

IV OPEN CALL FOR STARTUPS

Date: November 13, 14 and 15, 2025

Venue: SIMED, Mediterranean Real Estate Exhibition. FYCMA - Trade Fair and Congress Center of Malaga (Andalusia, Spain)

Format: on-site

Language: English

Registration: before August 31, 2025, at 11:59 PM

SIMED

Mediterranean Real Estate Exhibition, has established itself as the main meeting point for the sector in Southern Spain, contributing not only to highlighting the key role of this sector in economic activity, but also forming part of the commercial strategies of the companies and that make it up and promote their cooperation.

Website: [Simed - Mediterranean Real Estate Exhibition in Málaga \(fycma.com\)](https://www.fycma.com)

START-UP

An independent organisation, newly established or in its early stage, with great growth potential and aiming to create, improve and expand a scalable, innovative, technology-based product with high and fast growth.

OBJECTIVE

The objective of this call is to highlight and give visibility to startups leading projects and initiatives in the fields of PropTech, ConTech and FinTech, thereby providing real solutions to the needs of the real estate and construction sector.

PARTICIPATION REQUIREMENTS

1. Be seeking investment.
2. Have been incorporated as a company for no more than 5 years (as of January 1, 2025).
3. Correctly complete the registration form.
4. Not have benefited from this award in the past.

EVALUATION COMMITTEE

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

- AEDAS HOMES
- Business Agency for Economic Transformation and Development (TRADE)
- Finnova
- HNA
- Metrovacesa
- NEINOR HOMES
- Official College of Telecommunication Engineers of Eastern Andalusia and Melilla (COIT-AORM)
- Official College of Telecommunication Engineers of Western Andalusia and Ceuta (COITAOC)
- Official College of Quantity Surveyors and Technical Architects of Malaga (COAAT)
- Promálaga
- Solvere Capital
- Spanish Construction Technology Platform (PTEC)
- University of Malaga (UMA)

SELECTION CRITERIA

The criteria that the evaluation committee will consider for the pre-selection of candidates are as follows:

- Market visibility
- Scalability
- Cleantech. Environment impact
- Suitability of the human team
- Degree of innovation and technology applied to the sector

SELECTION PROCESS

REGISTRATION (until August 31, 2025, at 11:59 PM)

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**.

PRE-SELECTION (September 11 to September 22, 2025)

The evaluation committee will select **10 startups** which will meet the evaluation committee online on **October 7, 2025, from 11:00 AM to 1:00 PM**. During this session, each startup will have **5 minutes for a brief presentation** and **3 minutes to answer questions** from the evaluation committee.

Thereafter, the committee will select the **5 startups** that **will present** at SIMED 2025.

Of the 10 selected startups, 20% or less may have their headquarters in the province of Malaga.

FINAL SELECTION OF THE WINNER

From October 9, 2025, the organization will contact the 10 selected startups for the exhibition area and the 5 that will give a presentation. To retain the right to the granted benefits, they must confirm or decline their participation before **October 15, 2025**. If any of the selected startups are unable to participate or do not confirm by the deadline, they will forfeit this right, and the organization reserves the right to contact the next highest-rated startup(s).

The 5 selected startups will make their presentation at SIMED on **November 14, 2025**. This pitch will be attended by a specialized audience, consisting of the evaluation committee, investors, and corporates, who will vote on-site for the best startup of SIMED 2025. The winner will be announced after the Meet & Greet.

BENEFITS OF PARTICIPATION

REGISTERED STARTUPS

All startups registered in the call and meeting the requirements will benefit from **an access pass**.

SELECTED STARTUPS

- Four access passes to SIMED 2025.
- Access to the networking agenda: a tool that allows requesting more than 30 B2B meetings with other visitors, potential partners and investors during the event.
- **A 6-minute presentation** in front of investors and industry experts (3 min pitch + 3 min questions)¹
- Presence in the exhibition area with an attention-point in the SIMED INNOVA zone.
- Visit to spaces dedicated to promotion technological entrepreneurship in the city of Malaga.
- Meet & Greet: networking activity during the event with industry experts.

WINNING STARTUP

- Money Prize: 2.000€²
- Branding:
 - Visibility on social media as the winning startup of SIMED 2025.
 - Mention in the press release.
 - Inclusion of its logo on the official event website.
- Participation in SIMED 2026:
 - Presence in the exhibition area with an attention-point in the SIMED INNOVA zone.
 - Four access passes as professional visitors, access to the exhibition area and forums.
 - A 5-minute presentation in the content programme, to share the experience and project continuity.

¹ This benefit will be obtained by the 5 selected by the evaluation committee out of the 10 finalists after the meeting convened on October 9.

² Subject to current withholding taxes.

- o One Access to the networking agenda: a tool that allows requesting more than 30 B2B meetings with other visitors, potential partners and investors during the event.

KEY DATES

The execution of this call will proceed with the following dates:

- Submission of applications: until August 31, 2025, at 11:59 PM.
- Evaluation: from September 11 to September 22, 2025.
- Online presentation for the evaluation committee: October 7, 2025.
- Notification of selected proposals: from October 9, 2025.
- Deadline to confirm or decline participation in the event: before October 15, 2025.
- Presentations, final voting and the award ceremony: will take place during the scheduled activities of the event.

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ⁱ Participation in this Call implies full acceptance of the official rules.