

# Madrid in Motion

Competition Rules

Open Call, 3<sup>rd</sup> edition 2021



# CONTENTS

- 1. Introduction**
- 2. Aims**
- 3. Madrid in Motion Partners and challenges**
- 4. Co-innovation between partners**
- 5. Target Audience**
- 6. Selection Criteria**
- 7. Selection Process**
- 8. Calendar**
- 9. Assessment of the Project and selection process**
- 10. Benefits of Madrid in Motion for startups and business**
- 11. Madrid in Motion Team**
- 12. Duties of selected projects**
- 13. Right of first negotiation**
- 14. Right to information and to follow up the project**
- 15. Protection of personal data and intellectual and industrial property rights**
- 16. Reservations and limitations**
- 17. Queries and clarifications**

## 1. Introduction

The Madrid in Motion Open Call is an initiative by Open Innovation forming part of the Madrid in Motion<sup>1</sup> Mobility Hub, a project led by Barrabés.biz that **seeks to innovate within the urban-mobility sector**. Madrid in Motion aims to activate the synergies that exist between the entrepreneurial ecosystem, the Public Authorities, and the private sector, positioning them all as leaders in mobility, sustainability, and innovation, so as to scale up the solutions from Madrid, but **seeking a global impact**.

Madrid in Motion is launching the third edition of its Open Call, seeking innovative solutions that respond to the challenges launched as part of the programme.

The initiative has the support of the Madrid City Council and the Municipal Bus Company (EMT), Banco Santander, Naturgy, Cintra, Mastercard. In addition, Madrid in Motion has the support of Tech Partners as; Clark&Modet, IBM and EIT Urban Mobility.

References to 'partners' or 'partner' in these Competition Rules refer to the said private corporations and public institutions.

## 2. Aims

The aims of the Madrid in Motion initiative are as follows:

- To innovate in the field of urban mobility, generating new innovative solutions that help to develop or improve urban-mobility infrastructures and services.
- To innovate in the value proposals to customers and to accompany them during the transformation, helping them to identify new trends in the sectors in which they operate and to innovate in the provision of mobility services.
- To support and motivate entrepreneurs so that they can transform their ideas into successful businesses, increasing their reach, growth, and scalability.
- To work with the entrepreneurial ecosystem and develop a culture of innovation that the ecosystem can feed back into.
- To encourage co-operation, co-creation, and co-innovation across corporations from different sectors.
- To attract talent and generate networking between the various agents involved.

---

<sup>1</sup> *Madrid in Motion is a registered trade mark owned by Innova Next SLU, and as such the rights and duties acquired in connection with these Competition Rules apply to Innova Next SLU.*

- To create value in the ecosystem on the basis of an innovation methodology that can be assimilated, systematized, and replicated.

### 3. Madrid in Motion Partners and challenges

Two kinds of HUB partners will be proactively involved in the third edition of the Madrid in Motion Open Call; leading partners and supporting partners.

One of the central pillars of the Madrid in Motion ecosystem is the role played by the partners. This co-operation is directly related to the relationship model that partners have with the start-ups and with other sources of innovation on the market. It will have a greater or lesser effect on your sector in general - by providing competitiveness - and more specifically at your company, notable for its innovative practices.

For this third edition there are various kinds of co-operation:

- The **Leading Partners** will launch a challenge at the Call, backed by Madrid in Motion. They will then carry out a proof of concept with the solution they select as part of this Call, lasting around three months. The Leading Partners may also launch further challenges in co-innovation with other partners.
- The **Supporting Partners** may take part in or sign up to the challenges launched by the Leading Partners, participating in the proof of concept that is carried out. The Supporting Partners will not have their own challenge.

The Madrid in Motion Open Innovation programme focuses on promoting innovative solutions that respond to specific challenges that have been set and which are administered by the partners, encouraging the development of proofs of concept and co-operation with the entrepreneurial ecosystem.

The partners taking part in the third edition of Madrid in Motion seek innovative solutions with which to articulate an ecosystem with start-ups, SMEs, and other innovative businesses. In order to target their search, the partners and the hub itself have defined challenges concerning urban mobility, which are set forth below, so that start-ups and innovative SMEs can step up to the challenges. **The partners will make an initial selection, followed by a final selection, to identify the solutions that best resolve the challenges set.** The challenges launched in this edition by the partners are as follows:

#### Electric Mobility

##### **Naturgy Challenge – Making it easier to recharge electric vehicles**

*To improve customer experience by simplifying the recharging of electric vehicles.*



### **How can the process of recharging electric vehicles be improved?**

Naturgy is looking to improve customer experience by simplifying the process of recharging electric vehicles. How? With technological solutions that reduce inconveniences such as having to use cables, having to find the charging point on the vehicle, making payment, etc. This whole process has to be simpler and more efficient. Are you willing to step up to the challenge?

## **Sustainable mobility**

### **Naturgy Challenge – Sustainable fuels**

*Making hydrogen the energy vector for sustainable mobility.*



### **How can we make hydrogen a sustainable alternative to traditional fuel?**

Naturgy is looking for innovative solutions that improve efficiency, reduce costs (CAPEX and OPEX), and improve user safety on site.

For example, by creating modular service stations that are easy to install or optimizing the logistics of transporting H2 from the production facility to the service station, or in general terms, any other proposal that promotes hydrogen as a sustainable alternative for mobility.

## **CONNECTED**

## **MOBILITY**

### **Santander Challenge - Incentivise patronising local businesses**

*Supporting local businesses by encouraging sustainable mobility*



### **How can sustainable mobility be used to incentivise patronising local businesses?**

Banco Santander is looking for start-ups with technological and innovative solutions that make it possible to incentivise patronising local businesses, while at the same time reducing the impact on the environment. How? By promoting sustainable mobility when

travelling to local shops and businesses, boosting click & collect, and gamification for those who use non-polluting vehicles such as public transport.

## MOBILITY AND LOCAL BUSINESS

### Madrid City Council Challenge – Logistics and mobility at municipal markets

*Improving mobility and logistics at markets.*



MADRID

**¿How can smart mobility be used to optimize last-mile logistics at municipal markets, easing the everyday lives of market traders?**

At Madrid City Council we are seeking technological and innovative solutions in relation to technologies such as the Internet of Things (IoT) or Artificial Intelligence (AI) to improve mobility at markets, thereby optimizing the last-mile logistics for goods, which will in turn ease the everyday lives of market traders and markets in general. How? By providing real-time information on movements and journeys, analysing user-generated mobility data, and optimizing delivery schedules and access routes for suppliers.

## CIRCULAR ECONOMY

### Madrid City Council Challenge– Electric batteries

*To develop the circular economy for batteries.*



MADRID

**How can the life cycle of electric batteries be extended, boosting the circular economy and improving urban mobility?**

At Madrid City Council we are seeking technological and innovative solutions that will help to extend the life cycle of the batteries used in electric vehicles: cars, motorcycles, scooters, etc., encouraging the involvement of all stakeholders driving forward this new form of electrical and sustainable mobility, while at the same time promoting the circular economy in the city. How? By optimizing and extending their life cycle, giving

them a second opportunity, or manufacturing them to last longer and be more environmentally-sustainable.

## SMART MOBILITY

### **EMT de Madrid Challenge – Digitalization: information and advertising on the buses of tomorrow.**

*Digital innovation in advertising, formats, and contents enriched with data.*



#### **How can advertising on board buses be improved so that passengers receive targeted and relevant messages?**

EMT de Madrid, the Madrid municipal bus company, is looking for start-ups with innovative solutions that can offer our passengers a better customer experience. How? By boosting contextual advertising, e.g. by sending messages and targeted offers in real time, made possible by knowing where users are and what their preferences are. Thanks to this technology, the inside and outside of EMT buses can become an innovative and interactive communications platform.

Furthermore, at this third edition, the Madrid in Motion Hub will launch two challenges seeking innovative solutions from both start-ups and SMEs that respond to the challenges facing mobility. The challenges set by the HUB do not come with guaranteed performance of an ad hoc proof of concept, although the possibility of carrying out a pilot with one of the partners will be explored. As such, all solutions entered will be assessed, and those that are selected will have the opportunity to carry out a pilot.

The challenges set by the Hub are as follows:

## CONNECTED MOBILITY

### **Madrid in Motion Challenge – Data**

*Improving the mobility of city-dwellers through how public and private data are managed.*

## How can public and private data be managed and used to improve urban mobility?

At Madrid in Motion we are looking for start-ups with technological and innovative solutions to drive the improvement of urban mobility in our cities. How? By turning public and private data into smart data, through a data lake that will aggregate data from different sources, thereby creating smart infrastructures that provide real-time information, or extracting information from IoT solutions.

## URBAN MOBILITY

### Madrid in Motion Challenge – Inclusion

*Making urban mobility in our cities more inclusive.*

## How can we make our cities more inclusive by innovating in mobility?

We are looking for start-ups that have the necessary technology to make our cities more inclusive thanks to mobility ideas that are both innovative and assist integration. We want to offer more and better opportunities to mobility-impaired city-dwellers and those who cannot afford to travel around the city, which will help to improve the day-to-day lives of all citizens.

## 4. Co-innovation between partners

As has been mentioned above, it is possible that two partners will launch a challenge jointly.

## 5. Target audience

The Madrid in Motion initiative is aimed at:

- Start-ups with an innovative solution to resolve the challenges set above.
- Innovative businesses: small and medium-sized enterprises with innovative solutions.



## 6. Selection criteria

For this programme, Madrid in Motion is seeking:

- **start-ups** (i) that are incorporated as a legal entity; (ii) that have developed at least one MVP; (iii) that have a solid working team; (iv) that can demonstrate that their solution is innovative and responds to the needs of the market, and (v) that are less than five years old, i.e. that no more than 5 years have elapsed between their date of incorporation and the date of publication of these Competition Rules, although this last requirement may be waived.
- **innovative small and medium-sized enterprises** which (i) being interested in the performance of projects linked to mobility, can (ii) set up a task force that will dedicate a proportion of their time to carrying out the proof of concept, and that can (iii) demonstrate that the solution is innovative and aimed at the needs of the market and (iv) and oriented to market needs.

In both cases, projects must be in line with one or more of the challenges proposed by Madrid in Motion. Where more than one challenge is applied for, they must be **ranked in order of preference** on the registration form, so that if selected by two corporations, the **start-up will carry out the proof of concept with its first choice**.

### **Assessment of the applications and evaluation by partners**

In order to assess the applications to take part in the programme, the professionals evaluating the projects will take into account points A, B, C, which will be set forth on the registration form on the website. The start-ups and innovative businesses selected will go through to Selection Day, and the criteria set forth at point D will be considered.

#### **A) BUSINESS AND INNOVATION MODEL**

##### **1. Value proposal**

- The project's capacity to deliver a product or service to users, identifying a need that is not being fulfilled on the market, will be taken into account.
- The economic and social impact of the project will be taken into account, as well as its international reach.
- Viability will be taken into account, from the point of view of co-operation and its swift implementation in the short-to-medium term by Madrid in Motion and its partners, together with its contribution to value in general.

##### **2. Degree of innovation**

- The innovation of the project will be taken into account, considering on the market both the improvement of a product/service and the offer of a new product/service that

is clearly distinguished and that improves on the pre-existing solutions. Technological innovation or business-model innovation will also be taken into account. Specifically, the way the project uses technology will be taken into account, and projects with a solid technological basis will earn a higher score.

### **3. Viability**

- The coherence of the project's costs structure will be taken into account, with its forecast revenues and its economic and financial profitability.
- The expected ROI and any additional investment required for the project, which will also require a risk analysis.

### **4. Level of development**

- The solution will need to show that it has an established level of maturity and at least one minimum viable product (MVP). Projects that are already marketing their solution will also be taken into account. Preferably, the start-ups and innovative businesses taking part will find themselves at an early stage or A series and SMEs with innovative solutions.
- Experience in joint product development (e.g. working with universities and other businesses); experience as a supplier, (e.g. selling consultancy services or part of its development to another company), and the reasons for co-operating with a corporation.

## **B) MARKET AND SECTOR**

### **1. Relevance of the project**

- Priority will be given to projects that respond to the challenges set by the corporations and public institutions identified under section three of 'Audience' of these Competition Rules. Both partial and complete responses to the challenges will be considered, but priority will be given to complete responses over partial ones.

### **2. Market**

**potential**

- Identification of customer segments for the project.
- The actual and potential market for the project and its purchasing power.

## **C) TASK FORCE**

### **1. Suitability of the task force**

- The experience, qualifications, and technical and administrative skills of the task force for the solution will be taken into account.

## 2. Motivation and interest

- The participation, commitment, and dedication of the task force to making it come true and to taking full advantage of the services offered by Madrid in Motion will be taken into account.

### **D) SELECTION DAY<sup>2</sup>**

#### **1. Communication**

- Clarity and conciseness in the presentation of the project
- The ability of the task force to stimulate and sustain the interest of the audience when they present their project

#### **2. Motivation to take part**

- The interest and attitude of the task force towards their project and to the possibilities offered by Madrid in Motion.

#### **3. Viability of developing the proof of concept within the framework of Madrid in Motion**

- The task force from the project selected to develop the proof of concept must have sufficient time available during the programme to develop the proof of concept.

## **7. Application process**

Candidates must complete their application for admission to the programme by registering and supplying their details via the online form at the Madrid in Motion website ([www.madridinmotion.online](http://www.madridinmotion.online)) through the Innovation platform.

To be registered in Madrid in Motion 2021 call all the candidates will have to accept the terms of the call and the privacy policy.

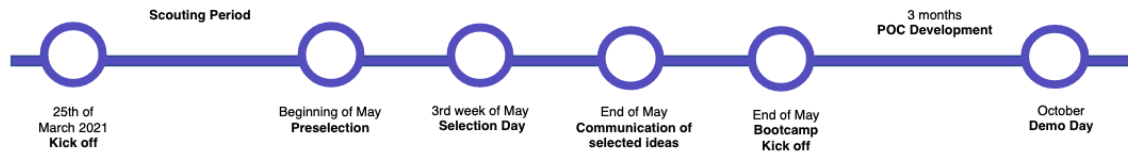
## **8. Calendar<sup>3</sup>**

---

<sup>2</sup> For Selection Day, the Madrid in Motion team may require participants to supply documents regarding their shareholders, funding history, a description of their team, major historical metrics or KPIs, future business plan, or the investor deck. Furthermore, the Madrid in Motion team will have online contact with the finalist start-ups.

<sup>3</sup> The milestones and key dates may be changed by Madrid in Motion in order to optimize performance of the programme. Any such change will be notified to participants via e-mail or on the website.

The milestones and key dates to pencil in for the 2021 edition of the Madrid in Motion programme are as follows:



*These dates can be modified by the Madrid in Motion Team. Should this be the case, the web page will be updated and email notifications will be sent.*

### **Application period**

The application period opens on the day this document is published (25<sup>th</sup> March 2021) and ends at 17:59 p.m. (GMT + 1) on 5<sup>th</sup> May 2021.

Any applications received after the deadline will be rejected.

### **Selection period**

The period for pre-selecting which projects go through to the next round starts as soon as the deadline for applications expires, and runs through to the week commencing 10<sup>th</sup> May 2021, which is when the successful projects will be informed of the decision so that they can take part in the next milestone: Selection Day for the Madrid in Motion programme.

After Selection Day, which is scheduled for the second week of May 2021, corporations and public institutions will have up to a week to deliberate and to notify the project with which they wish to continue.

### **Activation period for the proof of concept**

In the event your project is selected following Selection Day, the development of the proof of concept will take approximately three months, starting in mid June 2021 and ending in late September 2021. Before beginning the proof of concept, there will be two preliminary sessions (Kick-off and Bootcamp) for all participants, held in Madrid either in person or virtually (you will be informed of the format when you are informed that you have been selected), provided that circumstances allow and with the appropriate measures being taken (otherwise Barrabés will provide the resources so that the said sessions can be carried out virtually). The results of the proof of concept will be presented at a Demo Day, which will be held in person or virtually in September 2021, consisting of a communal part when the results of the proofs of concept will be announced, and a private part when the corporations and institutions will decide what to announce with regard to the results for this period.

## Demo Day

Following the period for the development of the proof of concept, the participating projects will take part in a Demo Day, expected to be in October 2021. The companies participating in the programme, investors, and leaders of the entrepreneurial ecosystem will attend on Demo Day to demonstrate the results of the proof of concept.

Demo Day will consist of a communal part at which participants will be able to show off their proof of concept to the corporations, institutions, investors, and leaders of the entrepreneurial ecosystem. There will also be a private session at which the results of the proof of concept and the possible model continuity relationships between the two parties will be presented before the decision-making committee of each partner.

These events will be held in person, provided circumstances allow and taking into account all pertinent health measures. In the alternative, the events may be held virtually, with Barrabés providing the necessary resources for this event to go ahead.

## 9. Assessment of the project and selection process

**The successful projects will be selected by professionals from the Madrid in Motion team.** Once the projects have been assessed, the corporations and institutions participating in the programme will select up to 4 solutions to go through to Selection Day. On this day they will select the solutions with which to activate the proofs of concept.

### i. Scoring of the application

Based on the information from the applications presented on the Nexlore platform through the Madrid in Motion website, all applications will be scored by the Madrid in Motion team.

### ii. Assessment by corporations and institutions

Each partner in the project will select up to 4 solutions to take part, if they choose to accept, on Selection Day. This selection will be made in March 2021.

### iii. Selection Day

All projects selected by the corporations and institutions will participate in Selection Day to be held in Madrid. The start-ups or businesses selected to present their project in front of the partners will sign a non-disclosure agreement (NDA) in order to be able to share information that will assist the partners' decision, and said partners may receive sensitive information from the start-ups or businesses.

The projects selected to carry out their proof of concept will sign a specific agreement in addition to these Competition Rules for each project, stipulating the special conditions governing their participation in the Madrid in Motion programme. Said agreement will be signed with each one of the corporations and institutions, and will be pre-defined by them. Madrid in Motion will not interfere nor be responsible for any of those agreements. Projects will only be deemed to have qualified for the programme once the said agreement has been signed, and this ought to take place within around 1 week of the results of Selection Day being announced, so that the next stage of activating the proofs of concept can start.

## 10. Benefits of Madrid in Motion for Start-ups

Subject to the agreement signed for each project, selected projects will benefit from the following services:

### **Activation of the proof of concept<sup>45</sup>**

One of the main benefits of the programme for start-ups and businesses is that once the Leading Partners have selected and agreed the relationship framework, the proofs of concept will be deemed to be ready for activation (proofs of concept will not be activated for challenges posed directly by the Hub. The possibility to carry out a pilot with de HUB will be explored though.).

The estimated timeframe is 3 months, during which the corporations and institutions will carry out the activation of the proof of concept, in association with the selected projects and using **agile methodologies directed by the Madrid in Motion team.**

Another benefit of Madrid in Motion for start-ups and innovative businesses is that the relationship model between the corporations and institutions and the projects will by default be one of co-creation, which is defined as co-innovation of the solution contributed by the start-up or innovative SME to respond to the challenge set by the corporation.

For this purpose:

- The activation stage will start with a definition of the scope of the proof of concept between the parties.
- There will be 2 initial one-day sessions between the start-ups or innovative businesses and the teams from each corporation or institution to kick-start the

---

<sup>4</sup> This benefit is exclusive for those start-ups selected by the Leading Partners.

<sup>5</sup> The Proof of Concept is not remunerated.

co-creation of the solutions. During these sessions **the Madrid in Motion team will provide training pills in agile methodologies**, which will be the ones followed during the stage. If the parties find that there is not enough of a fit between them, they can agree to walk away there and then. These two sessions will be held virtually.

- Following these 2 one-day sessions, there will be 5 sprints (a sprint being a period of time lasting approximately 2 weeks) during which the tasks defined by the team will be reviewed (where team is defined as the start-up or innovative business and the corporation) so as to reach Demo Day in due time and manner with the best solution, taking into account the scope defined at the start.
- Following the development of the proofs of concept, the partners will decide how to take their relationship to the next level with each start-up or company, for which purpose they may:
  - Reach a co-operation agreement to become the first major customer of the start-up or business.
  - Continue with the proof of concept, if necessary.
  - End their co-operation, in which case the start-up or innovative SME comes away with experience, contacts, and know-how.

### **Equity Free**

The Madrid in Motion programme is equity free for start-ups.

### **Access to the ecosystem**

The projects taking part will multiply their chances of attracting customers and finance thanks to (i) the higher visibility of the project, and (ii) their access to top-level corporations and institutions as a result of taking part in the programme.

### **Corporate image**

The projects selected may feature the Madrid in Motion logo (as it appears in this document) and the phrase 'Start-up/business participating in Madrid in Motion' on their website and other corporate materials of their choice.

### **Movers Community**

Merely by taking part, the start-ups will become part of the Madrid in Motion ecosystem, as Movers. This community formed of all those participating in the Madrid in Motion Open Call has benefits such as:

- The chance to attend the pitching days with the businesses and public institutions forming part of Madrid in Motion.
- Networking with the most significant players in the mobility sector.
- Receiving relevant information and content from experts linked to mobility.
- Visibility for start-ups or innovative businesses at mobility forums.

## 11. Madrid In Motion Team

- Will be responsible for selecting the projects
- Will be in online contact with the selected start-ups and businesses
- May ask participants to supply documents regarding their shareholders, funding history, description of the team, relevant metrics or KPIs, business plan going forward, or the investor deck.
- Will provide training pills on agile methodologies
- Will assist start-ups and innovative businesses to understand and identify the needs of the corporations.
- The Madrid in Motion team will establish the role of Manager in Motion who will ensure that the 5 planned sprints are carried out properly, performing the roles of Scrum Master and Project Manager.

## 12. Duties of the projects selected

The projects selected benefitting from the provision of services by Madrid in Motion and the corporations and institutions are required to make certain undertakings which will be specified in each one of the agreements reached with the entities setting the challenges. These will include at least the following:

- Entities must develop and operate the project selected exclusively through the person or business who/that has presented the solution in accordance with these Competition Rules and that govern their participation in the programme.
- Entities must take part in the programme in accordance with the rules and instructions provided for this purpose by the programme leaders, and they must participate in the activities organized within the framework of the programme.



- Entities must put together a task force for the development of the project that is capable of ensuring that it can go ahead, and the team of partners and task force linked to the project must remain stable.
- Entities must not have any links, whether directly or indirectly, to any other persons or entities performing activities that directly compete with that of project.
- The entities owning the projects selected must allow access to any document or information that Madrid In Motion may request with regard to the development of the proof of concept.

### **13. Right of first negotiation**

By accepting the conditions and signing the agreements governing participation in the programme, the projects selected grant Madrid in Motion and the participating corporations a right of first negotiation (the 'Right of First Negotiation'). Right of first negotiation means that during the lifetime of the agreement governing their participation in the programme, and for three years following the termination of the said agreement for any reason, Madrid in Motion and the participating corporations will have a right of first negotiation, without any duty to complete, for the acquisition, marketing, licensing, distribution, or (in general terms) any form of exploitation of the results, products, or services of the projects taking part in the programme, prior to and with preference over any third party. The right of first negotiation is not an exclusive right, and the project task force will have the right to offer it to third parties after offering it to Madrid in Motion and the participating corporations. The requirements for the acquisition, marketing, distribution, or exploitation of the results, products, or services of the projects will be assessed at their market value, and Madrid in Motion and the participating corporations will be entitled to the best conditions offered to third parties on the market.

### **14. Right to information and to follow up the project**

In order to monitor the project and ensure that the Madrid in Motion Open Innovation programme is being fully taken advantage of, Madrid in Motion and the participating corporations must be kept informed of how the projects are progressing through regular reports on their development during the lifetime of the agreement governing participation by the projects selected in the programme.

### **15. Protection of personal data and intellectual and industrial property rights**

The personal data of participants will be processed by Madrid in Motion for the sole purpose of administering the programme. Said processing will be governed by this clause and by the legislation governing data-processing. Specifically, Madrid in Motion will process the personal data supplied by the participants in order to administer their applications to take part in the programme, as well as (with their consent) to inform them of and send them communications about the activities, projects, and new developments in the Madrid in Motion programme which may be of interest to them, via electronic and other similar methods. The legal basis for processing their data is to administer their application to take part in the programme, or in the case of sending them communications, it is the consent given by the participants.

Madrid in Motion will share the data with the businesses participating in the design and implementation of the programme, as well as with the companies forming part of its business group as listed on the [www.madridinmotion.online](http://www.madridinmotion.online) website for the same purposes as stated above. The data will be processed under all circumstances in accordance with a level of protection that is in compliance with the applicable data-protection regulations and they shall not be subject to automated decisions.

Following the selection process, Madrid in Motion will keep the data supplied by the participants so that the candidates can be taken into consideration in future programmes, if they consent to this. Participants may revoke their consent to receiving commercial communications at any time by sending an e-mail to [info@madridinmotion.online](mailto:info@madridinmotion.online) or to [dataprotection@barrabes.biz](mailto:dataprotection@barrabes.biz). If personal data are supplied, users warrant that they have informed those parties of the content of this clause before supplying them, and they are personally liable as against Madrid in Motion for any losses that may arise in the event of a breach. They may, at any time, exercise their rights to view, correct, or delete their data, to request restrictions on processing, to object to processing, or to request the portability of their data, in accordance with the provisions of current legislation, by sending an e-mail to [info@madridinmotion.online](mailto:info@madridinmotion.online) clearly stating the right they wish to exercise and attaching their national ID number or other similar ID document in proof of their identity. By filing their application, applicants warrant as follows:

- That the projects are the original work of their authors, or that they hold all pertinent rights to use them, or both.
- By taking part, participants accept that the work and the creations resulting from the projects are in accordance with Royal Legislative Decree 1/1996 of 12 April approving the Spanish Intellectual Property Law in its amended version, regularizing, clarifying, and harmonizing the applicable legal provisions in this matter.
- Where projects are the unified result of the co-operation of various participants, the project shall be treated as a co-operative work pursuant to article 7 of the Intellectual Property Law, with the resulting rights of the various contributors as co-authors.
- Participants authorize Madrid in Motion to publish an abstract-summary of the projects on its official websites, and accept that visitors to the said websites will be able to access the said information in accordance with the conditions of use of the said websites.

- Participants authorize Madrid in Motion (i) to use the names and titles of their projects, indefinitely, to be referred to on the websites or for any other act or event related to the Madrid in Motion programme, and (ii) to refer to the projects in the historical archives and in any media belonging to Madrid in Motion or the Madrid in Motion programme.
- Madrid in Motion does not claim ownership of the information offered or over any industrial or intellectual property it may contain. Participants do not assign any industrial or intellectual property right resulting from the projects to Madrid in Motion.
- Participants accept that no provision of this document authorizes them or gives them the right to use any industrial property owned by Madrid in Motion, such as, specifically, commercial trade marks or logos, or any other property belonging to the firm.

## 16. Reservations and limitations

This document lays down the conditions and the procedure for selecting the projects that are to take part in the Madrid in Motion programme 2021. The terms and conditions laid down in this document for the programme do not give rise to any obligation or contractual duty for Madrid in Motion or its associates or the task force of the project applying for admission to the programme beyond what is stated in these Competition Rules.

The projects selected to participate in the programme will stipulate their special conditions in individual agreements with Madrid in Motion and the co-operating corporations to govern their participation in the programme and the development of the proof of concept. Projects will only be deemed to have been admitted to the programme once the agreement with Madrid in Motion and its partners has been signed. The task force of the project applying for admission to the programme will bear all costs deriving from taking part in the selection process, as well as the cost of travel to and from and accommodation at the place where the programme activities are to be carried out.

Madrid in Motion reserves the right to cancel or suspend this programme, or to change any of its conditions, notifying participants of this via the Nexplore platforms, by e-mail, or on its landing page. The task forces of the projects that have applied for admission to the programme shall not be entitled to make any claim in the event of cancellation, suspension, or any other change. Once the programme is up and running, Madrid in Motion and its associate entities reserve the right to exclude any project where its representatives or task force do not comply with the conditions for taking part in the programme, as established in their respective participation agreements.

## 17. Queries and clarifications

Should you have any queries or require any clarification regarding the programme or the filing of applications, interested parties may contact Madrid in Motion via the following e-mail address: **info@madridinmotion.online**.