

## III OPEN CALL FOR START-UPS

**Date:** 7<sup>th</sup>, 8<sup>th</sup> and 9<sup>th</sup> November 2023

**Place:** SIMED, Mediterranean Real Estate Exhibition. FYCMA - Trade Fairs and Congress Centre of Malaga (Malaga, Andalusia, Spain)

**Format:** presential

**Language:** English

**Registration:** before 30<sup>th</sup> August 2024 at 23:59 h.

### SIMED

Mediterranean Real Estate Exhibition, has positioned itself as the main meeting of the sector in the South of Spain, contributing not only to make visible the key role of this sector in the economic activity, but also forming part of the commercial strategies of the companies and entities that compose it and promoting their cooperation.

**Webs:** [Simed - Mediterranean Real Estate Exhibition en Málaga \(fycma.com\)](https://www.fycma.com)

### STARTUP

Independent organisation, new or young age, with a high growth potential, aiming to create, improve and expand a scalable, innovative, technology-based product, with a high and fast growth.

### OBJECTIVE

The objective of this call is to give value and visibility to start-ups that lead projects and initiatives in the field of PropTech, ConTech and FinTech, thus providing real solutions to the needs of the real estate and construction sector.

### PARTICIPATION REQUIREMENTS

1. Be in search of investment.
2. Have been incorporated company for no more than 5 years (as of January 1<sup>st</sup>, 2024)
3. Correct completion of the registration form.
4. No having benefited from this award in the past.

## SELECTION COMMITTEE

The selection committee is composed of members from the following entities:

- AEDAS HOMES
- Official College of Quantity Surveyors and Technical Architects of Malaga (COAAT)
- Official Association of Telecommunication Engineers of Western Andalusia and Ceuta (COITAOC)
- Official Association of Telecommunication Engineers of Eastern Andalusia and Melilla (COIT-AORM)
- Solvere Capital
- Finnova
- Finnovating
- Idealista
- Metrovacesa
- NEINOR HOMES
- Spanish Construction Technology Platform (PTEC)
- Promalaga
- University of Malaga (UMA)

## SELECTION CRITERIA

The evaluation committee will consider the following criteria for the pre-selection of candidates:

- Market viability
- Scalability
- Cleantech. Impact on the environment
- Team suitability
- Degree of innovation and technology applied to the sector

## SELECTION PROCESS

*REGISTRATION* (until 30<sup>th</sup> August 2024 at 23:59 h.)

Interested startups must complete the pre-registration on the official SIMED website. After pre-registration, they must access the private area of the platform where they must fill in the specific form.

*PRESELECTION* (11<sup>th</sup> September – 9<sup>th</sup> October 2024)

The selection committee will select **10 start-ups**. The selected start-ups and the selection committee will meet in online format on **8<sup>th</sup> October 2024 from 11:00 a.m. to 1:00 p.m.** Each start-up will have **5 minutes for a short presentation** and **3 minutes** to answer **questions** from selection committee.

The committee will then select **5 start-ups** to present at SIMED 2024.

Of the selection of 10 start-ups, 20% or less may have their headquarters in Malaga province.

*FINAL SELECTION OF THE WINNER*

The organization will contact the 10 start-ups selected for the exhibition area and the 5 that will make their presentation **from 10<sup>th</sup> October 2024**. In order to keep the benefits acquired, the start-ups will have to confirm or cancel their participation **before 17<sup>th</sup> October 2024**. If one of the selected companies cannot participate or does not confirm its participation before the deadline, the company will lose the said benefits and the next best rated start-up will be contacted.

The 5 selected start-ups will make their presentation at SIMED on **8<sup>th</sup> November 2024**. The pitch will have a specialized audience, formed by the evaluation committee, investors and corporates, who will vote onsite for the best start-up of SIMED 2024. The winner will be announced after the Meet & Greet.

## **BEFEFITS OF PARTICIPATION**

*REGISTRED START-UPS*

All start-ups registered in the call and that meet the requirements will benefit from an access pass.

## SELECTED START-UPS

- Four Access passes to SIMED 2024
- Access to the networking agenda: a tool that allows you to request more than 30 B2B meetings with other visitors, potential partners and investors during the event.
- 6 minutes presentation in front of investors and experts (3 min pitch + 3 min questions)<sup>1</sup>
- Presence in the exhibition area with a point of attention in the zone SIMED INNOVA.
- Visit to spaces dedicated to the promotion of technological entrepreneurship in the city of Malaga.
- Meet & Greet: networking activity within the framework of the event with industry experts.

## WINNING START-UP

- Prize money of 2.000€<sup>2</sup>
- Branding:
  - Visibility in RRSS as the winning start-up of SIMED 2024
  - Mention in a press release.
  - Inclusion of your logo on the official website of the event.
- Participation in SIMED 2025:
  - Presence in the exhibition area with a point of attention in the zone SIMED INNOVA
  - Four passes for professional visitors, with access to the exhibition area and forums.
  - 5 minute presentation in the content programme, to share the experience and continuity of the project.
  - An access to the networking agenda: a tool that allows you to request more than 30 B2B meetings with other visitors, potential partners and investors within the framework of the event.

## KEY DATES

The implementation of this call will take place on the following dates:

- Submission of applications: until 30<sup>th</sup> August 2024 at 23:59h.
- Evaluation: from 11<sup>th</sup> September 2024 until 9<sup>th</sup> October 2024.
- Online submission to the evaluation committee: 8<sup>th</sup> October 2024.
- Notification of the selected proposals: from 10<sup>th</sup> October 2024.
- Deadline for confirming participation in the event: before 17<sup>th</sup> October.
- The presentations, final voting and award ceremony will take place as part of the events planned for the event.

<sup>1</sup> This benefit will be granted to the 5 selected by the selection committee out of the 10 finalists after the meeting convened on 8<sup>th</sup> October

<sup>2</sup> Subject to current withholding taxes