

## SEARCHING FOR YOU!

# The NEXT FLOOR TECHNOLOGY FOR TOURISM NETWORK and the STATE OF SALZBURG in cooperation with BERCHTESGADENER LAND are looking for MOBILITY SOLUTIONS!

**THE NEXT FLOOR TECHNOLOGY FOR TOURISM NETWORK IS INVITING HIGHLY MOTIVATED AND COMMITTED ENTREPRENEURS TO ITS REAL LIFE LABORATORY TO EVALUATE THEIR SOLUTIONS AND BRING THEM TO USE.**

### THE 3<sup>rd</sup> CALL FOR APPLICATION IS NOW OPEN UNTIL FEBRUARY 14<sup>th</sup> 2020!

The Next Floor Technology for Tourism Network is focused on technology innovations with applications in Travel, Tourism and Mobility. This generally covers a wide technological field, eg. FinTech, Robotics, Blockchain, AI or Data Management across many industries that can interact with activities in Travel, Tourism and Mobility, such as Health Care, Smart City/Region, Smart Manufacturing or AgroTech. With this specific call we offer innovative companies the opportunity to participate in a challenge, the Austrian State of Salzburg proposed:

The City and State of Salzburg and neighbouring Berchtesgadener Land (Germany) are on a daily basis dealing with the challenges posed by over tourism and commuting. As a consequence, traffic collapses frequently and quite often with limited recognizable patterns. The State of Salzburg is tackling this problem – also with neighboring German communities - on multiple fronts including the setup of transportation hubs to move more traffic from individual to public transportation.

We are looking for innovative solutions that identify root causes, analyze specific interdependencies and offer flexible solutions to specific stages of the user or traveler journey. This can include incentive systems, new logistics formats, improved public transportation or predictive analytical systems. Whatever your solution is, - even if your approach is unusual - apply! We are interested to hear from you.

With this batch, we want to get to know you, understand how your solution can be applied to the benefit of the region and evaluate what would be necessary to do so.

### HERE IS WHAT YOU GET:

- The selected companies have the possibility to get a 12-month contract with the State of Salzburg to bring their idea into application.
- If the 12-month test period is completed with successful results, the contract will be extended and your solution will be presented to other regions with similar problems.

As part of the program you will receive the following additional benefits:

- A Tailored and interactive program with the focus on
  - young companies or scaleup/corporate or public co-operations
  - continuous development of scale-up readiness levels (technological, organizational, commercial and financial)
  - access to different financing sources including public procurement processes
- Live feedbacks from mentors/advisors and potential investors
- Support from our behavioral economist team to leverage the maximum out of your data
- The chance to pitch your company to the Next Floor Investors network and its associated partners
- Introduction to potential financial corporate partners
- Introduction to potential customers.



## **COST**

- No equity requirements for the program
- No fees or cost for the program
- board and lodging has to be taken care of by the participating companies.

## **ELIGIBILITY CRITERIA TO APPLY**

- no more than 5 years have passed since formation of your company or a mayor pivot
- You are developing an innovative product or service that matches the criteria (see above)
- Your innovative idea is technically and commercially feasible
- You have an interest to develop and commercialize your product at European and/or global level
- Applicant must be able to communicate (read and speak) in English
- Applicants must be able to travel and stay in Salzburg if required for the participation in the program

## **TIMING**

- 14th of February 2020: Deadline to apply
- 1th of March 2020: if you are pre-selected, pitch your project in a video conference in front of the Next Floor Network committee
- between 2nd and 15th of March 2020: announcement of results (5 to 12 companies will be selected)
- 1st of April 2020: Companies travel to Salzburg for a three-day event to pitch their solutions to representatives of our partners and layout their strategies and ideas. Companies will be matched with mentors and industry experts to support them. Shortfalls and needs of their solutions will be discussed
- 8th of April 2020: Winners of the first round will be announced.
- 22nd of April 2020: Winners are invited to Salzburg to participate in tailor made one-week program, where shortfalls and problems will be addressed
- 13th of Mai 2020: Participants return to Salzburg for 3rd and final three-day block to present their updated solutions. Winner(s) will be announced at the end of final block.

## **SELECTION CRITERIA**

Companies will be evaluated along five main criteria:

- Level of Innovation of the presented technology-based solution
- Sustainability
- Start-up team
- Business model
- Business Plan

## **HOW TO APPLY**

- Applications shall be sent in pdf format, before 14<sup>h</sup> of February 2020, to [startup@next-floor.at](mailto:startup@next-floor.at) - our team will handle your information with the utmost care.
- Please send the following information: Pitch deck (no more than 20 slides), please include KPIs, team, time line (past – future), funding received, ownership structure, contact information.

