

LPWAN Cambridge

Terms and Conditions

1) Eligibility

We encourage entrepreneurs with innovative ideas to participate.

- a) The programme is open to technology developers or providers of software, hardware or services that can have application, or potential application, in the identified challenge areas of Transport, Air Quality Monitoring, Primary prevention and Monitoring of Ill Health in Older People, Digital Buildings or other societal challenges relevant to the Cambridge region.
- b) It is free to enter
- c) If you are the Founder or Director of more than one company, you will only be able to submit one application for one of those companies.
- d) The programme is open to companies based in UK only. You should demonstrate that you are: - selling products or services originating substantially in the UK; or - adding significant value to a product or service of non UK origin.
- e) Candidate organisations should fall within the European Community definition for micro, small and medium-sized enterprises (SMEs), i.e.
 - i) fewer than 250 employees,
 - ii) turnover less than Euros 50M,
 - iii) is independent, i.e. not more than 25% of its capital or voting rights are owned by one enterprise, or jointly by several enterprises, which fail to meet any of the above points (i) and (ii), although this threshold may be exceeded in the following two cases: (A) if the business is held by public investment corporations, venture capital companies, or institutional investors, provided no control is exercised individually or jointly over it; (B) if the capital is spread in such a way that it is not possible to determine by whom it is held and the business can legitimately declare that 25% or more of it is not owned by one enterprise or jointly by several enterprises falling outside of the definition of an SME.
- f) Entrants must own the rights to deploy a technology and/or service that, in the opinion of the judging panel, is clearly innovative, or represents a significant step forward in technology or is suitable for further commercialisation

2) Challenge Areas

For the purposes of this programme, we are particularly interested in:

- Transport
 - How to understand in real time the air quality across the city better – both indoors and outdoors.
 - How to use that data to drive better health outcomes
 - How to manage the transport system better to improve air quality
 - How to understand the impacts of new schemes/developments on air quality
- Air Quality Monitoring
 - How to understand in real time the air quality across the city better – both indoors and outdoors.
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 - How to manage the transport system better to improve air quality
 - How to understand the impacts of new schemes/developments on air quality
- Primary prevention and Monitoring of Ill Health in Older People
 - How to empower older people to remain safely in their communities for longer and to reduce the contact needed by health and care professionals by addressing one or more of the following areas:
 - a) Preventing hospital admissions and developing integrated care models.

- b) Case management by multi-disciplinary teams for 'frail' elderly people.
- c) Falls prevention.
- d) Mental health.
- e) Reducing social isolation and loneliness.
- f) Social care and support in the community.
- g) Housing.
- h) Supporting carers.

- Digital Buildings or other societal challenges relevant to the Cambridge region

3) Availability for Workshops

If you are shortlisted to participate in the programme, then part of the requirement is that you or your colleague must attend and participate in:

- a) A briefing and preparatory workshop which will be held for all shortlisted companies.
 - Date will be in the week of 24 to 28 April 2017 in Cambridge, UK, to be confirmed.
- b) Further accelerator workshops to be arranged during the course of the programme.
- c) If you are unable to attend, we will be obliged to remove your company from the programme.

4) Application

- a) Applications to the programme should be submitted by **12 noon on 15th March 2017**.
- b) Applications received after this date may not be considered.
- c) Please refer to the cambridgewireless.co.uk/iotboost/applicationform to complete the application online.

5) Selection and criteria for shortlisted companies

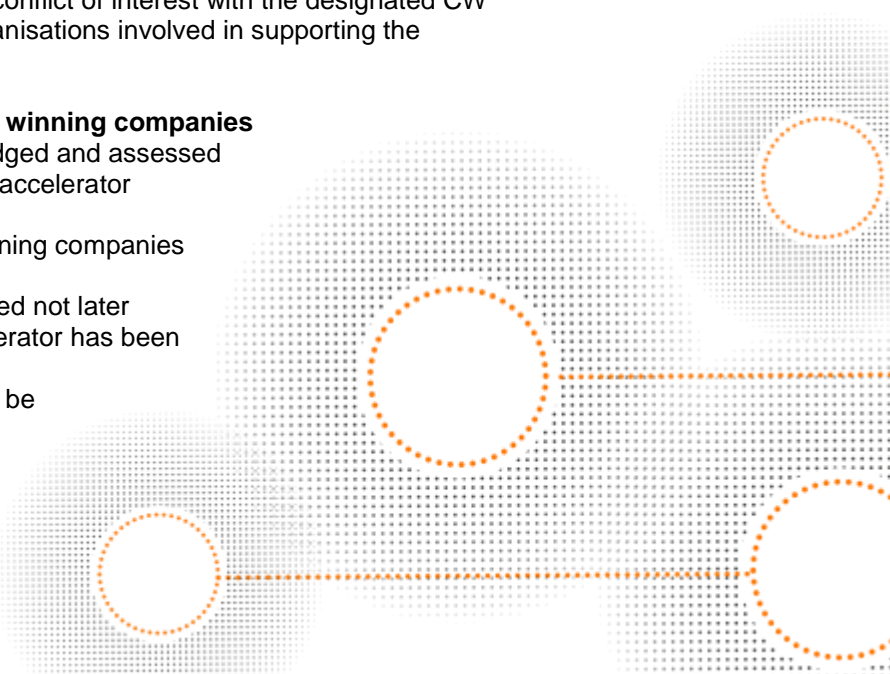
- a) CW reserve the right to shortlist applicants.
- b) Company applications will be assessed on the following criteria:
 - I. Proposed technology, product and/or service
 - II. Value proposition
 - III. Relevance of LoRaWAN network to your proposed technology, product and/or service
 - IV. Appreciation of financials and go-to-market model (which may include Consumer & Market analysis, Anticipated Delivery channels, Competitor analysis, Customer profile)
 - V. Team effectiveness
 - VI. Willingness to publicise your technology and commercial journey
- c) Company websites will be viewed for additional information as part of the selection process.
- d) The judging panel's decision will be final and no correspondence will be entered into.

6) Shortlisted company requirements

- a) All shortlisted companies will be required to attend a briefing / preparatory workshop.
- b) All shortlisted companies will be required to attend and give a short pitch at one of the accelerator workshops. Following the pitch there will be questions from the judges.
- c) All shortlisted companies must provide presentation collateral at least 24 hours in advance of the assigned accelerator workshop.
- d) Shortlisted companies must declare, prior to participation in the accelerator workshops, any involvement or conflict of interest with the designated CW stakeholder companies and organisations involved in supporting the programme.

7) Selection and Judging Criteria for winning companies

- a) Shortlisted companies will be judged and assessed following the completion of both accelerator workshops.
- b) CW anticipates that the final winning companies will be one or more.
- c) Winning companies will be notified not later than a week after the final accelerator has been completed.
- d) The judging panel's decision will be final and no correspondence will be entered into.



8) Intellectual Property – rules of the road

All programme participants agree to the following principles:

- a) Programme discussions are mainly conducted 'in the open', so you choose what you disclose to others. If you do share information then be aware that you are sharing it openly and participants are free to talk to others about their experiences.
- b) The programme is an environment where ideas are generated, and sharing is encouraged. You agree to be respectful of others' thoughts and ideas. This means you are free to use someone else's idea, with attribution where appropriate.
- c) If you act on an idea, you agree not to claim that idea as your own and take steps to claim it exclusively for your own use.
- d) If you act on an idea, you agree to do so at your own risk.
- e) If you have existing IPR – so called 'background IPR' – you choose how much of it you want to reveal to others. By revealing it you are not giving anyone else a right to use it.
- f) If you do reveal any background IPR, for example in the form of closed software, then the other participants agree not to reverse engineer it.
- g) If there comes a point in the programme when you feel that it is appropriate for a conversation to move into a 'closed mode', then let us know and the CW programme lead will consider whether or not appropriate arrangements are possible.

9) Liability

Candidate companies must accept full responsibility for insurance for any risks associated with taking part in the programme and any additional associated activity, including unexpected or uncontrollable events e.g. war, flood, terrorist attack etc.

Organisers will not be liable for the consequences of any such risks or any costs incurred.

10) Disqualification

CW reserves the right to withdraw company participation at any time, in the unlikely event that you:

- a) fail to comply with these Terms & Conditions.
- b) Cause embarrassment to IoTUK, CW, or other participants involved in the activity, for example, by inappropriate or offensive behaviour. The final decision on acceptability with rest with CW.
- c) Provision of false or inaccurate information.
- d) Failure to deliver your offer to an acceptable standard as detailed in your submission.

If any of the above circumstances arise, your business may be excluded from involvement in this CW programme.

11) Programme, workshops, meetings, dates/locations

CW reserves the right to cancel, change or reschedule activities.

