



## Call for “MASERATI LIVE INNOVATION” International Start-up event for Innovation

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## 1 Automotive Smart Area - Framework

Start-ups are changing the approach to bring innovation into markets of consumer electronic goods thanks to their dynamic, open-minded approach to problem solving and new idea generation. All that also promotes an international networking for rapid development of new solutions. The new technology trend is also to promote technology transfer among different industrial fields (cross fertilization).

In the latest years the most important “Premium OEMs” have created **innovation centers, incubators** and **start-ups** collaboration to develop new applications, services and products faster and faster.

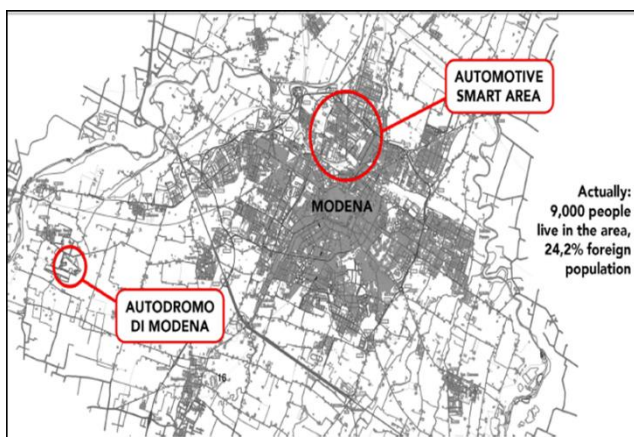


Figure 1: “Modena, Automotive Smart City” map

Italian Motor Valley (Modena area) is a unique **melting pot** which gathers international OEMs mainly in the automotive, automation, and packaging field, industrial companies, research centers and start-ups. Thanks to this frame conditions **UNIMORE**, city of **MODENA** and **MASERATI** agree to use their respective technical and scientific expertise, as well as their facilities and equipment, to develop and implement knowledge increase programs and integrated research in areas of common interest like “**Automotive Smart Area**”. The **3 parties** undertake, each for the issues under their jurisdiction, to support the development of the project of creation of an **urban area dedicated** to the testing of **innovative solutions** for sustainable mobility. This space, an actual **open-air laboratory**, will be equipped for the investigation, development and testing of driver assisted vehicles.

In this framework, “**Maserati Live Innovation**” event has the goal to gather engineering departments, industrial technical experts, scientific staff from academic research and start-ups by organizing an **open-house event** where talented entrepreneurs have the opportunity to **introduce their technologies** to industrial spokespersons and get their **feedback**.

This **initiative** will also run in parallel with the “**Modena Smart Life**” (<http://www.modenasmartlife.it/>) organized by the Modena city council in September 2017, an international meeting focused on digital innovation and culture. The event “Modena Smart Life” will gather industrial and scientific experts, politicians, suppliers and OEMs in the city of Modena for two weeks to foster innovation, lateral thinking and networking in the field of digital science.

## 2 “Maserati Live Innovation” event

### 2.1 Objective

The “**Maserati Live Innovation**” event described in this document aims to strengthen the synergy between OEMs, industrial suppliers from one side and start-ups on the other side to create a networking representing the foundation for **future potential project collaborations** and **new business opportunities**. Start-ups will have the chance to propose their innovative technologies to Maserati engineering departments, their main suppliers, and academic researchers.

#### 2.1.1 What?

It will be an **Open-house event** with the target to promote new idea generation, awareness sharing about new rising technologies and B2B networking

#### 2.1.2 Where?

**At Marzaglia track, Strada Pomposiana 255/A, 41123 Modena, Italy** (Modena Nord, Highway exit)

#### 2.1.3 When?

On the **26<sup>th</sup> of September 2017**

#### 2.1.4 Who?

For **innovative start-ups** which comply with the **requirements** specified in **paragraph 3.6.3** (according to the definition provided by the Italian Ministry of Economic Development <http://www.sviluppoeconomico.gov.it/index.php/it/impresa/piccole-e-medie-imprese/pmi-innovative>)

### 2.2 Agenda of the day and Method

A **technical committee** composed of Maserati Board and engineers, experts from Tier 1 suppliers, Modena city council, industrial technical experts, and UNIMORE scientific staff shall assess the technologies presented by the start-ups during Marzaglia exhibition.

The evaluation will consider:

- **technology key performance indices**
- **innovative content**
- **applicability** to automotive field
- **compatibility** with suppliers’ business

Assessment will be performed via face to face meeting with start-ups, in addition each start-up will have the opportunity to introduce itself and its portfolio during a dedicated **speech**. The evaluations and comments of the committee and the attendees will be collected and an overall feedback will be provided to each start-up. The **5 start-ups** which get the highest score will be announced during the last session of the event.

The core moments of the “Maserati Live Innovation” are:

- Start-up Speech Sessions: each start-up introduces itself and its portfolio
- Committee technical feedback: overall assessment of start-ups technologies and celebration of the 5 start-ups with the highest score

## 3 Application process

This chapter gives the instructions and the details to complete the application form. In particular:

- Paragraph 3.1 gives the guidelines for application form submission
- Paragraph 3.2 outlines the instructions to fill in the application form
- Paragraph 3.3 describes the evaluation process of the application forms
- Paragraph 3.4 explains the communication process between Maserati and Start-ups
- Paragraph 3.5 summarizes the main activities and the timeline from call opening to the official event
- Paragraph 3.6 specifies the admission requirements and the selection criteria pursued by the technical committee
- Paragraph 3.7 underlines the criteria which makes an application not admissible
- Paragraph 3.8 reports the contact details in Maserati to get any further information

### 3.1 Application form - How to apply

The Application Form is available online at the following link <http://maserati-innovation.euei.it>. The Application Form has to be filled in using the online procedure. The information filled in online will be only used by the Maserati Innovation team.

Deadline for application submission is **August the 23<sup>rd</sup>**.

For further information please contact the Innovation team by writing an e-mail to [innovation.benchmarking@maserati.com](mailto:innovation.benchmarking@maserati.com).

Each company is responsible for the information specified in the Application Form which must be compliant with the company actual state. Each company is therefore full responsible of the legal consequences that misleading or incorrect information may cause.

### 3.2 Application form – Instructions

The template is divided into 5 sections:

- Company data
- Company legal responsible data
- Company description
- Company technology description
- Comments

Each section has to be completed faithfully. Provided that it is specified differently (*i.e.* Optional), it is mandatory to answer all questions.

#### 3.2.1 Company data

Relevant information such as company name, address, phone number have to be specified by typing inside the correspondent boxes.

#### 3.2.2 Company legal responsible data

The personal information of the company legal responsible has to be typed inside the correspondent boxes.

### 3.2.3 Company description

The following information has to be specified:

- Company background: history, business models, presentation of co-founders, start-up financing cycle, company roadmap
- Company structure: company key figures and roles
- Company organogram: a picture representing the organogram has to be pasted
- Company presentation video (*Optional*): in case a presentation video is available online, the correspondent URL web address should be provided
- Compliance with the definition of “Innovative start-up”: the points for which the start-up complies with the legal definition of “innovative start-up should be outlined. Further details regarding definition of “innovative start-up are given in paragraph 3.6.3.
- Motivation to attend “Maserati Live Innovation” event: brief description of motivation behind the application

### 3.2.4 Technology description

The following information has to be provided:

- Brief description of the proprietary technology
- Reference industrial field by choosing among the provided ones
- A picture or a digital render, a workflow diagram of the proposed product, technology, algorithm has to be included
- Example of developed applications: in case the start-up has already applied its technology to an industrial use case, further information should be provided
- Demonstration video of the proposed technology, product (*Optional*)
- Technology key performance indices: numerical values should be used to describe the achievable performance with the proposed technology
- Technology Readiness Level: the correspondent level should be marked
- H2020 Automotive Homologation Intelligence: Information regarding new homologation rules should be specified to support your idea. Explain whether the technology development takes into account specific new regulations which will be established by 2020
- Intellectual property: if the start-up owns patent/s, a brief description should be provided
- Proposal of innovative application: the start-up should propose an original and possibly innovative idea to implement its technology into an automotive application, use case

### 3.2.5 Comments

Specify additional logistical and technical requests in view of the event. For instance if a start-up needs to have a bigger table to show its product/demonstrator, this information has to be specified here.

## 3.3 Application forms screening

The technical committee will analyze the applications forms in week 34 and 35 of 2017. The list of the start-ups allowed to take part to the event will be published on Maserati web site on the **4<sup>th</sup> of September**.

## 3.4 Communication with Start-ups

The permitted start-ups will be contacted by phone and/or by e-mail in week 35 and 36 of 2017 to communicate the result and discuss the logistics of the event.

- Confirmation of start-up participation: within **September the 8<sup>th</sup>**. Confirmation has to be sent via e-mail to [innovation.benchmarking@maserati.com](mailto:innovation.benchmarking@maserati.com)

The start-ups which do not confirm their participation by **September the 8<sup>th</sup>** will not be allowed to attend the “Maserati Live Innovation” event.

In a second phase, each start-up will be in contact with the Maserati Innovation team to discuss the logistics of the event.

### 3.5 Timeline

Figure 2 summarizes the main activities and correspondent timing described in chapter 3. For each activity the deadline is written in the last row.

Activity	Timeline													
	June	July				August				September				
	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31	Week 32	Week 33	Week 34	Week 35	Week 36	Week 37	Week 38	Week 39
Call Publication														
Application period														
Application forms screening and Results communication														
Start-ups confirm the participation														
Discussion of start-ups Logistical & Technical needs														
Event														
<b>Deadline</b>	30/06							23/08	03/09	08/09			22/09	26/09

**Figure 2:** summary of "Maserati Live Innovation" event activities and timing. The date written in the last row refer to the end of an activity

Deadlines:

- **8<sup>th</sup> July 2017:** application period start
- **23<sup>rd</sup> August 2017:** application period end
- **24<sup>th</sup> August 2017:** applications screening start
- **28<sup>th</sup> August 2017:** confirmation period for start-ups participation start
- **3<sup>rd</sup> September 2017:** applications screening end
- **8<sup>th</sup> September 2017:** confirmation period for start-ups participation end
- **11<sup>th</sup> September 2017:** Maserati & start-ups discussion for event logistics management start
- **22<sup>nd</sup> September 2017:** Maserati & start-ups discussion for event logistics management end
- **26<sup>th</sup> September 2017:** “Maserati Live Innovation” event

## 3.6 Requirements and Selection criteria

A technical committee composed by Maserati selected engineers, industrial experts, UNIMORE selected scientific staff will analyze the compliance of each start-up with the specified selection principles. The **participation** of a start-up to the event is therefore subject to the **compliance** with the criteria reported in paragraph 3.6.1 and 3.6.2.

### 3.6.1 Application field

The technology proposed by a start-up has to be categorized into one of the following topics:

- Internet Of Things
- Human Machine Interface
- Healthcare & Wellness
- New Consumer Electronics
- Wearables
- Machine Learning
- Smart Mobility
- Manufacturing processes
- Artificial Intelligence
- Vehicle to Everything communication
- Digital Identity
- Augmented & Virtual reality
- Autonomous driving
- Nanotechnologies & Materials
- Sensors & Actuators
- ADAS
- Control systems
- Drones

### 3.6.2 Technology Readiness Level

The maturity level of the technology proposed by the start-up has to be at least equal to **3** according to the **NASA TRL scale** (See *Appendix A* for more details). Namely, a concept assembly has to be available and has to be shown at the event.

### 3.6.3 Compliance with the definition of “Innovative start-up”

The “Maserati Live Innovation” is open to all innovative start-ups according to the definition given in D. Lgs. 179/2012. A start-up has to comply with the following criteria:

- Founding date is after the **18<sup>th</sup> of December 2012**
- **Be incorporated as companies with shared capitals** (i.e. limited companies)
- Annual production income is less than **5 M€ (5,000,000 €)**
- Do not and did not **distribute profits**
- Corporate purpose is **development, production and commercialization** of products and services with high technical value
- The company was not established from the **merging** or **breakdown** of former companies
- At least **15%** of the highest value between turnover and annual expenditure is credited to **research and development** activities

### 3.7 Not admissible applications

All application forms delivered after the **23<sup>rd</sup> of August 2017**, with missing mandatory data and which do not comply with all selection criteria specified in paragraph 3.6 will be considered not admissible and they will not be taken into account within the screening process.

### 3.8 Reference contact

For any doubt regarding application process, timeline, participation rules and to get additional information please send an e-mail to **[innovation.benchmarking@maserati.com](mailto:innovation.benchmarking@maserati.com)**.

## 4 Financial contribution

The participation to the “Maserati Live Innovation” event is free of charge. The event is meant to create an international networking and let start-ups get in touch with Maserati and industrial technical experts to propose their technologies and collect technical needs. None financial support is foreseen to cover board and lodging, therefore each start-up shall organize travel and overnight on its own.

## 5 Personal data processing

Personal data will be collected and treated according to D.Lgs. 196/2003. Personal data shall be used only for the activities related to the organization of the “Maserati Live Innovation” event. These activities comprise:

- Communication with the start-ups’ members for the organization of the event
- Verification of the compliance of the company data
- Registration of company’s and its members’ data into the registration list
- Preparation of advertising materials such as flyer, technical brochure, official invitation
- Advertisement on the web page of the event promoters, namely Maserati SpA, UNIMORE, Modena city council

To authorize the use of company data and the data of company’s employees, the legal representative and the employees have to sign the document “Application form Maserati Live Innovation” at chapter 6.

## 6 Discharge of Responsibility

By reading this document “Call for Maserati Live Innovation” and by signing chapter 7 in the document “Application form Maserati Live Innovation”, each participant to the “Maserati Live Innovation” event discharges the event promoters Maserati SpA, UNIMORE and the Modena City council from any civil and penal responsibility in case of an accident and/or injury which may occur during the event and during transportation to the Marzaglia track.

The company legal representative has to sign the document “Application form Maserati Live Innovation” at chapter 7.

The promoters of the event Maserati SpA, UNIMORE, Modena city council decline any responsibility for the information specified by the start-ups in the application form. The participation to the event does not legitimize a start-up to advertise itself as partner of any of the event promoter or use the names of the promoters to advertise its technology or activity. An admitted start-up may only advertise its participation to the “Maserati Live Innovation” event.



## 7 Appendix A

The Technology Readiness Levels are a type of measurement system used to assess the maturity level of a particular technology. TRL1 is the lowest whereas TRL 9 is the highest maturity level and each level describes technology progress.

TRL Level	Category	Description
1	Concept Idea	Basic principles observed and reported
2	Concept Design	Technology concept and/or application are studied to support the idea
3	Concept Assembly	Active research and development begins, including analytical lab-based studies to validate the initial idea, providing an initial proof of concept.
4	Proof of Concept	Standalone prototyping implementation and test
5	Concept Validation	Basic prototype validated in relevant environment
6	Alpha prototype	System Prototype working demonstration in a relevant environment
7	Beta prototype	System Prototype working demonstration in a operational environment
8	Pre-production prototype	Actual system completed and qualified through test and demonstration It's the end of true system development.
9	System validation	Actual system has been 100% demonstrated and tested in its operational environment