



## INTERNATIONAL CREATE CHALLENGE – ICC'2019 Terms and Conditions

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### 1. Objectives of the Program

To foster the emergence of projects leading to the creation and development of new companies in the field of Artificial Intelligence, the Association for Interactive Multimodal Information Management (AIM2, [www.aim2.ch](http://www.aim2.ch)), the Idiap Research Institute ([www.idiap.ch](http://www.idiap.ch)), Polytech Ecosystem Ventures (<https://polytechecosystem.vc/>) and the other associated partners organize the “International Create Challenge” ([www.createchallenge.org](http://www.createchallenge.org)). They will hereafter be referred to as “the organizers”.

The ICC’2019 is a free of charge 3-week immersive super accelerator program giving “entrepreneurs” the unique opportunity to develop a prototype of a commercial product based on a mere idea, a piece of code or a technology. The best projects will be rewarded by financial and logistical support together with an appropriate coaching dedicated to the creation and/or development of a start-up.

The ICC’2019 has the following objectives:

1. Create several “Minimum Viable Products” (MVPs)
2. Foster the creation of new companies in the research and technology areas of the Idiap Research Institute ([www.idiap.ch](http://www.idiap.ch))
3. Support one or more projects by providing financial and logistical rewards
4. Coach entrepreneurs during the development of their idea.

### 2. Date and Place

The ICC’2019 will take place from 27<sup>th</sup> August – 17<sup>th</sup> September 2019 at the Idiap Research Institute (Rue Marconi 19, 1920) in Martigny, Switzerland.

### 3. Application

Highly motivated applicants will be selected based on the information uploaded via online forms available on the ICC’2019 platform ([www.createchallenge.org](http://www.createchallenge.org)). Only complete applications, which have been submitted successfully online, will be considered. Receipt of submission will be acknowledged by an automatic confirmation e-mail.

The call for participation is split into two parallel steps:

#### 3.1. Register for more information

If you are in one of the following situations:

- You have an idea and a team
- You have an idea but no team
- You have neither an idea nor a team, but wish to participate,

you can register via the online form to receive more information. The objective is to create a pool of candidates that have the know-how, motivation and experience in the eligible areas and wish to participate in the ICC’2019. Applicants must fill in a short registration form, on which they will receive further instructions for the submission of a project.

Candidates are encouraged to join the ICC LinkedIn group (<https://www.linkedin.com/groups/4386640>), which provides the possibility to share ideas and technology portfolios and, if desired, to join a team/project.

#### 3.2. Project submission



The objective is to select teams based on a full proposal for a project. A team should be composed of 2-3 candidates (e.g. developer, entrepreneur, designer, and researcher) that will take part in the ICC'2019.

Each team is required to submit a detailed work plan (max. 5 pages, one sided) discussing their project. The work plan should include a clear description of the (business) opportunity, the challenge, and the development approach. The project proposal must also contain the CV of each team member (2 pages max per person).

The data submitted by applicants will be treated confidentially. The organizers reserve the right to verify all information submitted by applicants.

### 3.3. Important Dates

- Deadline for registration: 25<sup>th</sup> May 2019
- Deadline for project submission: 27<sup>th</sup> May 2019
- Notification of decision: 20<sup>th</sup> June 2019
  
- Start of the ICC'2019: 27<sup>th</sup> August 2019 for a duration of 3 weeks (end of ICC'2019 17<sup>th</sup> September 2019)
- Closing ceremony and award announcement: 16<sup>th</sup> September 2019

### 3.4. Eligible Research and Technology Areas

In order to be eligible for the ICC'2019, teams/projects must not be an already registered company.

Furthermore, projects should as much as possible exploit technology within the field of Artificial Intelligence and/or available within [Idiap](#).

## 4. Applicant Selection

### 4.1. Selection Criteria

Applicants must be over 18 at the moment of registration. They should have expertise in one or more of the following areas:

- Software development and programming
- Web design and graphic arts
- Entrepreneurship and business leading

Projects will be selected based on their potential to become a commercial product and on how well they fit into the eligible research and technology areas. Projects/teams that already exist as a company will not be considered.

### 4.2. Evaluation Committee

An independent evaluation committee of experts in the field of Artificial Intelligence will be in charge of the selection process according to the above mentioned selection criteria. The evaluation committee is composed of at least one representative for the following institutions: The Ark, IdeArk, Idiap Research Institute, AIM2 and Polytech Ventures.



#### **4.3. Registration and selection process**

Interested people go through a simple registration process via an online form to request more information. No selection will take place at this stage.

After the project submission deadline (May 27, 2019), the ICC'2019 jury will select about 7 teams/projects of 2-3 participants each.

The Jury reserves itself the right to select a smaller number of participants and possibly none, if it estimates that the submitted applications do not meet the above mentioned selection criteria. The decisions of the evaluation committee shall be without appeal and its deliberations are confidential.

#### **5. On-site Technical Framework**

Generally, the organizers will provide the participants with on-site Wi-Fi Internet access during the three weeks of the ICC'2019.

However, participants might express additional technical requirements at the point of inscription. No later requests can be taken into account.

The organizers will try to meet timely submitted requests where possible. They will inform the concerned candidates about their decision before the start of the ICC'2019.

#### **6. Crowdfunding**

The organizers of the ICC have established a crowdfunding website (based on donations) for the ICC projects (<https://funding.idiap.ch/>). The organizers will use this platform in order to promote and communicate about the projects of the ICC'2019.

#### **7. Endowments**

At the end of the ICC'2019, the best projects/prototypes/teams will be granted different endowments and incentives:

##### **7.1. Prize money**

The winning teams will share a cash prize of CHF 15'000.-. It is up to the jury to decide about the exact distribution of the cash prize during the final selection process. The ICC'2019 Jury reserves itself the right to reduce the number or size of cash prizes awarded.

The prize money will be, at the end of the ICC and in accordance with the winning teams' wishes, sent to the bank account(s) indicated by the team as a whole.

##### **7.2. Healthtech Innovators Award by Groupe Mutuel**



The Healthtech Innovators Award is powered by Groupe Mutuel (<https://www.groupemutuel.ch/en/clients-prives.html>) and is addressed at projects that apply Artificial Intelligence to the health and/or the insurance domain. The prize money of the award can be up to CHF 15k. It will be awarded by a special Health/Insurance jury from the Groupe Mutuel.

### 7.3. Seed funding

Conditional seed funding, in exchange of equity of the created company, can be negotiated with our partner Polytech Ventures. The decision to accord seed funding to a project/team will be taken by Polytech Ventures. The decision shall be without appeal.

In the event that ICC Main sponsor, Polytech Ventures, grants a seed funding, in a period of twelve months following the end of the program, to a project / team in the framework of ICC, a fee corresponding to 5% of the total amount of the contemplated financing round, will be paid directly to Idiap. The fee corresponding amount could be converted into share of the company, at the entire discretion of Idiap, at the same terms and conditions that the ones offer to Polytech Ventures. Detailed terms and conditions shall be subject of a separate brokerage agreement.

### 7.4. IMD Start-Up Competition 2019

Direct access to the IMD Start-Up Competition 2019 may be granted to projects/teams participating in the ICC'2019. The decision will be made by IMD and the IMD competition terms apply.

### 7.5. IdeArk Incubator

Should one of the teams decide to create a company locally by integrating the IdeArk Incubator, it may profit, if eligible to stay in Switzerland, from the following advantages:

- CHF 10'000 in the form of a The Ark's Grant Scheme (The Ark's rules apply, [www.theark.ch](http://www.theark.ch)).
- 3 years of free coaching and logistical support/services helping the team to lead its project to the marketing phase.
- Free office space (about 25 m<sup>2</sup>) during 3 years on the IdeArk Incubator site.
- Financial advice and contribution provided through the CCF SA.
- Proximity to the Idiap Research Institute.

The IdeArk prize is awarded according to the IdeArk rules and conditions ("Règlements Prix IdeArk").

The total value of the endowment is estimated at over CHF 100'000, but may vary according to the proposed services. In order to benefit from the full endowment, the successful candidates shall create their company and perform most of their activities on the IdeArk Incubator site.

Coaching of the successful candidates is provided by the IdeArk Incubator. Coaching and logistical support/services are available to the successful candidates upon appointment, but will be progressively activated during the project development in accordance with the IdeArk Incubator rules. The above mentioned services and advantages must be used within 3 years upon appointment. No refunds or substitutions of endowments are permitted.



#### **8. ICC'2019 Jury**

The ICC'2019 jury is composed of international experts from the eligible research and technology areas as well as the entrepreneurial domain. The jury members will appoint a chairman of the jury amongst themselves.

The jury reserves the right to award no endowment if it considers that no project/team is deemed viable. The decisions of the jury are taken by majority vote. In case of a tie the chairman of the jury has the casting vote. The jury is independent and sovereign. The decisions of the jury shall be without appeal and its deliberations are confidential.

#### **9. Evaluation Criteria**

The jury decision in order to award the above mentioned endowments to the best projects/teams will be based on the following evaluation criteria:

- Prototype (30%): quality of the developed prototype
- Team (30%): complementarity, communication skills, entrepreneurial enthusiasm
- Market (40%): potential sales, business development strategy, and competitive protection.

#### **10. Awards Ceremony**

The leaders of the awarded projects will be personally notified on the last day of the ICC'2019. However, results are kept confidential until the awards ceremony that will take place on September 16<sup>th</sup>, 2019 at the Centre du Parc, Martigny.

#### **11. Participation Fees**

The ICC'2019 is free of charge for the successful applicants. The latter will have their living expenses for accommodation and meals (breakfast and dinner), excluding drinks, covered by the ICC. Participants shall be responsible for any additional costs, in particular submission costs and travel costs to/from Martigny. Participants shall also be responsible for any administrative tasks related to their stay in Switzerland (visa application for Switzerland, etc.). No requests for refunds will be accepted.

#### **12. Visa**

Selected ICC participants requiring a visa to enter Switzerland are alone responsible for the obtainment of this visa. The organizers of the ICC'2019 cannot be held responsible should the visa be refused or not arrive in time and thereby prevent a selected candidate from participating in the ICC.

#### **13. Accommodation and Meals**

In principle, participants will be accommodated in shared hotel rooms (2-3 people per room) at the Hôtel de la Poste in Martigny (<http://www.hoteldelapostemartigny.ch/en/home/>). Please note that room service (cleaning and change of bedding and towels) will take place once a week. However, should you require a more frequent service, we kindly ask you to address your request to the hotel reception.

Breakfast will be provided at the Hôtel de la Poste.

Dinner will be provided at different restaurants close to the Idiap Research Institute and/or take-away at the cafeteria of the Idiap Research Institute. Dinner time is at 7pm.



Candidates requiring special diets (vegetarian, allergy etc...) must inform the organizers about it at the moment of inscription. The organizers and the hotel will try to meet these requests within the given financial and logistical constraints. There is no guarantee that all special diet requirements can be catered for.

#### **14. Intellectual property**

Applicants certify to hold the legitimate intellectual property rights to the projects they submit. They shall be responsible for managing the intellectual property rights with the involved institutions (employer, partner, and so forth). The organizers claim no intellectual property rights to the submitted projects and their responsibility cannot be held thereby.

#### **15. Responsibility and liability for damage**

The organizers shall not be responsible for any personal injury, loss or damage to any of the participants' property. The participants shall be held responsible for any damage or loss occasioned to their personal office space and/or hotel room during the three weeks of the ICC'2019.

#### **16. Applicants' commitment**

Applicants undertake to guarantee the sincerity and veracity of the information they submit. Any inaccuracies or omissions that may lead to an erroneous evaluation will result in the cancellation of the application. Successful candidates undertake to stay and work on their project at Centre du Parc, Rue Marconi 19, 1920 Martigny, Switzerland from 27<sup>th</sup> August to 17<sup>th</sup> September 2019.

They also undertake to participate in the award ceremony (September 16<sup>th</sup>) according to instructions they will be provided with. The unjustified absence of the leader(s) of the awarded projects/teams will result in disqualification of their project. Successful applicants undertake to participate in public relations and news events relating to the ICC'2019. The participants authorize the organizers to refer to their names and projects, as well as to use pictures of them taken during the ICC for public relations and communication purposes.

The Jury reserves the right to withdraw any award, should irregularities be proven. The organizers reserve the right to modify, shorten, extend or cancel the ICC'2019 if required by circumstances. Responsibility of the organizers cannot be held thereby.

#### **17. Other**

The organizers of the ICC'2019 reserve the right to modify the present terms and conditions up to the project submission deadline (May 27, 2019).

**Martigny, January 2019**