, incremental, radical and architectural, technological and organisational, business model, social innovation
-  **The validity of the economic model to generate income (30%):** maturity of supply and demand, reliability analysis, etc.
-  **The expected benefits of the project (20%):** relevance of the project to major social issues related to the climate change etc.) in particular in terms of creation of services and employment.
-  **Viability of EO data usage concept (15%)**




#### **Category B:**

-  **Scientific content and detail (40%):** how well has the entry described the particular approach in scientific detail, providing justification and logic for their submission
-  **Originality (40%):** how original or innovative is the submitted content relative to ideas and approaches published or proposed in the past
-  **Description of concept (10%):** how well has the entry described the concept in narrative format, includes readability and whether narrative is clear and concise with the text being well organized
-  **Market potential (10%):** what applications author envisions and how it can succeed on the market



#### **Article 11: The prizes**

The best project in each category will be awarded, so there will be two prizes within the competition. The prizes are set by the organiser and they are not enforceable.



The projects of the winners will be promoted through:

-  institutional communication (via the websites and newsletters of the organiser and, where applicable, its partners)
-  presses relations
-  networking with the organiser and its partners.






#### **Category A**

-  €2,000
-  Consultation in the area of business development



-  Preparation of the winner for entry into ESA BIC Prague in the form of consulting and assistance with preparing the registration form
-  sponsorship prizes



#### **Category B**

-  500€
-  Internship at ESA BIC Prague
-  Consultative support for assistance with verifying the technological concept
-  Possibility to present at IAC Bremen
-  sponsorship prizes

#### **Article 12: Award of prizes**

The official award of the EOvation Masters prizes will take place during the ESA BIC & BROKER MEETING at the beginning of March

The participants irrevocably acknowledge:

-  that they have been informed that the rules do not provide for any recourse regarding the constitution or decision of the jury
-  that jury deliberations are confidential and will not be disclosed to participants.

#### **Article 13: Change of competition dates**

The organiser cannot be held liable if, in case of force majeure or events beyond its control, it is required to cancel, reduce, extend or postpone this competition or change the conditions.

#### **Article 14: Interpretation of the rules**

Participation in the "EOvation Masters" competition implies full acceptance of the terms set out in these rules. The organiser of the competition event, in which the candidate participates, will be sovereign for all matters relating to the application of these rules or any issue that may arise, which is not covered by them. Its decisions are final.

#### **Article 15: Legal filing**

The rules may be changed at any time in the form of an amendment by the organiser, in accordance with the conditions laid down and posted online on the website [www.esa-bic.cz/index.php/eovation](http://www.esa-bic.cz/index.php/eovation). They will take effect from the date they are published and all participants will be deemed to have accepted them by the mere fact of their participation in the competition, from the effective date of the change. Any participant who refuses the changes made will not be able to present his/her project.

#### **Article 16: Candidates' commitments**

Participants undertake to respond to any request for information from the organiser of the competition event, in which they participate or of the selection committee and jury. The organisers reserve the right to cancel the application and participation of any person, who fails



to respect these rules, the equipment and premises of the competition venues, of third parties, etc. The candidate undertakes not to exercise any recourse concerning the organisation of the competition, the results and jury's decisions.