

Terms of participation



Air Traffic Management business ideas contest

Call open until December 31, 2022



PENINSULA
CORPORATE INNOVATION

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1. The Organization

ENAIRe is the company of the Ministry of Transport, Mobility and Urban Agenda that manages air navigation in Spain. It provides aerodrome control services at 21 airports, including those with the highest traffic, and en-route and approach control through five control centers: Barcelona, Madrid, Gran Canaria, Palma and Seville. In addition, 45 air traffic control towers receive communication, navigation and surveillance services from ENAIRe.

CRIDA (a Spanish acronym referring to the Research, Development and Innovation Reference Center ATM A.I.E.) has the mission of improving the efficiency and performance of the Spanish air traffic management system through the development of ideas and R&D&I projects that provide measurable solutions through system performance indicators, all considering the Spanish system as an integral part of a global system.

CRIDA is a fundamental support for ENAIRe's R&D&I activities and one of the activities it has delegated is to promote open innovation as a means of solving the future challenges posed by the evolution of the ATM (Air Traffic Management) system. CRIDA and ENAIRe are committed to open innovation as a fundamental lever to maintain its position as an international benchmark.

Being aware that the business of providing air navigation and air transport services is not known by the general public, it is necessary to manage different initiatives including this ideas contest.

For the execution of this ideas contest, CRIDA has the support of Peninsula Corporate Innovation, SL, a company specialized in carrying out entrepreneurship programs¹.

¹ Peninsula Corporate Innovation SL is the company awarded the "Open Innovation Support Technical and Administrative Specifications" published on the Public Sector Contracting Platform on March 6 2022 with File Number 2022-01.

2. The Contest

ENAIRe launches this year the 1st edition of the **Air Traffic Management business ideas contest**.

The objective of this contest is to promote entrepreneurial initiative and promote the transformation of business ideas into real companies.

To this end, this contest aims to promote and develop ideas in their initial stages. Ideas that take advantage of business opportunities in any sector of activity are admitted, as long as they focus on the provision of air traffic/air transport services.

Since this is a motivational initiative for bachelor and master students, graduates, PhD students and potential entrepreneurs, the ideas presented must not have been launched at the time of application.

The contest will provide business counseling to its participants with the aim of improving their innovative ideas and will award multiple cash prizes to the best ideas.

3. Conditions of participation

Participation is open to all those who meet the following requirements:

- In the case of a natural person, it must be at least 18 years of age on the closing date of the registration for the contest.
- In the case of a legal person, it must be considered a micro-enterprise according to Regulation (EU) No. 651/2014 of the European Commission.
- Duly fill in the information required in the registration form, within the period established in these rules.
- Submit an original project that does not violate the industrial or intellectual property rights of third parties and that does not transmit or disseminate illegal, defamatory, offensive content or content that violates the values and dignity of people.
- Not being an employee of CRIDA or ENAIRe.

Each participant can present one or more ideas, as long as they meet all the requirements mentioned above.

Co-owned ideas may be submitted as soon as a chosen representative completes the entry form. The person who makes the registration on behalf of a group of participants will be responsible for the veracity of the data provided and must have the authorization of the other team members for the registration to be considered valid.

Each participant will be solely legally responsible for any dispute that may arise due to non-compliance of law regarding intellectual and/or industrial property rights.

The participants grant the necessary rights to film, photograph the presentations, use the images of the participants and the presentations for communication purposes. They also authorize the use of the material presented and obtained during the contest for the preparation and dissemination of newsletters, press releases, social networks, blogs, etc., for promotional and communication purposes.

The organization of the Air Traffic Management business ideas contest reserves the right to exclude from the contest any application that do not comply with the requirements established in these rules, provide false or incomplete data, or without the corresponding authorization, in particular, discarding those ideas that have no potential application in the field of air traffic/air transport service provisions.

4. Documentation to be submitted

Each participant must submit their business idea following the structure of the "**Business Model Canvas**", a design tool for new business models created by Alexander Osterwalder in 2009 and which has become the main tool used by early-stage entrepreneurs to validate their business ideas.

To this end, we have enabled a form on the contest website, where each participant can send information about their business idea.

5. Evaluation criteria

The Selection Committee will assess the business ideas received according to the following criteria:

- Degree of innovation, differentiation and originality of the idea presented.
- Value generation.
- Realism of the proposed concept in the environment where it is intended to be developed.
- Validation of the proposed market.
- Economic viability.
- Growth potential.

In order to provide maximum transparency to the participants, the following questions will act as a guide for the evaluation carried out by the Selection Committee.

Value proposition (40 points)

- Has the problem or need that the product/service solves been defined?
- Have each product/service customer segment been considered?
- Are the characteristics of the product / service well defined?
- Has competitive advantage been correctly defined?
- Is the value of the product/service greater than its cost?

Customer segment (5 points)

- Has it been adequately defined to whom value is offered?
- Does the definition of customers fit the product/service?

Channels (5 points)

- Is it understood how the product/service will be delivered to the customer?
- Are the chosen channels profitable and effective?
- Do the chosen channels offer a good customer experience?

Customer relationship (5 points)

- Has the relationship to be established with customers been defined?
- Does the relationship match the type of message the company wants to convey?

Sources of income (10 points)

- Has a main source of income been defined?
- Have secondary sources of income been considered?
- Do the sources of income fit with the business you are considering?

Key resources (5 points)

Have all the resources needed to carry out the activity been taken into account?
Have the quantities, types and required intensity of each resource been defined?

Key activities (10 points)

Have you defined what kind of activities should be taken into account to deliver the value proposition through the selected channels?
Do the defined activities fit with the product/service?
Are the activities easily scalable?

Key partners (5 points)

Have the appropriate partners been identified?
Are strategic alliances that add value with these partners proposed?

Cost structure (5 points)

Have the fixed and variable costs of the business been identified?
Is the chosen approach the most appropriate?

Fit (10 points)

Is there a fit between the business idea and the contest?
Apart from the questions on the form, 0 to 10 additional points will be given for aspects outside the form, such as the fit of the business idea in the contest.

The score for each idea will be obtained from the sum of the points obtained in each block and may range between 0 and 100 points. Once all the ideas have been evaluated, they will be ranked from highest to lowest score to choose the winning ideas.

The organization may consider the disqualification of an idea if it obtains a null grade in any of the blocks or a total score of less than 50 points.

The evaluation will be confidential and will not be shared with the participants.

6. Selection Committee and Jury Selection

Selection Committee: is made up of a group of innovation consultants from the Peninsula Corporate Innovation SL team, who have extensive experience carrying out programs to promote entrepreneurship and who integrate profiles from the areas of strategy, business, innovation and technology.

Jury: It is made up of professionals from the fields of entrepreneurship and innovation in the air navigation sector, both from Peninsula Corporate Innovation SL and CRIDA.

7. Phases of the contest

7.1 Application

Participants must submit their applications through the form that includes the questions of the “Business Model Canvas” available on the website of the contest ideas.enaireopeninnovation.com.

The deadline to complete the form is **December 31, 2022 at 11:59 pm CET (UTC+1)** (the organization reserves the right to extend the deadline).

7.2 Finalist idea selection

The Selection Committee will analyze all the applications and will rank them from the highest to the lowest score so that the Jury can choose which will be the five (5) ideas that will participate in the incubation program and which of the them will be the three (3) that will be awarded with the cash prizes.

They will be announced on **January 31, 2023 at 12:00 pm CET (UTC+1)**.

7.3 Incubation

The five (5) selected ideas will receive personalized support in order to improve their business ideas during the contest.

The incubation will take place between February and April 2023, where the following activities will be carried out:

- 1 joint videoconference session where the methodology used will be explained, in which there will be a round of questions and answers.
- 10 hours of individual mentoring by videoconference between each participant and their business mentor with the aim of preparing their business plan, which will be an evolution of the Business Model Canvas presented in the registration phase.
- Access to the virtual campus with 24 modules of content on entrepreneurship.

7.4 Selection of the winning idea

At the end of the incubation phase, the Selection Committee will analyze the business plans of each of the five (5) finalist ideas and will rank them from highest to lowest score for the Jury to choose the winning idea of the competition.

It will be announced in **June 2023** via the contact email address.

After selecting the winning idea, the winner will have a period of five (5) business days to respond to the email expressly stating their willingness to accept the prize.

8. Awards

This contest will offer two types of financial awards depending on the phase of the contest.

Of all the ideas submitted, the 3 best will receive a cash prize of:

- First prize: €5,000.
- Second prize: €3,000.
- Third prize: €1,000.

After the incubation phase, the participant who has created the best viable and interesting business plan for CRIDA will receive an economic award of €10,000 in cash. This idea may have received one of the aforementioned financial awards as first, second or third prize.

All prizes will be awarded by Peninsula Corporate Innovation SL by bank transfer, on behalf of CRIDA, and their amounts will be subject to withholding. It entails liability for the representative of each winning idea to its income and withholding taxes.

If any idea rejects its prize, the prize may be offered to the idea that has been ranked directly below it in each evaluation phase.

The prizes may be void if the Jury so decides.

9. Acceptance of the terms

The contestants, by their mere participation, declare that they are aware of and fully accept these terms. All contestants expressly waive any right of challenging any of the decisions of the Selection Committee and the Jury.

Any participant may be excluded from the contest for violating any of the rules contained in these rules.

10. Intellectual Property

Contestants will be responsible for their idea and will maintain the intellectual or industrial property of their submitted ideas at all times.

11. Duty of information: data protection

In accordance with the RGPD and the LOPDGDD, Peninsula Corporate Innovation SL will process the data provided in order to be able to manage the registration and participation in the Contest. Your data will only be used by Peninsula Corporate Innovation SL and will not be passed on to third parties, except for the fulfillment of legally established obligations. However, the identification of the finalists and also the winners will be published on the website of the Competition, Peninsula and CRIDA and its subsidiaries or partners, and on their respective social networks in accordance with transparency legislation. Your image and voice may also be published with your consent. Your data will be retained for the duration of the competition and for as long as any legal liabilities may arise from it.

The consent of the concerned person may be withdrawn at any time. In any case, the interested parties may exercise their rights of access, rectification, deletion and others recognized by law, by sending their request in writing to the email address info@peninsula.co, or by post to the address Pier01, Tech Barcelona – Office SA1 Plaça de Pau Vila, 1 – 08003 Barcelona.

In case of requests for rights, the data controller will carry out the appropriate and necessary inquiries to verify and ensure your identity.

If you believe your privacy rights have been violated regarding the use of your personal data, you can file a complaint with the competent Data Protection Control Authority (Spanish Data

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contest (1st edition)

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Protection Agency), through its website: www.aepd.es. You can request more information about the procedures of your personal data, to the email info@peninsula.co. For more information, access the privacy policy available on the Contest website.