

StartUpBIT

PROJECT IDENTIFICATION	NAME	StartUpBIT Awards, 2015
	ACRONYM	StartUpBIT
	SITE	www.startupbit.org
	BRIEF DESCRIPTION	<p>The first edition of the StartUpBIT awards was launched with the goal of attracting to the Balearics and specifically to ParcBIT, qualified and ambitious entrepreneurs with innovative projects around tourism and technology.</p> <p>Out of more than 60 candidates from 9 different countries, 10 finalists were selected by an Evaluation Committee and 6 projects were finally chosen by a Jury composed of very relevant members of the tourism and technology industries. All winners were given a year of free incubation at ParcBIT and additionally the second and first projects got a cash award of 24k€ and 30k€ respectively.</p>
	BRIEF CONTEXT	<p>As a result of the Regional innovation strategy diagnose, a thematically specialized entrepreneurial spirit was identified as a key lever to achieve territorial economic transformation based on knowledge. After managing different modalities of incubation since 2002, ParcBIT is now on the path of gaining critical mass of specialized projects with scalability and investment readiness. The StartUpBIT awards were a very successful means to this goal.</p>
FINANCIAL RESOURCES	MAIN WORK PACKAGES	<ul style="list-style-type: none"> • Design of the Program • Project launch and communication • Evaluation and selection of candidatures • Welcoming finalists • Award celebration event
	FINANCING SOURCE	Balearic Government, Regional Ministry of Economy and Competitiveness (for future editions co-funding from ERDF and private sector is foreseen)
	BUDGET	140k€ including all costs
	EXECUTION	100k€ including all costs
JURY MEMBERS	JURY MEMBERS	<ul style="list-style-type: none"> • María Garaña, President of Microsoft Ibérica • Jose Manuel del Arco Juan, Director Comercial de Telefónica • Juan Mulet, Director General de la Fundación para la Innovación Tecnológica, COTEC • Emilio Gil, Director General de Informática El Corte Inglés • Gabriel Escarrer, Vicepresident and CEO of Melià Hotels International • Oscar Gonzalez, Director de Marketing del Grupo Iberostar • Ovidio Andrés, Consejero Delegado at Logitravel • M^a Luisa Delgado, Subdirectora general de Transferencia de Tecnología de MINECO • Carlos Romero, Director de Investigación, Desarrollo e Innovación Turística de SEGITTUR

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HUMAN RESOURCES	STAKEHOLDERS INVOLVED	<ul style="list-style-type: none"> • Balearic Government, Regional Ministry of Economy and Competitiveness • Jury Members • Networks of Science and Technology Parks • Networks of Business Incubation Centers and Accelerators • European and US universities • Local providers. Amara Marketing and Pidelaluna
	TEAM MEMBERS	<ul style="list-style-type: none"> • Antonio Viader • Rafael Soler • Manuel Guerrero • David Bustos • Óscar Moyà • Bel Llodrà
	MY ROLE IN THE PROJECT	<p>Technical Coordinator for the project, my main responsibilities being:</p> <ul style="list-style-type: none"> ❖ Design of the Program: <ul style="list-style-type: none"> • Award definition and budgeting • Elaboration of the Call for Participants • Definition of target and channels • Proposal of Jury members • Functional definition of the awards microsite • Definition of candidatures application form and scoring criteria ❖ Coordinate project launch and communication: <ul style="list-style-type: none"> • Coordination with Regional Minister office • Define criteria to subcontract providers for web campaign ❖ Evaluation and selection <ul style="list-style-type: none"> • Form and lead the evaluation committee • Coordinate communication with finalists ❖ Welcoming finalists <ul style="list-style-type: none"> • Organize program for ten finalists coming to Mallorca • Help finalists with their pitches • Coordinate One to One meetings with Jury members ❖ Support logistics and organization of the celebration event
TIME	TIMING PLANNED	SEP2014 to MAY2015
	TIMING EXECUTED	DEC2014 to APR2015
KEYWORDS	KEYWORDS	Entrepreneurship, StartUp, Innovation, International, Incubation, Award, Advanced Services, Ecosystem, Technology, Tourism, Talent Acquisition, Specialization
INDICATORS	DEFINITION	<ol style="list-style-type: none"> 1. Expressions of Interest (EoI): number of applications received 2. Valid Candidatures (VC): number of applications fulfilling all requested criteria 3. International Origin (IO): % of candidatures with a foreign country of origin, either of a majority of project promoters or of current project location
	GOALS	<ol style="list-style-type: none"> 1. EoI: 50 2. VC: 30 3. IO: 20%

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	<p>ACHIEVEMENTS</p> <ol style="list-style-type: none"> 1. Eol: 80 2. VC: 60 3. IO: 15% (9/60)
<p>PRODUCTS / LESSONS LEARNED</p>	<p>LESSONS LEARNED</p> <ul style="list-style-type: none"> • One to One meetings were most valued by entrepreneurs. Analyze options to extend to other candidates or more Jury members via streaming • In future editions find additional funding from private sponsors and link the awards to a specialized Investment Forum • Time for communication was clearly insufficient. Ensure budget availability and coordination with institutional communication ahead of time • Simplify the requirements within web form for applicants • Make a compulsory request for candidates uploading a video with pitch



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