

**SEGOVIA  
OPEN FUTURE**



**BASES TO ACCESS THE PROGRAM  
BUSINESS SLOWDOWN**

**SEGOVIA OPEN FUTURE**

**HUB LA CÁRCEL\_ SEGOVIA CENTER OF  
CREATION**

**2022**

**Call for applications: from SEPTEMBER 8 to OCTOBER 14, 2022**

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## **ANNOUNCEMENT:**

**The Call** "Segovia Open Future 2022", (hereinafter, "Call"), aims to identify technological and/or innovative projects (hereinafter, the Projects), that contribute to the promotion and promotion of innovation and cooperation to create and strengthen the ecosystem in the municipality of Segovia.

Up to a maximum of 5 (five-) projects from technology-based companies will be selected for their acceleration in the space of the Cárcel\_Segovia Creation Center Hub, with a duration of 4 months, extendable to another 4, their maturation will be encouraged and promoted through the Open Future acceleration methodology.

## **WHO ORGANIZES THE CALL?**

The Call is an initiative promoted by Telefónica Open Innovation, SLU (Telefónica) and the Segovia City Council (hereinafter, both, referred to as the "Organization").

The Segovia Open Future initiative is an entrepreneurship support program promoted by the Organization that promotes the entrepreneurial and technological ecosystem, helping business projects to consolidate.

## **PARTICIPATION REQUIREMENTS**

Participation in this Call is subject to the acceptance of these Bases (hereinafter, the "Bases"). The date of acceptance will be the effective date thereof.

Those natural or legal persons (hereinafter, the Participants or the Participant), who meet the following requirements:

Be a natural person over 18 years of age or be a legal entity that meets the following requirements:

- Legal capacity to bind this. (Having specific powers to contract obligations by it or being an administrator without limitation thereof).
- Formed by at least 1 person, related to the territory of Segovia, with dedication 100% to the project.

- Have currently or in the next six months, its registered office and tax domicile in the municipality of Segovia.
- Have a business idea with the possibility of going on the market during the year 2022-2023.
- Have a functional prototype of a disruptive product or service.
- Be in a situation of registration in the Special Regime for Self-Employed Workers (RETA), or present a firm commitment to acquire the status of self-employed worker in the event of being selected, before the end of the incubation period of the Program.

The Organization may exclude from the Convocation those Participants who, originally or unexpectedly, do not meet any of these requirements, losing all option to participate in it and without the right to claim anything from the Organization. Likewise, it will be essential that the Participants are up to date with their obligations with the Public Administration and there are no outstanding debts with any government entity at any level.

The data that the Participants provide when registering for the Call must be truthful, so they will lose all option to participate in the Call. All this, without prejudice to the responsibilities that these behaviors derive, which will be assumed in full by a Participant, leaving the Organization unscathed.

At least one member of the team that applies to the Call must dedicate 100% to the project during its duration, so they must ensure that they have the necessary permits to be able to reside in the country where the Open Future is located. Hub during The Summoning.

By registering in this Call, the Participant accepts, in full and without reservations or conditions, the terms contained in these Bases.

The Organization reserves the right not to accept or withdraw from the Convocation all those Participants who act fraudulently, abusively, contrary to the spirit of the program or the law, the rights of third parties and/or good faith, all of this, without prejudice to the responsibilities arising from these conducts, which will be fully assumed by the Participant, leaving the Organization unharmed in any case. In any case, the Organization may cancel any Participant whose actions (or that of a related person) may be contrary to the reputation or good name of the Organization and the Segovia Open Future program. Likewise, the Organization reserves the right not to accept any Participant because they understand that they do not

they give an adequate response to the challenges posed either due to the number of projects accepted or for any other justified reasons.

## **PROJECT SELECTION CRITERIA**

The Organization will designate an evaluation jury made up of professionals from the aforementioned partners that make up the Organization, which will select the innovative technology-based Projects, preferably framed in the following areas:

- Internet of Things (IoT).
- Big Data.
- Technologies, products and services in the field of Smart Cities.
- Industry 4.0.
- SmartRetail.
- Smart Agro.
- Smart Tourism.
- eHealth.
- Virtualization.
- Digital content.
- Smart Transportation.
- Energy and sustainability.
- Fintech.
- Security.
- blockchain.
- Products, services and applications based on FIWARE technology.
- Craft trades that incorporate technological solutions for their promotion and sale, as well as digitized work methods.

During the selection process, two qualifying evaluations will be carried out:

### **FIRST EVALUATION: \_\_\_\_\_**

The following 7 (seven) aspects of each project will be assessed based exclusively on the information provided in the registration completed on the Open Future platform:

- Technology: The use of the technology made by the project will be valued, prioritizing those that have a differential technology.
- Value proposition: The ability to reach the final public with a product/service that is clearly identified as a need and that is currently not covered in the market will be valued.

- Market potential: The size of the target audience to which the project is directed, as well as the purchasing power of said audience, will be assessed. A high market potential will be positively valued.
- Degree of maturity of the project: The degree of progress and progress of the project prior to entry into the Open Future Program will be assessed. Those projects with a high degree of maturity and progress will be positively valued.
- Feasibility: Having a business plan based on the economic-financial profitability of the project and the generation of employment will be valued.
- Degree of innovation: Offering a product to the market that is clearly differentiated and improved compared to currently existing solutions will be valued.
- Business opportunity: Those projects whose scope of action is aligned with the niches or key sectors (indicated above) and, therefore, with greater opportunities within the Community, will be valued.

#### SECOND EVALUATION:

The Participants who have passed the first of the evaluations will be summoned to a face-to-face or virtual session, according to the information contained in these Bases, and present their project before a Selection Committee.

#### **Selection committee**

Selection committee. In order to choose the best projects to enter the Open Future Program, the composition of a mixed selection committee made up of experts from different areas with voting rights is contemplated to guarantee the quality of the process. Said committee may be made up of members of Telefónica Open Innovation and/or the Segovia City Council.

#### **Hub OpenFuture**

The second phase of the Call will be held at the Cárcel\_Segovia Creation Center Hub located at Avda. Juan Carlos I Segovia 40.005. This last phase of the process will start the acceleration program and aspects such as the viability of the business model, suitability and involvement of the human team, etc. will be evaluated.

The Participant, subject to the availability of physical space, agrees to do:

- Proper use of it:

In no case will it be understood that the use of the physical space confers the right to consider it as its own work center, nor will it be considered that there is an employment relationship of any kind and for these purposes, and among others, indicate as the address for communications and correspondence the address of it.

- Respect the basic rules of coexistence:

Respect and comply with the Responsible Business Principles of the Telefónica Group in force at all times and which are published on the corporate website of the Telefónica Group.

- Comply with the instructions made by the Organization:

Must comply with what is established to avoid any type of risk and estimate any prevention.

### TRIAL PERIOD

After the start of the acceleration program, the projects will enter a trial period of up to 4 weeks in which both the team and the business will be evaluated, at any time before, during or after said period, the permanence of Participants in the Open Future Program at the sole discretion of the Organization.

During this trial period, the teams will go through different evaluation meetings to learn in depth about the state of the business, the state of the equipment and its operation.

### SUBMISSION OF PROPOSALS

Participants interested in participating in the Call must submit their proposal on the Open Future global platform through the specific website for it. To do this, they must fill out the corresponding participation form, attaching to their registration, any information required or considered of interest.

### **CALENDAR OF THE CALL**

- Deadline for submitting applications on the Open Future platform: from September 8 to October 14, 2022 (35 calendar days).
- Communication to shortlisted\*: From October 31 to November 6, 2022. • Pitch before the Selection Committee\*: From November 7 to 11, 2022.
- Communication of finalists\*: From November 14 to 18, 2022. • Claims attention\*: From November 21 to 23, 2022. • Welcome and start of the Open Future Acceleration Program\*: November 24, 2022.

Notwithstanding the foregoing, the Organization reserves the right to suspend, extend and/or modify the duration of the application submission period, at any time and at its sole discretion, in which case it will be communicated in a timely manner.

Additionally, the Organization may extend the term at its sole discretion and only to specific Participants who may have had problems by delivering a unique code, FastTrack, to be able to register for the Call.

\*The dates are subject to change due to any changes that occur in the Organization.

### DEVELOPMENT OF ACTIVITIES: METHODOLOGY

From November 24, 2022 to March 24, 2023, the **Segovia Open Future\_ program will take place**. All activities will respond to a **personalized work plan that will be designed with each of the entrepreneurial teams**. At the same time, **group activities** will be developed to promote networking, training and cooperation.

#### The selected projects or startups will enjoy the following benefits:

ÿ Work space.

ÿ Accompaniment to financing.

ÿ Analysis of the initial situation of each project/company.

ÿ Visibility before those responsible for Telefónica Open Future\_, promoting the participation of new companies with Telefónica.

ÿ Definition of strategic objectives, 6-month operating objectives and work plan to achieve them.

ÿ Third party service offerings for the crowdworkers.

ÿ Weekly/fortnightly monitoring of the work plan.

ÿ Visibility in media communication and social networks.

ÿ Training activities according to the needs detected in the teams.

ÿ Participation in events related to entrepreneurship and Telefónica (Wayra, 4Y4N).

• Advice on:

• business model and strategy

• legal field

• branding

• sales and marketing

• coaching

• Global online network.

• Networking between teams and professionals.

## CONTACT INFORMATION

To resolve any questions regarding these Bases or the Segovia Open Future program, contact the program coordinator:

Helena Ayuso Pecharroman  
Phone: 648001645 (9:00 a.m. - 2:00 p.m.)  
[helena.ayuso@segovia.es](mailto:helena.ayuso@segovia.es)

Sonia White Source  
Phone: 607623053 (9:00 - 2:00 p.m.)  
[sonia.blanco@segovia.es](mailto:sonia.blanco@segovia.es)

Isabel Barreno Galan  
Phone: 636 395 870 (9:00 a.m. - 2:00 p.m.)  
[isabel.barreno@segovia.es](mailto:isabel.barreno@segovia.es)

## BENEFITS AND HELP

In the event that the Participant's Project is selected, if the Organization so deems it in its sole discretion, the Organization may immediately cease the physical or virtual presence of the Participant in a specific physical space or virtual connection, to participate and develop their Project within of the Open Future Program.

In no case will it be understood that the use of the Physical Space by the Participant confers the right to consider the Physical Space as its own work center and for these purposes, and among others, indicate its address as the address for communications and correspondence.

The Participant undertakes to comply with labor and Social Security obligations and observe the necessary measures to comply with the regulations on risk prevention.

that apply to the Physical Space, Covid-19 guidelines or similar, forcing itself to keep The Organization harmless, for all those claims covered by labor regulations or occupational risk prevention. In no case can the relationship between The Organization and the Participants be considered as a labor relationship.

The Organization does not assume any responsibility towards the Participant as a result of the damages or losses that may be suffered as a result of the use of the Physical Space (including the Wi-Fi network accessible from it), as well as for the loss, theft, destruction or theft of objects of the Participant in the facilities of the Organization. In any case, the Participant must respect the basic rules of coexistence and comply with the Responsible Business Principles of the Telefónica Group, which are currently published at the following link: <https://www.telefonica.com/es/web/business-responsible> and the other Organizers if any.

The Participant exempts the Organization from liability against any labor, civil, criminal, administrative or other claim that originates from the Participant's breach of the obligations indicated in this agreement or from actions or omissions caused directly or indirectly by the members of the legal entity of the Participant, if any, that access the Physical Space.

The Participant may use the Open Future brand faithfully following the Organization's criteria for the duration of the Call. Otherwise, you must stop using it immediately.

## **INDUSTRIAL AND INTELLECTUAL PROPERTY**

The Participant guarantees under his sole responsibility that the content that he sends and presents is of his original creation and that it does not infringe the rights of third parties, including without limitation, intellectual or industrial property rights, copyrights, trademarks, patents, trade secrets, privacy and publicity, and that the content is not illegal, created and/or submitted in a way that violates any contractual obligation you may have with a third party.

The Participant authorizes the promoting entities, for the fact of participating in this process and without any additional right, indefinitely, to use in the advertising material related to this Call or with the activity of the promoting entities, by any means admitted in right, generic information about the project or that which is expressly requested from the Participant for this purpose, via email.

In no case will the Organization hold any type of intellectual property right over the Projects developed within the Call.

## **OF IMAGE AND BRAND RIGHTS**

### For dissemination in media and social networks:

The Participants authorize the Organization to disseminate and publish through the internet and in specialized and/or general press media both their name, individually, as well as that of their legal entities or the members of the same associates, as the case may be, and/or its images and/or associated logos, exclusively for corporate, advertising, promotional purposes and/or to publicize the Selected Project to the rest of the Participants and the general public, in any support or social network of the Organization, or of any entity of the Telefónica Group, without any territorial or temporal limitation, and without generating any remuneration in their favour.

### To be photographed or recorded:

The Participants authorize the Organization to take images, and record audio and video, in the acts that are carried out during the different phases of the selection process and for the execution of the Program and the management of their participation in it; and assigns to the entities promoting the initiative the use of said images, voice, audio and video, as well as the name, title and summary of their project, in any medium (both physical and digital - social networks, internal communication media / external, web pages, etc.), and under any support or format, for the exclusive purposes of promotion, dissemination and development of the Call and the Program. Said assignment is made with the right to assign it to third parties, without geographical or time limitations and free of charge.

Likewise, the Participant undertakes to obtain the appropriate authorization from the persons designated by the Participant for their collaboration in the Program, in the terms indicated above.

## **CONFIDENTIALITY**

Except as otherwise stated in these Legal Bases, all information disclosed by the Participant or by the Organization will be "confidential information" for the purposes of the Convocation.

The Participant and the Organization, in their respective case, will only use the confidential information for the Call and will not reveal, publish or disclose confidential information to any person or entity, with the exception of the members of the Selection Committees, entities holding the centers or spaces that are part of the Segovia Open Future network already mentioned for the purposes of the provisions of these Legal Bases. The Organization shall have the right to disclose confidential information to its employees, contractors, agents, consultants and/or entities of the Telefónica Group, provided that the latter ensures that said persons or entities

have a legal or contractual obligation to maintain the confidentiality of the information and it is necessary for the development of this Call, in no case the Participant may disclose the information.

The limitations set forth herein shall not apply to Confidential Information:

- a) That it is already known by the receiver before receiving it from the disseminator and about which they do not weigh restrictions of use.
- b) That it is publicly available (without any breach of the receiver).
- c) That it is legitimately received by the receiver from a third party who has the right to disclose it.
- d) That is independently developed by the recipient without the use of any confidential information.
- e) The disclosure of which has been authorized in writing by the discloser or that must be disclosed as required by any law or by order of a competent court, stock exchange, regulatory authority, government department or agency. However, prior to any such disclosure, the recipient shall, to the extent permitted by applicable law, consult with the discloser as to the nature and purpose of the proposed disclosure.

## **PERSONAL DATA PROTECTION**

The Participants will be solely responsible for the veracity of the data provided.

For the correct Organization and development of the Segovia Open Future 2022 Call, the Segovia City Council (the Responsible) will treat the personal data of the participants as responsible for the treatment.

### **- Data processing by the Segovia City Council:**

In accordance with the European regulations on the protection of personal data, it is reported that the City Council of Segovia is responsible for the treatment of the data of the Participants.

The Segovia City Council informs that the personal data of the Participants will be processed in accordance with the provisions of the data protection regulations, in order to develop and manage the call, including evaluating and selecting the best business projects among all the Participants. The data will only be kept for as long as

is necessary for the development of the Program and during the time in which responsibilities may arise for the Segovia City Council for its development. Subsequently, the data will be deleted.

The interested parties may exercise their rights of access, rectification, deletion, opposition, limitation of treatment and portability, to the extent that they are applicable, through the procedure PG1021, which can be found at the Electronic Office of the Segovia City Council. Right to withdraw the consent given and Right to claim before the control authority. Interested parties may contact the Organization's data protection delegate at the email address [dgp@segovia.es](mailto:dgp@segovia.es) and, in any case, they may file claims with the [Spanish Data Protection Agency](#).

Likewise, and based on Telefónica's legitimate interest in promoting this Program and the selected projects, it is reported that the personal identification data of the Participants, project, activity and sector may be treated with the purpose of preparing and disseminating the Program to the general public in press publications, social networks and web pages accessible to the general public.

## **FINAL CONSIDERATIONS**

Failure to comply with any of the obligations established herein and future obligations agreed upon by the Organization will enable the Organization to immediately terminate its legal relationship with the Participant.

This Call may be modified, interrupted, deactivated and/or canceled for any reason, in which case the Organization will notify the Participants and without this generating any right to claim/compensation.

The Organization reserves the right to declare all or any of the benefits void, if no project presented deserves to be a Selected Project at its sole discretion.

The Organization will not be responsible for any type of expense for its participation in this Call.

The terms and conditions included in these Bases do not constitute any binding or contractual link for the Organization or for the Participants, beyond what is expressly provided in them.

The Bases of this Call will be subject to Spanish legislation and the courts and jurisdiction of Madrid, Spain.