

CALL FOR THE START-UPS ATTRACTION PROGRAM GIRBAU-SEIDOR (INDTECH CHALLENGE)

What is Indtech Challenge?

Indtech Challenge (the **Program**) is an initiative promoted by the multinational companies Girbau and Seidor that counts with the strategic support of Foment del Treball through its Foment-Up initiative. The Program aims to generate collaboration relationships within companies with innovative proposals who want to reach business agreements that will allow all entities to together move forward in their activities.

The Program's main objective is to support innovative start-ups, taking advantage of the great joint potentiality offered by Girbau and Seidor, and all through the entering of custom-made agreements.

Who are we?

Girbau is a company with almost 60 years of history that has become one of the main global groups in the manufacture of solutions for laundries, based on its own industrial product and in a global market. Girbau adapts to the market through its strong commitment to open innovation and collaboration with other companies and organizations.

With a total turnover of €166 million, Girbau counts with four production centres in Vic (Barcelona), one production centre in Aix-les-Bains (France) and another one in Shanghai (China). With nearly 1,000 people working in the group, you can find Girbau subsidiaries in Germany, Argentina, Australia, Brazil, Cuba, China, United Arab Emirates, Spain, United States, France, Italy, Mexico, Portugal, United Kingdom and The Dominican Republic, as well as agents in Denmark, Japan and Russia, which together create a large network of dealers that act in more than 100 countries.

Seidor is a multinational consultancy dedicated to offering comprehensive solutions in the field of software consulting and IT services, strategy, development, operations, infrastructure, maintenance of applications, on demand and outsourcing. It has its own offices in Europe, Latin America, the United States, the Middle East and Africa.

Girbau and Seidor (the "Companies") are involved in supporting innovative initiatives and entrepreneurship in order to anticipate market needs and promote new business projects. To this end, they have created the Program, which aims to facilitate the access of the Companies to the start-up ecosystem by offering start-ups direct access to the decision makers of the Companies.

What is the Foment-UP initiative?

In line with the commitment of Foment del Treball with the creation and stimulation of new business projects, Foment-UP is a strategic entrepreneurial program designed to define different types of collaboration between large consolidated companies and top-level start-ups.

Why is the Program done?

Seidor and Girbau take part in this initiative to offer the participants the joint potential that two companies with their own activities and industry can offer and, taking advantage of this potential, accelerate the development of projects that are based on disruptive technologies and therefore generate new business opportunities.

Seidor is interested in obtaining innovative solutions for digitalisation and/or technological transformation for its clients, integrating disruptive technologies in the activities of client companies.

Girbau is interested in obtaining disruptive solutions in all or some of the phases of the value chain of the process of development, production and commercialization in the industrial laundry sector.

What profile of start-ups should join the Program?

The Program is aimed at all types of start-ups (start-ups still pending its incorporation or already incorporated, in early stage or in a growing stage), that are interested in collaborating with the Companies in the development of any of the phases of their value chain (such as, for example, design and conceptualization, production and manufacturing, marketing, or any other). The program is also aimed at proposals that can transform all or part of the Companies with digital transformation and new business models, through IoT technologies, Artificial Intelligence, Big Data, Robotics, Virtual Reality, Cybersecurity 3D printing or any other technology that could have an impact on the value chain of the Companies.

What does the Program offer?

The Companies are interested in developing businesses jointly with the selected start-ups and, to that end, signing individual agreements. The selected start-ups will receive services and benefits according to the needs of each project and their degree of maturity.

Some of the possible services that the Companies are willing to offer, among others, are the following:

1. Access to the market

- Support in the definition of the business model and strategy.
- Access to the client network of the Companies.
- Promotion of integration agreements within the commercial platforms of the Companies.
- Access to technological and commercial alliances of the Companies.
- Support in the process of internationalization and/or opening up to new markets.
- Technology support services and, if deemed appropriate, the conclusion of a proof of concept or pilot to validate the applicability and functionality of the product, service or technology in the Companies.
- Possibility of obtaining funds for the financing of the business project, either through the granting of loans or through other financial instruments, as well as through the participation of the Companies in the share capital of the start-ups.

- Possibility of financing a concept or pilot test.

2. Strategic Accompaniment

- Access to work spaces and, depending on the stage of the project, access to the offices of the Companies during the period that they develop the services defined in the agreement.
- Direct access to the decision makers and the management or technical teams of the Companies.
- Access to business experts in order to support the start-ups in the definition of their business or technology strategy.
- Endorsement and support services for feasibility analysis.

3. Visibility and *Demo day*

- Those start-ups that are in the pre-selection phase or have already been selected to be part of the Program will have the possibility to present their projects publicly through their participation in a *Demo day* (IoT Congress, Barcelona 2018).

What is requested from the start-ups?

The return or consideration for the Companies will depend on what they can agree with each start-up that participates in the Program.

Here are some of the possible returns for the Companies, among others:

- Rights to subscribe reselling agreements based on a "revenue sharing" scheme.
- In the case of co-creation of products or services between the start-up and the Companies, rights over the technology linked to the exploitation of result.
- Right of investment and access to the share capital of the start-up through a capital increase and the following subscription of shares or adhesion to its partnership agreement.

Application

Start-ups interested in participating in the Program may submit their application **from June 27th to September 30th, 2018.**

The application may be submitted through the form published on the website enabled by the Companies for these purposes. In addition to the information required in the form, an executive summary of the following documents must be attached:

- Start-up business plan (Executive summary, up to a maximum of 25 pages)
- Description of the innovative proposal (how to solve the challenges launched by the Companies) (up to a maximum of 10 pages)
- Description of the technology or know-how of the start-up and the protection titles or the procedures and measures that have been initiated for their protection (up to a maximum of 10 pages)
- Description and CV of the promoter team (up to a maximum of 2 pages or LinkedIn)

The revision of the applications will be carried out during the whole period through which the call is open and after the closure of the call. Once a first revision of the application has been made, the selection teams may require the holding of one or several meetings with the promoter team to comment on the project and request additional information.

Next, candidates will be analysed to select the projects, which, in their opinion, have the greatest potential.

The selected start-ups will enter into a contract that will reflect the collaboration agreements agreed upon with the Companies defining the rights and obligations that each party will assume.