

***DRIVING IDEAS FORWARD* COMPETITION TERMS**  
**Competition for innovative business ideas from the UIC Barcelona community**

The Vice-Rectorate for Research, Innovation and Knowledge Transfer at the Universitat Internacional de Catalunya, Fundació Privada, has published the terms and conditions for participation in the *Driving Ideas Forward* competition.

## 1. OBJECTIVES

The competition is made up of three awards: one for “Best Business Idea”, another for this year's special category “Best Business Idea in the Cultural and Creative Industries”, and a final award for the 2nd best business idea from both categories (just one will be chosen).

The aim of the competition is to discover business ideas and encourage the founding of innovative or knowledge-based companies run by members of the UIC Barcelona university community: students, graduates, teaching and research staff and administrative and service personnel.

For both of the award categories, the business idea competition aims to:

- Reward creativity and entrepreneurship.
- Foster a culture of innovation and promote the business performance of research results.
- Encourage innovative or knowledge-based companies to be founded by members of the UIC community.
- Give more visibility to the cultural and creative industries

Business ideas will only be considered if they are run by at least one member of the UIC Barcelona community.

## 2. PARTICIPANTS

The competition is aimed at university students, graduates, teaching and research staff, and administrative and service personnel.

Ideas can be submitted by teams or individual participants. If ideas are presented as a team, at least one team member must belong to the UIC Barcelona community, and they must be the team representative.

## 3. PHASES

### Phase One. Presentation and selection of business ideas.

The first phase consists of presenting the business idea. If a team is presenting an idea, they must delegate a representative. This representative will act as an interlocutor with the organisation and will be in charge of registering the business idea, as established in section 4 of these terms and conditions.

### **Details of the business idea or project**

The presentation for the business idea will have a maximum total length of 1,000 words, without exception, and will include the following information:

- Project name.
- Description of the product or service to be carried out, highlighting the innovative or technological aspects of the project.
- The needs it covers.

- The team. Profile of the people who are part of the team: training, experience and motivation to move the project forward.
- The market. Defining the target market, volume and segmentation.
- Sources of revenue: how the project will be funded.
- Strengths and weaknesses.
- Briefly explain why the project should be chosen.

In addition to information about the business idea, the following information should be provided for each of the participants and the team representative (where applicable):

- Name and surname
- Qualifications, ongoing studies
- Contact telephone number
- Email address
- A publishable executive summary of the project idea of no more than 150 words

Proposals that do not contain all the items above will be rejected and will therefore not be included in the evaluation phase.

**You will find the form to enter the information at: [registration form](#)**

#### Phase two. Evaluation and selection of finalists

Phase two is when the jury selects up to seven finalists. The jury will consist of representatives from UIC Barcelona and professionals in the business field.

While assessing the proposals, the jury will take into account the following criteria:

- The originality, degree of innovation and use of technology in the idea
- The state of development of the idea and the maturity of the proposal
- Knowledge of the market and how well the idea (product or service) meets its needs
- The team: how multidisciplinary the members are, and the motivation and involvement of the team members/person presenting the idea
- The technical and economic feasibility of the project
- Growth potential: scalability, internationalisation, etc.
- Potential for creating quality employment.
- Project sustainability.
- The presentation and public defence of the project

The finalists must prepare a video covering the following points, that is a maximum of 5 minutes long:

- 1) Value proposition
- 2) Strategy to bring the product or service to market
- 3) Target market
- 4) Proposed business model
- 5) What the project brings to society

#### Phase three. Choosing the winners

The jury will choose 3 winners from the finalist projects. Prizes will go to:

- A winning proposal in the category of best business idea,

- Another winning proposal in the category of best business idea in the field of cultural and creative industries; and
- Second prize for the second best proposal submitted in both categories (only one second prize will be chosen from all the proposals).

The winning business ideas will be published by 24 June, 2021 on the Universitat Internacional de Catalunya website.

The winners will be notified individually.

The jury may request additional documentation from participants where appropriate to better evaluate their business ideas.

The contest may be declared void if, in the opinion of the jury, none of the proposals meet sufficient criteria, or if none of them comply with the conditions set out in the competition terms.

#### **4. DEADLINE FOR SUBMITTING COMPETITION APPLICATIONS**

The deadline for submitting business ideas is 11.59 p.m. on Friday, 30 May, 2021.

You will need to fill out the form you will find at [registration form](#)

#### **5. AWARDS**

1. A prize of ONE THOUSAND FIVE HUNDRED EUROS for the best business idea.
2. A prize of ONE THOUSAND FIVE HUNDRED EUROS for the best business idea in the field of cultural and creative industries.
3. A prize of FIVE HUNDRED EUROS to the second-best business idea from both categories.

The prizes will be awarded to a single team member (the representative, in the case of a winning team).

#### **6. CONFIDENTIALITY**

The competition organisers guarantee the confidentiality of all the information provided under current data protection legislation. However, the executive summary of the project provided by the participants, as well as the names of the project promoters, will be published on the UIC Barcelona website. Jury members will sign a confidentiality agreement that covers the information they have access to during the evaluation.

#### **Participant responsibilities**

Participants have the following responsibilities:

- Accepting the terms of the competition.
- Delivering the business idea within the deadlines indicated in the terms and

- conditions, respecting the limitations in terms of content.
- Ensuring the data is accurate.
- Informing the organisation in case of leaving the competition.

Providing false data or failing to comply with the requirements indicated in these terms and conditions will result in disqualification from the competition.

### Responsibilities of the organisation

The organisation undertakes to:

- Provide participants with the human and information resources necessary to achieve the objectives of the competition.
- Uphold the confidentiality of the projects presented by the participants, in case they are not selected for one of the three awards.

## 7. THE RIGHT OF USE AND INDUSTRIAL AND INTELLECTUAL PROPERTY RIGHTS

The intellectual property for the ideas and projects belongs to the authors. UIC Barcelona will keep a copy of each of the proposals submitted.

By participating in this competition, the authors of the business ideas do not assign any right of exploitation, intellectual property or industrial property over their ideas.

The participants guarantee that the ideas put forward do not violate any intellectual or industrial property rights, duty of secrecy or confidentiality agreement in any way.

## 8. DATA PROTECTION INFORMATION

In accordance with Organic Law 3/2018, of 5 December, on the protection of personal data and the guarantee of digital rights, and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data:

- The data controller for the personal data provided by the candidates in this procedure is the Universitat Internacional de Catalunya (contact details of the representative: Secretary General. C/ Immaculada, 22 08017 Barcelona; contact details of the data protection officer: Marta Gustà; [dpd@uic.es](mailto:dpd@uic.es)).

- Candidate data shall only be used for the purposes of this competition procedure.

- The data will be kept, at a minimum, for as long as necessary to definitively finish this procedure. The procedure will be deemed resolved at the end of the deadlines for challenging it, if no interested party has filed an appeal against it. The data will then be destroyed under the terms and conditions provided for in the regulations on the conservation and disposal of UIC Barcelona administrative documents.

- UIC Barcelona will not transfer or communicate any data to third parties, except in the cases strictly provided for by Law.

- Candidates can access their information, and may request rectification, deletion or data portability; they may exercise the right to opposition and limitation of treatment, provided that this is compatible with the status of the candidate in this procedure, by writing an email to [dpd@uic.es](mailto:dpd@uic.es).

## **9. ACCEPTANCE OF THE TERMS OF COMPETITION**

Participation in this competition means accepting its terms.

## **10. COMPETENT BODY**

If you have any doubts about the meaning of these terms and conditions, or any questions in relation to incidents that may occur during the entire period of validity of this competition, they will be resolved by UIC Barcelona.