MAG2 CALL GUIDELINES FOR APPLICANTS

1. ABOUT FRONTIERCITIES2

"frontierCities2 – Another Level of Impact" (fC2) is an accelerator program dedicated to supporting the development and deployment of smart cities applications and solutions for cities, powered by FIWARE technologies.

FIWARE[1] is an innovative, open cloud-based infrastructure for cost-effective creation and delivery of Future Internet applications and services. It provides a rather simple yet powerful set of APIs (Application Programming Interfaces) that ease the development of Smart Applications in multiple vertical sectors. The specifications of these APIs are public and royalty-free. Besides, an open source reference implementation of each of the FIWARE components is publicly available so that multiple FIWARE providers can emerge faster in the market with a low-cost proposition.

The overall objective of frontierCities2 is to bring the benefits of FIWARE-enabled smart city applications to cities in order to enhance the quality of life of their residents. Building on an expanding network of 45 cities[2] currently using FIWARE-enabled solutions, the program aims to support SMEs and start-ups in the development and commercialisation of FIWARE- powered smart-cities applications. This program aims to grow this network of cities to reach more than 100 cities trialling and/or deploying more than 60 FIWARE-enabled solutions.

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[1] https://www.fiware.org
[2] http://www.frontiercities2.eu

The funds of the frontierCities2 grant come directly from the funds of the European Project frontierCities2 and are therefore, funds owned by the European Commission, whose management has been given to the frontierCities2 consortium under the Horizon 2020 innovation and research programme, by the European Commission Grant Agreement Number 732947.

The frontierCities2 grant carries a set of obligations to the successful grantees with the European Commission. It will be the task of the successful grantees to accomplish these and the task of the frontierCities2 consortium to inform the European Commission of developments.

2. FRONTIERCITIES2 MAG2 OPEN CALL

2.1 INTRODUCTION

This document should be thoroughly read prior to initiating your application, and make sure you:

I.   Meet all necessary eligibility criteria.
II. Provide all legal documents as they are an integral part of your application form.
III. Fill in each section of the application form, as per the requested information.

All information regarding the fC2 application process, such as supporting documentation and guidance, will be provided in the frontierCities2 website and fundingbox platform, where the proposal must be submitted.

2.2 THE MAG2 CALL FOR PROPOSALS

The frontierCities2 Accelerator programme has EUR 370,000 for grant funding for its second Market Acceleration Grants (MAG 2). It will be targeting grantees implementing research results of completed or on-going projects in the domain of Future Internet powered by FIWARE technology, in the smart-cities sector. The MAG2 grant will provide funding in the range of 25,000 EUR to 75,000 EUR for a 7 month grant cycle.

It is expected that between 5 to 14 project applications will be retained for funding, depending on the grant amount requested by applicant. The funded projects will receive advisory and mentoring support to accelerate their market uptake and commercialisation of their technological applications and services to both cities and wider private sector uptakers and enablers, such as corporations and investors.

3. MAG2 OPEN CALL GUIDELINES FOR APPLICANTS

3.1 MAG2 ELIGIBILITY CRITERIA

In line with the overall goals and aspirations of the FIWARE Accelerate programme, the frontierCities2 grant fund is directed towards the SMEs and start-up community to help promote and build awareness of FIWARE and its benefits among society.

Therefore, frontierCities2 accepts applications only from **Start-ups and SMEs**, that satisfy the following criteria, as stipulated by European Commission in Recommendation 2003/361/EC:

i. Independent, in accordance to Recommendation 2003/361/EC6;
ii. Headcount in Annual Work Unit (AWU) less than 250;
iii. Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million;

> **Those applicants that are SMEs** need to submit the following documents:
> - Balance sheet,
> - Profit and loss accounts,
> - Staff head account expressed in annual working units.

> **Those applicants that are Start-ups**, in accordance to the Horizon2020 Guidelines, and have not yet closed accounts shall include a self-declaration, including a bona fide estimate (in the form of a business plan) for the on-going financial year.[3]

> If a start-up has not yet a turnover and whose activity implies a long time-to market: a declaration of the investment made and the likely expected return (to demonstrate that, despite the lack of turnover, your enterprise is engaged in an economic activity) are required.

Candidates applying to the MAG2 Call, **must submit proof of completed pilot in real-life environment of already developed FIWARE based solution,** either as result of participating in one of the 16 Accelerators, or other research projects in the domain of the Future Internet, that used FIWARE as part of their technology. You would be requested to provide an online demo (URL link) of your FIWARE application. The applying application need to be "powered by FIWARE" which means functions that can be provided by GEs must not be part of the actual design

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/implementation work, i.e. use a GE wherever possible, reduce code development wherever a GE can provide the features needed.

Furthermore, frontierCities2 will only accept **proposals from applicants who are established in one of the 28 EU member states or one of the H2020 Associated Countries.** Countries falling within this category have been identified under Table 3.

Table 3: Eligible Countries for frontierCities2 MAG 2 Call

EU Member States (including their Overseas Countries and Territories)	Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the United Kingdom.
Overseas Countries and Territories (OCTs) linked to the EU Member states	Anguilla, Aruba, Bermuda, Bonaire, British Indian Ocean Territory, British Virgin Islands, Cayman Islands, Curacao, Falkland Islands, French Polynesia, French Southern and Antarctic Territories, Greenland, Montserrat, New Caledonia, Pitcairn Islands, Saba, Saint Barthelme, Saint Helena, Saint Pierre and Miquelon, Saint Eustatius, Saint Maarten, South Georgia and the South Sandwich Islands, Turks and Caicos Islands, Wallis and Futuna.
H2020 Associated Countries	Albania, Armenia, Bosnia and Herzegovina, Faroe Islands, Georgia, Iceland, Israel, Moldova, Montenegro, Norway, Serbia, Switzerland, the former Yugoslav Republic of Macedonia, Tunisia, Turkey, Ukraine,

As Applicant to MAG2 you would need to provide two Letters of Support from either the City/Town Hall/Public organisation /Industry partner where your pilot was trailled.

The following proposals **will not be deemed eligible** for funding under the MAG 2 Call:

i.   Applications where the applicant is not an Independent SME or start-up;

ii.   Applications that do not provide the requested documentation, SMEs requested documents, and start-up requested documents in section 3.1 of this guidelines.

iii.   Applications which do not meet the criteria of being powered by FIWARE;

iv.   Applications for MAG 2 Grants that have not have yet piloted the applications, with a relevant number of users and in a real-life environment;

v.   Applications that are registered in a country not explicitly included in Table 3 above.

vi.   Applications that are being financed by the current frontierCities2 MAG grant programme.

vii.   Applications that are being financed by the Impact Growth accelerator.

viii. Applications that provide documentation or proposal text/ documentation without making reference to the author or proprietor of the document, as this will be consider plagiarism.

4.   THE FUNDING BOX PLATFORM

Applicants are required to complete their application online on the Funding Box platform. If this is your first time in Funding Box, please crate an account in order to be possible to fill in your application.

Please be aware of the following when starting your Application:

1.   All questions are compulsory and require an answer to proceed to the next Section. There are 5 Sections in total.

2.   You can save and close your Application at all times while the Call is open, however please be aware that you can only Save & Close when a section is completed. Thus If you do not have all the needed information to complete a section, please write "TO BE FILLED LATER" in order to be able to save your work. You will be able to re-open the saved Section and edit it later on.

3.   When uploading PDFs or other requested documents please select them all at once/or create a single PDF document in order to upload them. Or put them in a zip file so it can be all uploaded at once. Please remember that you only have 10MB capacity per upload section.

Application Form - Marketing and Acceleration Grant2 (MAG2)

The Application Form for the MAG2 **as provided in the Funding Box** contains the following sections and questions:

1. **Applicant info**

   1. Please read and agree with the fC2 MAG2 Call Guidelines
   2. Name
   3. Surname
   4. Email (Please enter only one email address in format: mail@mail.com)
   5. Phone number including country code (+00 000 000 000)
   6. Skype ID
   7. Company name
   8. Company (Start-up or SME) country registration
   9. Legal designation
   10. Please provide as attachment all legal documents and signed forms requested in the guidelines. (filled & signed Budget Form, filled & signed Declaration Of Honour*, For SME's: a copy of Balance Sheets, and a copy of Profit & Loss Accounts (Presented to your Government)**; For Start-ups: signed Self Declaration Or signed Declaration Of Investment .

Note: **The Declaration of honour and the Budget form needs to be filled and signed by a legal representative of your company.*
**Please provide the official/ legal documents that your company/organisation presents each year for the taxes, such as balance sheets, and profit & loss accounts.

2. The Problem Addressed

11. Describe the problem you are solving (Between 20 and 5000 characters)
12. How is this problem being solved at the moment (by which means)? (Between 20 and 5000 characters)

3. The Technology

3.1 Your FIWARE Pilot

13. Did you carry a real Pilot with your FIWARE application?
    - ☐ Yes
    - ☐ No
14. If Yes, specify starting date and duration period of the trial:
15. Where did you trialled your FIWARE application?
    City
    Country
16. How many users have trialled your pilot and for how long? (in months)
17. Please provide an online demo of your application (please provide the URL link). (http//…)

3.2 Powered by FIWARE

18. Please identify the FIWARE Generic/Specific enablers that you are using in your application.
19. Please provide us with a logical architecture for your application, showing the FIWARE Generic/specific enablers that you use and the interfaces between the components where practicable. –Max.10MB
20.
a. Please provide a list of all functional requirements for your solution.
b. Please provide a list of all non-functional requirements for your solution

21. How were you enrolled in the FIWARE programme?

22. Did you get funding from one of the 16 Accelerators of the FIWARE Programme?
    - ☐ Yes
    - ☐ No

If you click on the option YES you will see: Question 23 & 24
If you click NO you will continue with following question 25 & following questions

23. Which accelerator

24. How much were you awarded?

25. Were part of a project in the domain of the Future Internet, that used FIWARE as part of their technology (where you part of a consortium using FIWARE technology)?
    - ☐ Yes
    - ☐ No

   If you click on the option YES you will see: Question 26 & 27

   If you click NO you will continue with following question 28 & following questions

26. What was your role?
27. What amount did you received for developing the FIWARE technology?

28. Who owns/has the IP of the technology?

3.3 State of the Art

29. How advanced are you with your FIWARE application?
30. Has it been active since you did your pilot?
31. Currently, how many users do you have?
32. What is your monthly growth rate (in users or revenue, or both)?
33. Was any of your code written by someone who is not one of your founders?
    - ☐ Yes
    - ☐ No

   Please explain above question

34. Are any of the funders covered by no compete agreements or intellectual property agreements that overlap with your project?
35. Will any be working as employees or consultants for anyone else?
    - ☐ Yes
    - ☐ No

   Please explain above question

4. The 4. Market

36. Who are your competitors and what is radically new about your technology or business model compared to existing competitors?
37. Please provide two letters of interest from corporate/industrial partners and/or cities. (max 10 MB).
38. How are you planning to acquire more customers?
39. What market progress have you made in the past months?

This question is referring to the progress your application has made since end of support under one of the FI-PPP Future Internet Programme, Phase 3 acceleration programmes, or other FIWARE related support, or since your former (unsuccessful) MAG proposal application.

40. What is your revenue model?
41. what is your monthly growth rate (in users or revenue, or both)?
42. Please provide evidence of a strong market analysis for your proposed solution. This evidence may be in the form of a report which may be attached (please, do not do copy and past other people analysis. This has to be a real document developed by your own company on the basis of your FIWARE application).
43. What traction does your SME/Start-up have (technology developed or launched, IP, Patents, employees, customers, users, revenue, profit)?
44. Provide an outline of the company's ownership, investment raised (if any).
45. Please tell us about who has invested in your Team or Company and how much.

5. The Team

46. Please summarise your company's key relevant experience and track record.
47. Provide a link to a video introducing each of the team members (commercial and technical) that will be participating in this market uptake (no more than 3 minutes presentation in all).
48. Please provide a CV for each member of your team (technical and commercial), two pages per person as an attachment, including the role and responsibilities that will be having in the MAG2 support.

5. ASSESSMENT OF APPLICATIONS TO THE FRONTIERCITIES2 MAG2 CALL

Independent Evaluation Management

External Evaluation Team Leader

In order to ensure that the frontierCities2 Call for Proposals is evaluated fairly and impartially in an accountable and transparent manner, the consortium will appoint an external Evaluation Team Leader, who will lead the evaluation team and ensure that the highest levels of transparency and quality assessment are observed.

The Team leader's role include:

I.   Administering a calibration exercise among the assessment team in order to ensure evaluators assess evaluations in a consistent manner;

II. Ensuring the evaluation is executed in a timely and efficient manner;

III. Supervising the allocation of proposals to the evaluators;

IV. Ensuring that evaluators do not infringe the transparency regulations developed by frontierCities2 (Code of Conduct for Evaluators);

V.   Reviewing the evaluations and search for inconsistencies;

VI. Supervise and edit a report on the evaluation process, that needs to be approved by the European Commission.

Once the proposed Team Leader is selected by the fC2 consortium, his/her CV will be sent to the European Commission.

Evaluation Team

The Evaluation Coordination team will further comprise of a team of Commercial experts and a team of Technical experts. These teams will be completed from suitably qualified staff across the frontierCities consortium and related FIWARE support structures. The frontierCities2 consortium has a significant number of commercial and technical experts that carried out assessment work during the frontierCities Call in 2015, to which will be added further suitable qualified experts from the FIWARE Foundation and related FIWARE support structures, as well as the other partners that have joined the frontierCities2 consortium.

The external evaluation Team Leader (TL) will select the evaluators from the pool of experts provided by the consortium. The CVs will be evaluated according to an expertise matrix, thus certifying that experienced and qualified experts will be selected and ensuring a transparent process.

Evaluation Process

The assessment will be conducted by experienced evaluators from senior experienced consortium partners, under the management of the external Team Leader. The evaluation will be a two-fold process where each proposal will be subject to a technical and commercial evaluation by two relevant experts, one technical expert and one commercial expert, followed by the video conference interview carried by the selection panel (one member of the Grant Management Committee, one commercial coach and one technical coach).

The first step in the assessment of Applications will be the **Eligibility Screening:** Each application which is received by the frontierCities2 consortium will be screened for eligibility by the Team Leader, as described above. Issues to be checked will be the following:

i.   Legal type – SME and Start-Up,

ii. Geographical location - EU Member State or H2020 Associated Country,

iii.   FIWARE Technology- Use of FIWARE technology in their application,

iv.   Funding – Requested budget falls within frontierCities2 grant range,

v.   All legal documentation according to your type of company, if SMEs sections iv. and if start-up section v. (page 8 of this document);

vi.   Annex 1 - Declaration of Honour duly signed and correspond to the country of origin legal system.

vii.   Annex 2 – Filled and signed budget form.

1. If an application fails to provide the relevant signed documentation mentioned above[4], it will be automatically eliminated and will not be assessed.

2. The second step is the assessment of Applications by the Commercial Experts and Technical Experts, followed by video conference interviews with Applicants that meet or exceed the threshold score in <u>each</u> of the 4 Sections.

The evaluation will be carried out remotely through the Funding Box platform, which enables the evaluations to be conducted in confidentiality and independently.

Evaluation Transparency and Conflict of Interest

In order to ensure best practice and transparency, while mitigating any risks to conflicts of interest, the consortium has developed a series of measures that must be respected during the evaluation process. These include the following:

i.   The evaluators should not assess a finalised application submitted from their country of origin.

ii.   The evaluators should not assess a finalised application received from the country in which they work.

iii.   Evaluators will sign a Conflict of Interest Form.

iv.   Evaluators will conduct the evaluation independently and impartially from their own organisation.

To further ensure transparency, the evaluation process will be managed by the Team Leader, as previously mentioned.

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[4] One single missing document would be enough to eliminate the application that has failed to provide a requested legal documentation or a filled & signed form.

Work Programme – Commercial and Technical Assessors

Evaluators have been divided into two categories in order to ensure each proposal is evaluated with the necessary and relevant expertise:

1. **Commercial Experts:**

    Commercial experts will evaluate the Smart Cities Problem, the Market and business potential as well as the Team.

2. **Technical Expert:**

    The Technical experts will evaluate the Smart Cities Problem, the Technology and the Team.

Application and Evaluation Timeline

The following tables are a description on the activities that will be carried out during the evaluation. It is necessary to keep in mind that the length of some activities will depend on the number of received proposals.

Table 5: Evaluation Timeline & Selected Key Activities – MAG 2 Call

No.	Date	Action
1	11 January 2018	The calibration exercise and first trial of the Funding Box platform. This will be organised and supervised by the Team Leader. All experts will assess the same proposal, in this case a finalised application from an ineligible applicant as test.
2	31 January 2018	Applications close at 17:00 pm CET.
3	1 February 2018	After the Call closing on 31 January the Team Leader and his Assistant will commence an initial analysis of finalised applications. This will involve the following: i. Eligibility Screening, ii. Allocating the completed and screened proposals to evaluators, as per frontierCities2 transparency measures.
4	09 February 2018	Evaluation continues. Team Leader will initiate a review process of the evaluated grids received and will provide feedback to evaluators on their grids when necessary.

No.	Date	Action
5	Subject of the number of application received.	The Team Leader and frontierCities2 Consortium finalise the selection of the Applicants. An email from the GMC inviting those selected for the video conference interview.
6	Subject to the final selection of applications	Video conference interviews with each of the selected applications.
8	Subject to competition of the video conference interviews	The GMC will meet and deliver regarding the top quality of interviewed applications and make a decision on the ones that will be found and this will be notified to each of the relevant applicants.

6. MAG2 APPLICATIONS ASSESSMENT

The core evaluations areas are:

i. **Smart City problem:** This section evaluates the problem the FIWARE application is addressing and how the application is solving this problem and if there are synergies already identified with other FIWARE applications in the market (if relevant).

ii. **Application Technology value:** This section evaluates the already trialled applications and relevance in their use of FIWARE, as well as scalability. This section must provide the description of the pilot carried in a real-world situation (simulations will not be considered as pilot), with number of real users, and deployment location, together with its FIWARE technology use, logical architecture, functional/non-functional requirements and work plan.

iii. **Commercialisation Strategy:** This section evaluates the Business plan, the market knowledge and analysis, together with the work plan and the deliverables and milestones for the project.

This section has 3 subsections identifying all key elements necessary to a successful commercialisation of the application.

iv. **Team Section**: This section evaluates the experience at an organisational level of the company applying, and the experience and qualifications of the Core team, together with brief Technical and Commercial CVs of the core team in Annex 4.

Overview of the Assessment Grid

The Assessment Grid follows the four sections mentioned above: i) Smart City problem; ii) Technological Excellence & FIWARE, iii) Business, Market & Work Plan and iv) Team. Given the importance of each of these sections in the success of the implementation of the application, a minimum score (threshold) has been determined for each section. See table 1 with maximum score per section and threshold.

Table 7: Overview Scoring and Thresholds for the frontierCities MAG 2 Call

Section	Maximum Score	Threshold
Smart City Problem	10	5
Technological Excellence & FIWARE	35	25
Business, Market & Work Plan	35	25
Team	20	15
Total Maximum Score	**100**	
Total Minimum Threshold		**70**

The Assessment grid has a maximum score of 100 points. Each section has been broken down as follows, the Business, Market & Work Plan section being the core of the application has 45% of the total score while the Technological Excellence & FIWARE and the Team sections have respectively 35% and 20%. This will ensure that the selected applications would already have (i) the requisite competency to grow and develop the market of their Smart Cities App (ii) the understanding to deploy a FIWARE enabled smart cities application and (iii) a team with the necessary skillset to ensure that their project's goals and objectives can be achieved.