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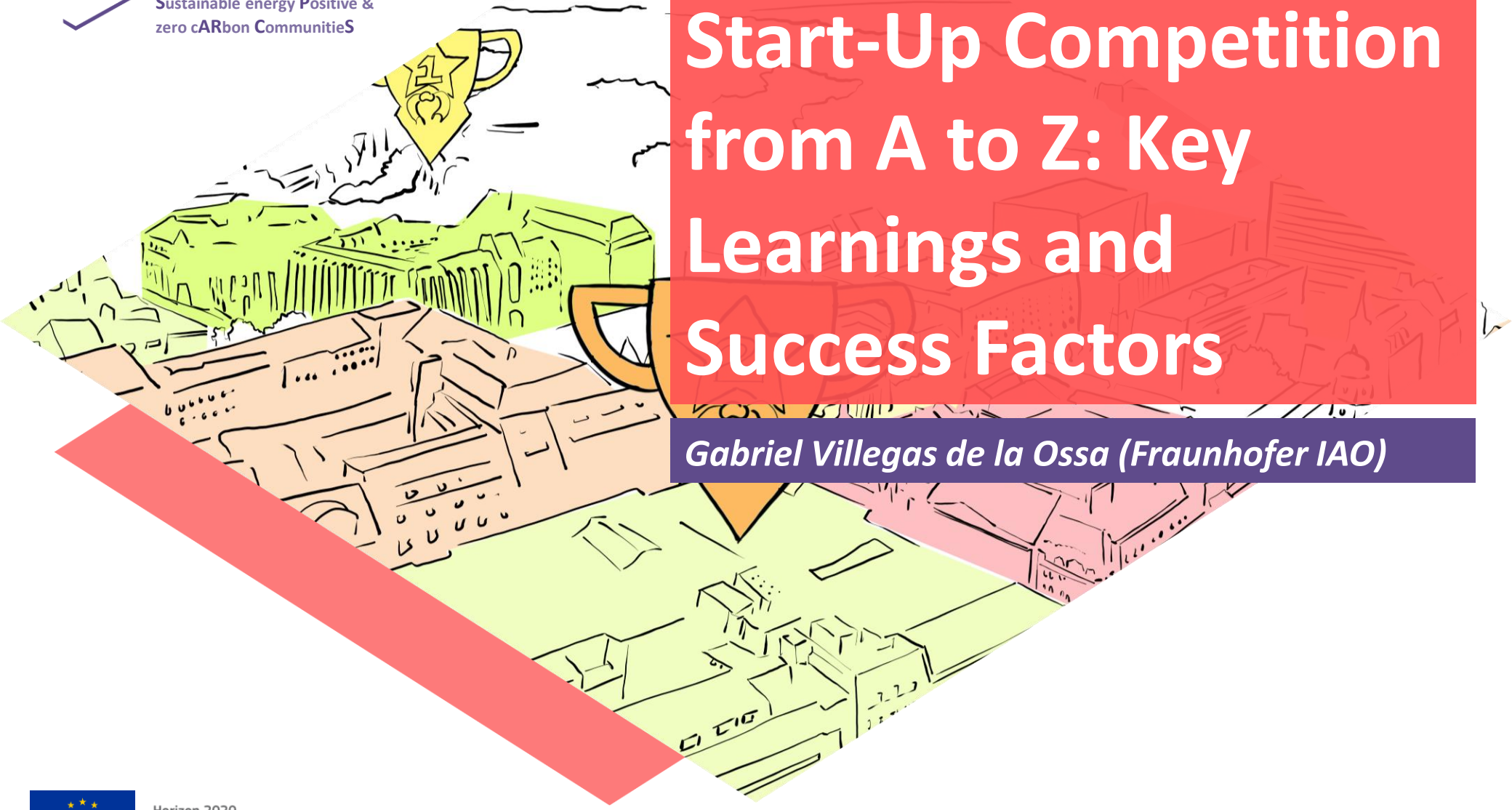
Sustainable energy Positive & zero cARbon CommunitieS

Thursday 21st of April 2022

Start-Up Competition from A to Z: Key Learnings and Success Factors



Gabriel Villegas de la Ossa (Fraunhofer IAO)

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Topic: LC-SC3-SCC-1-2018-2019-2020: Smart Cities and Communities

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Summary

1. Pre-Commercial Procurement Process
2. Local needs and expertise
3. Timelines
4. Participants and stakeholders
5. Selection criteria
6. Jury board and mentoring team
7. Maturity of start-ups
8. Organisation and Communication vehicles

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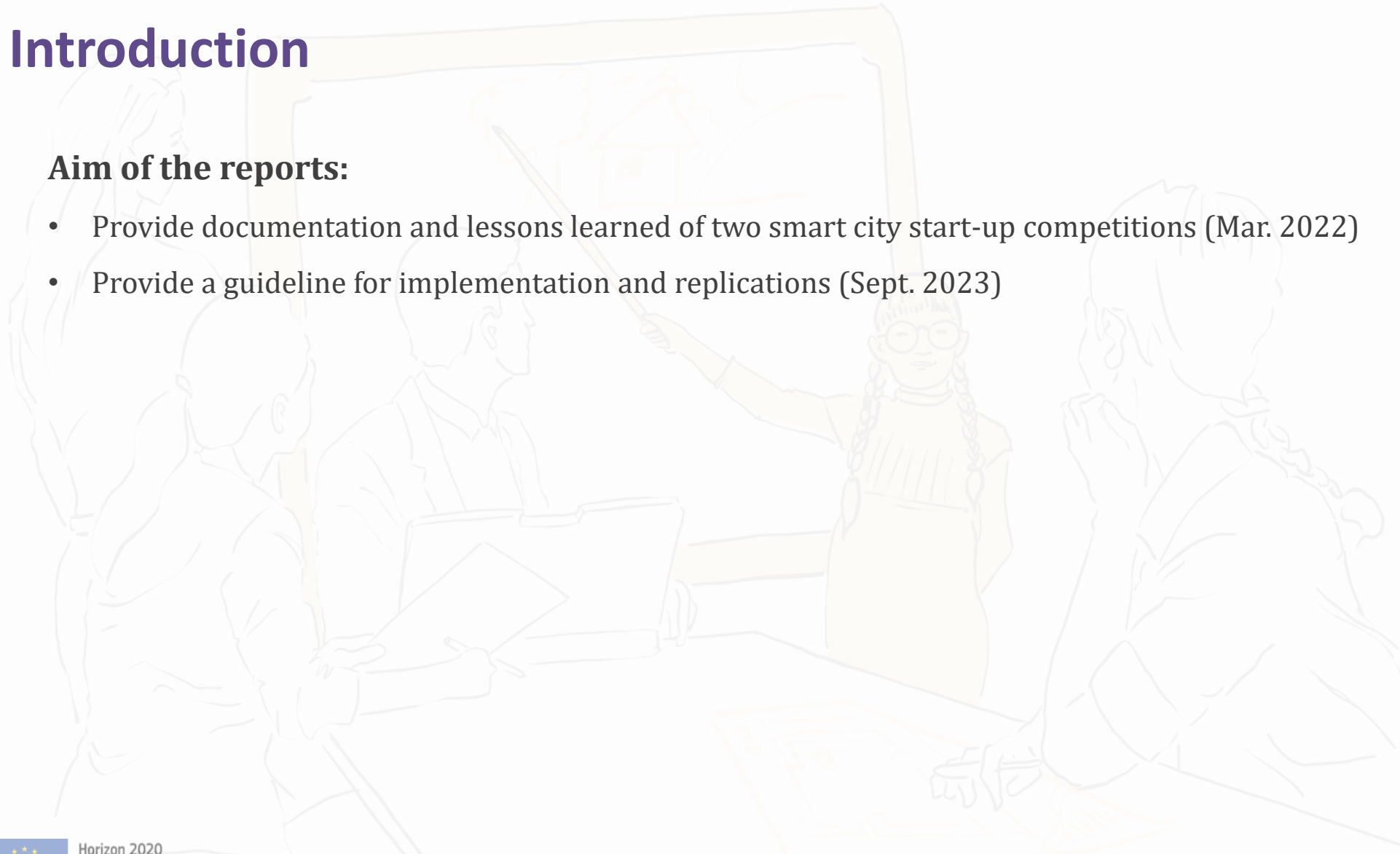
Aim of the reports:

- Provide documentation and lessons learned of two smart city start-up competitions (Mar. 2022)
- Provide a guideline for implementation and replications (Sept. 2023)



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Methodology:

- Non-participant observation, semi-structured interviews, secondary desktop research.

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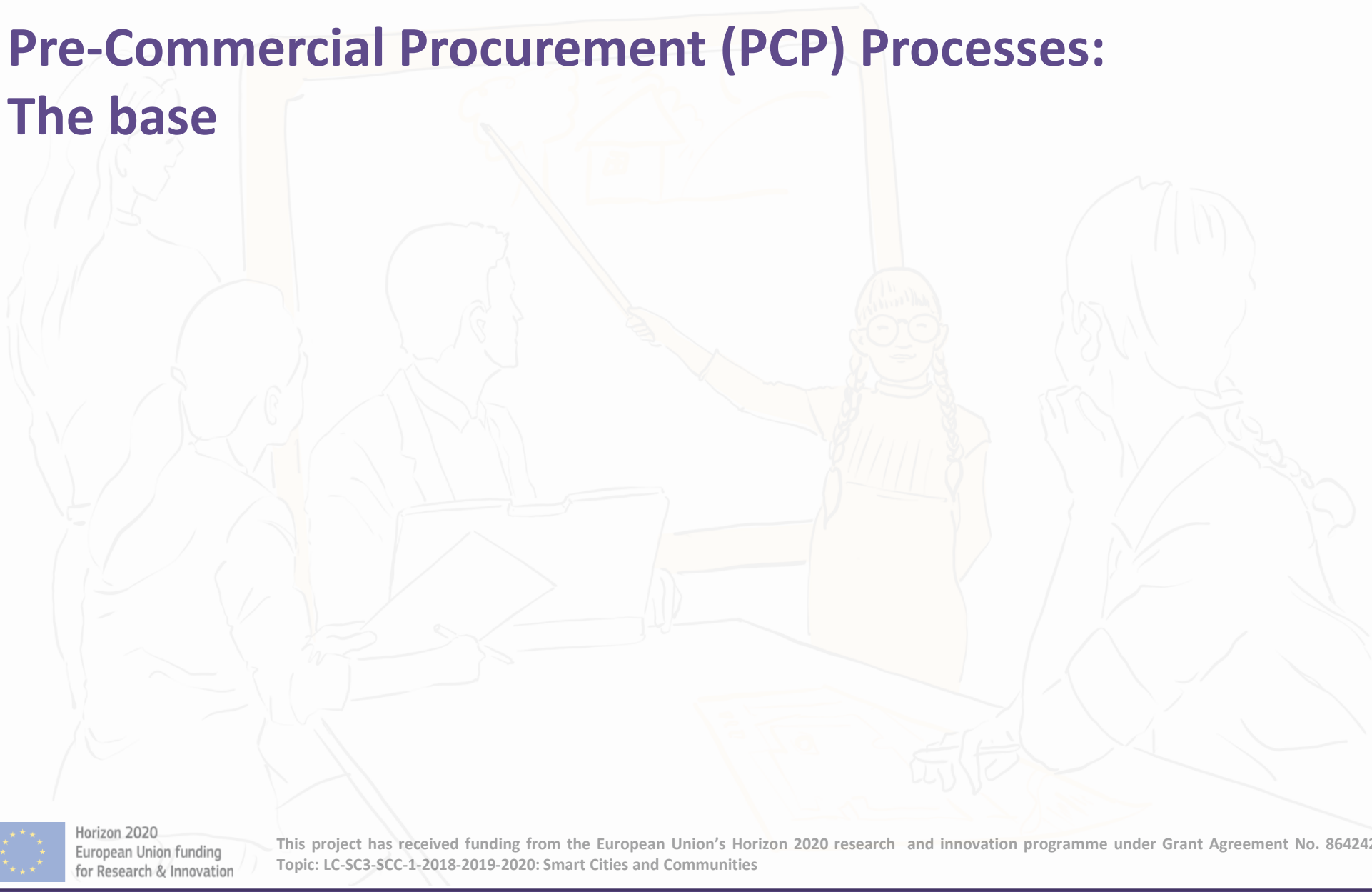
Pre-Commercial Procurement (PCP) Processes: The base



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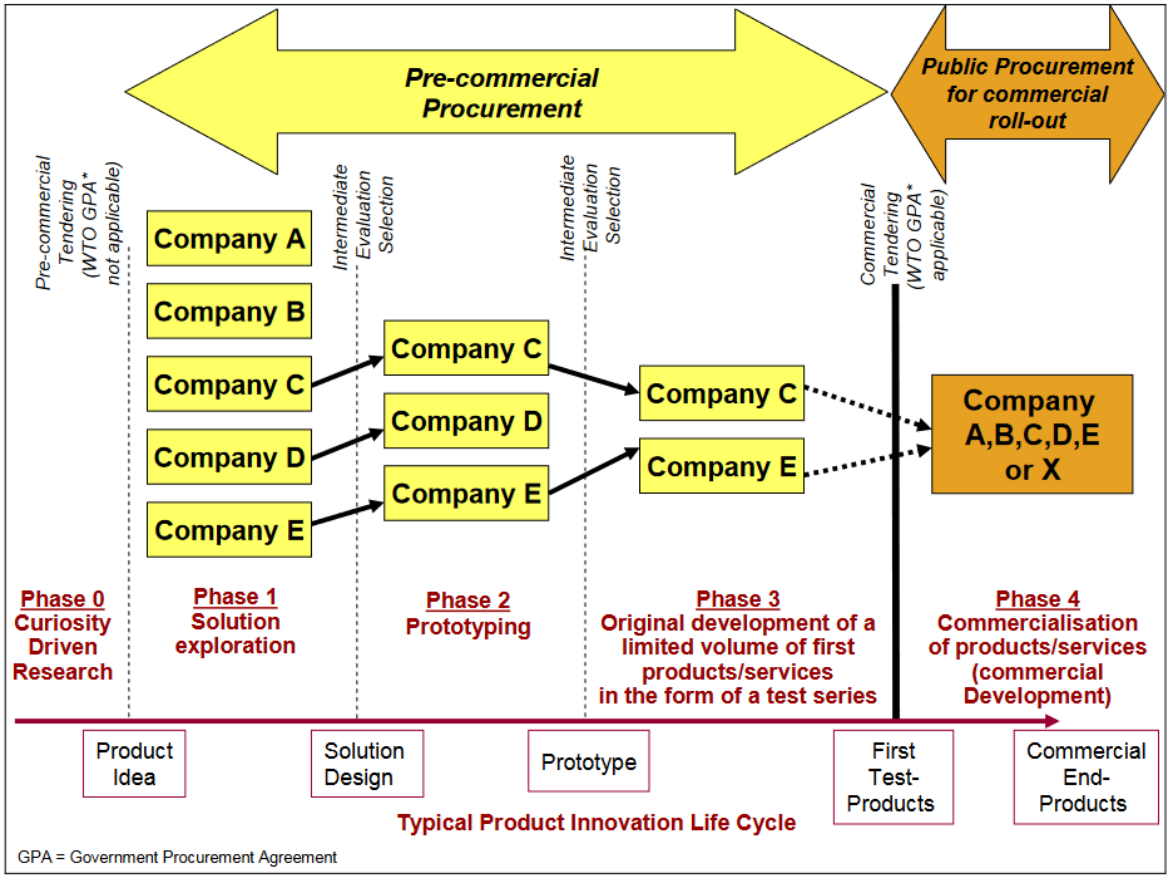

(European Commission, 2007)

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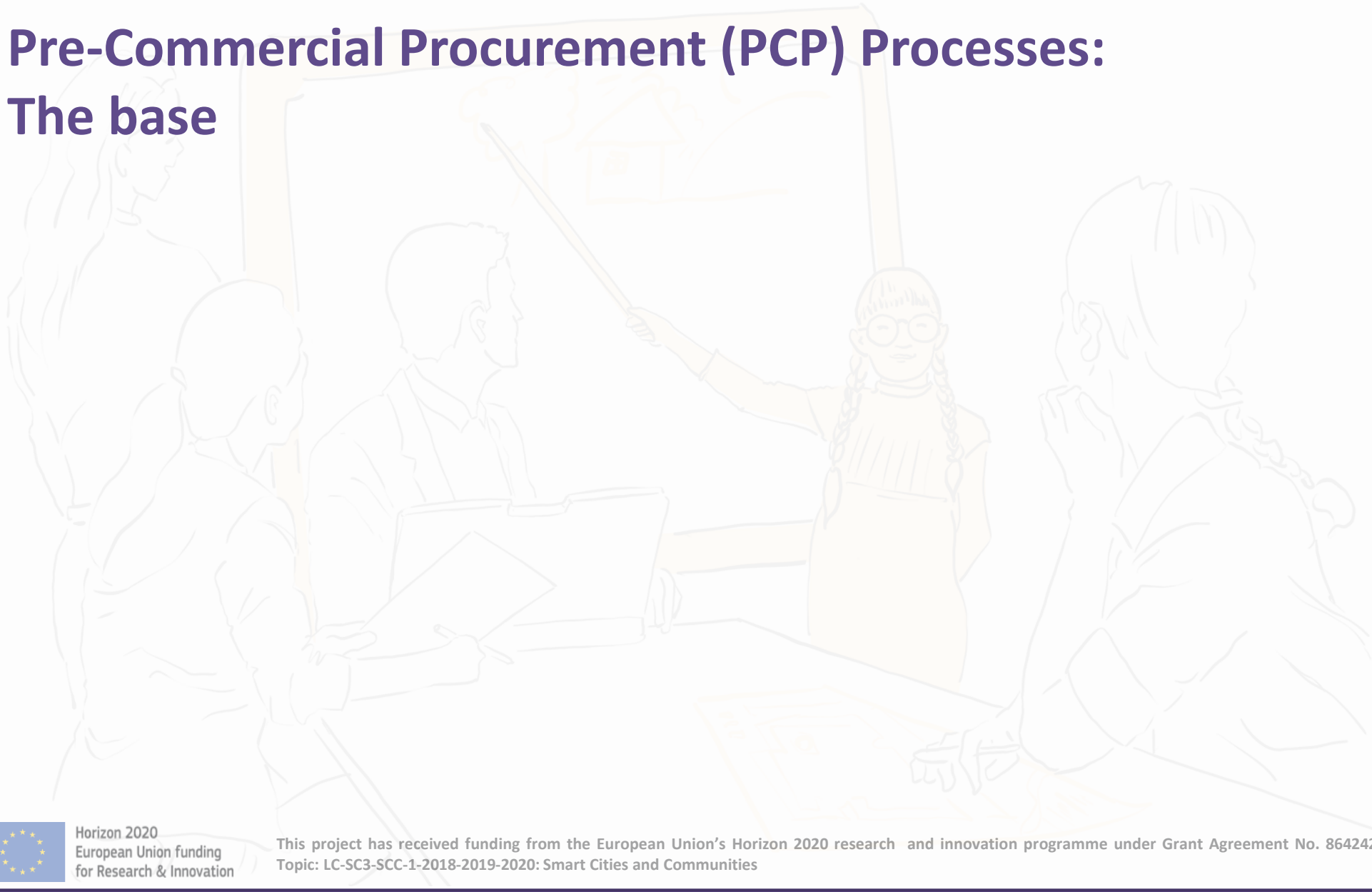

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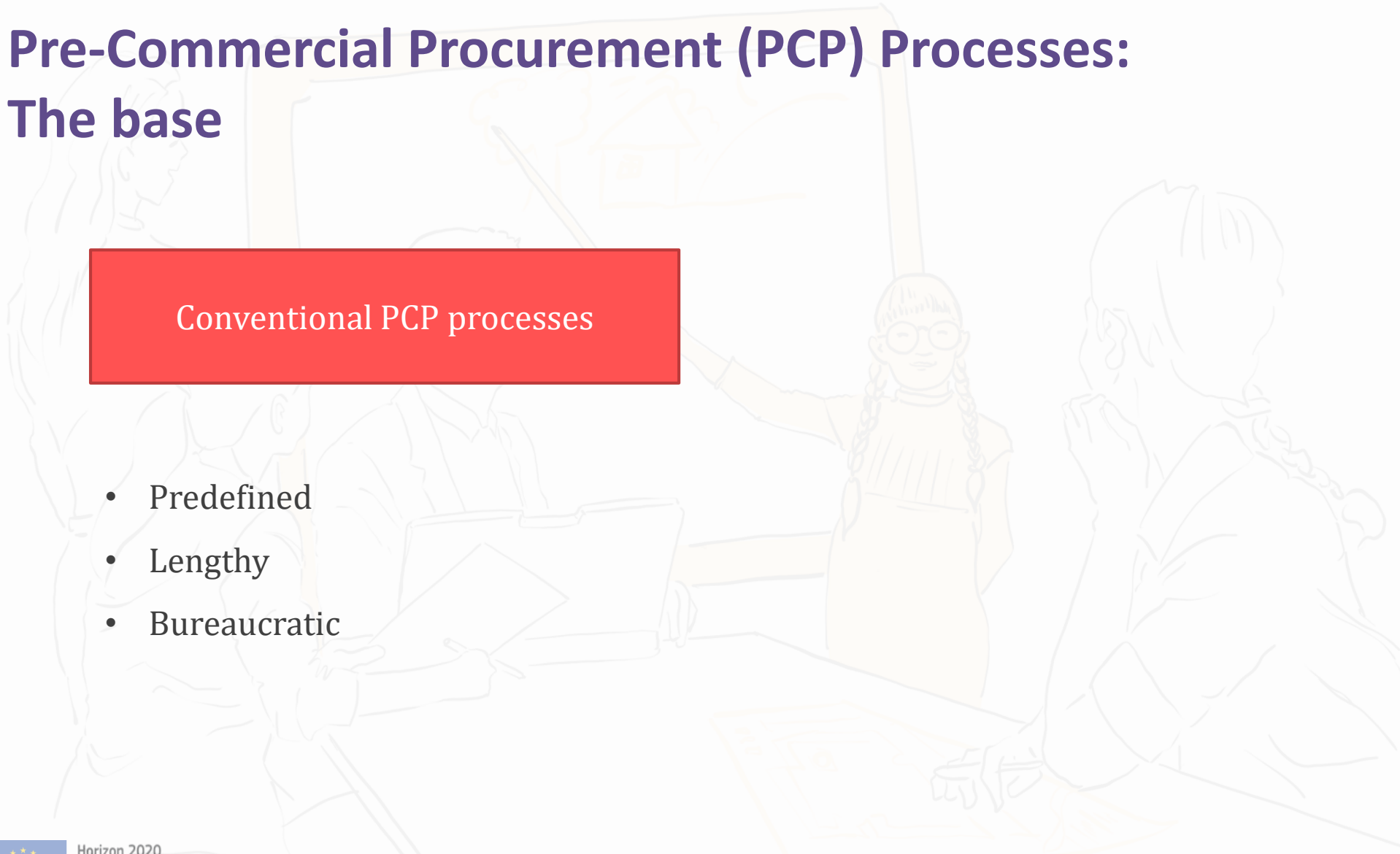

Conventional PCP processes

- Predefined
- Lengthy
- Bureaucratic

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Pre-Commercial Procurement (PCP) Processes: The base

Conventional PCP processes	KONE's and Leipzig's:
• Predefined • Lengthy • Bureaucratic	• Flexible • Swift • Independent

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Local needs and expertise

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Local needs and expertise

- Defining your challenge based on local demands and then looking for the necessary expertise to tackle them.

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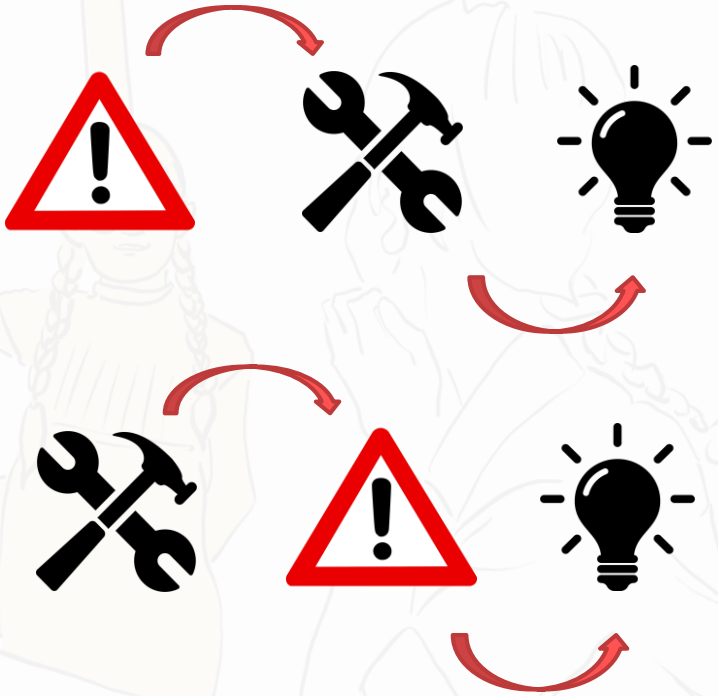
Local needs and expertise

- Defining your challenge based on local demands and then looking for the necessary expertise to tackle them.

- Defining your challenge based on existing expertise.



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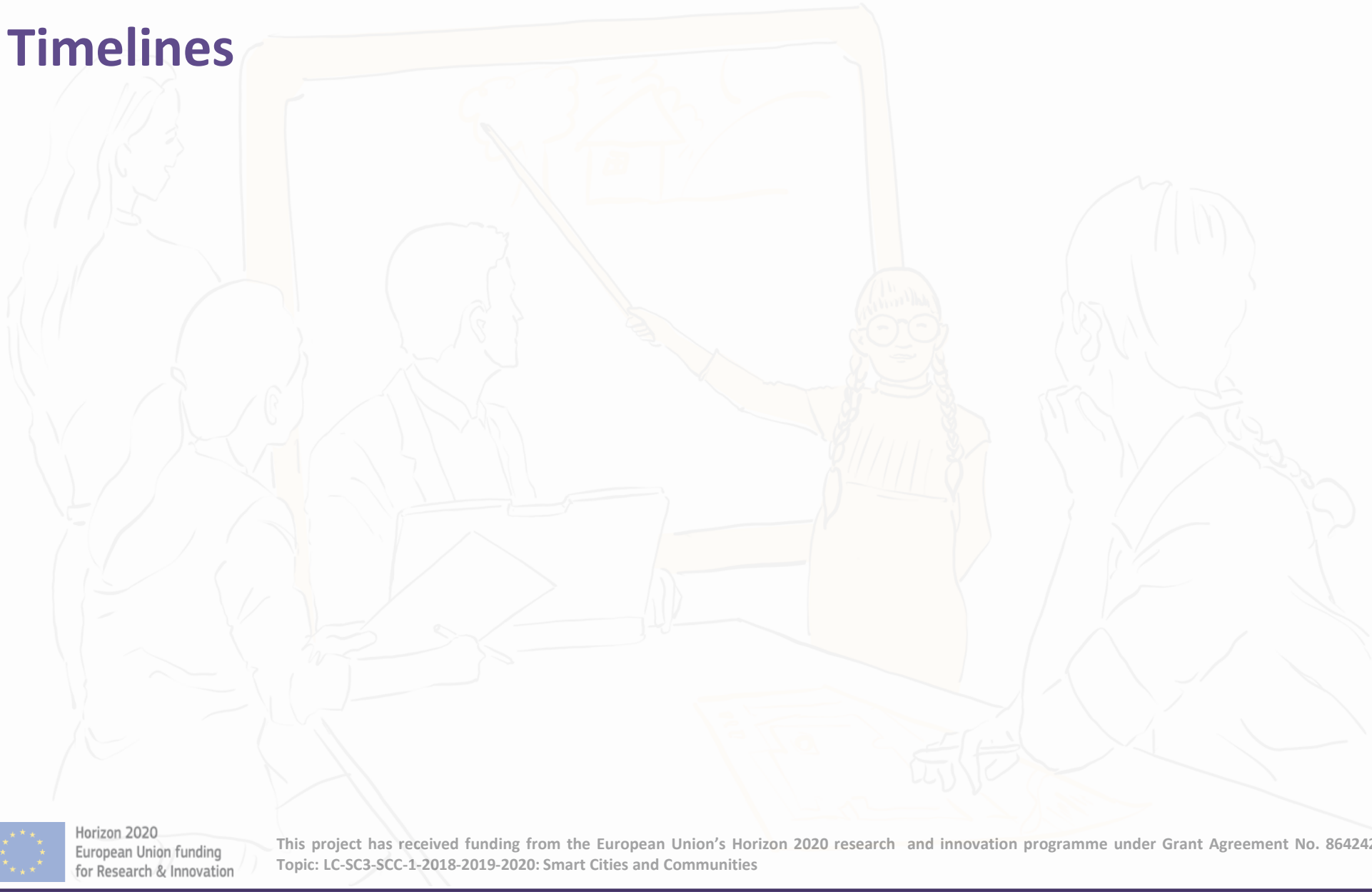
Timelines



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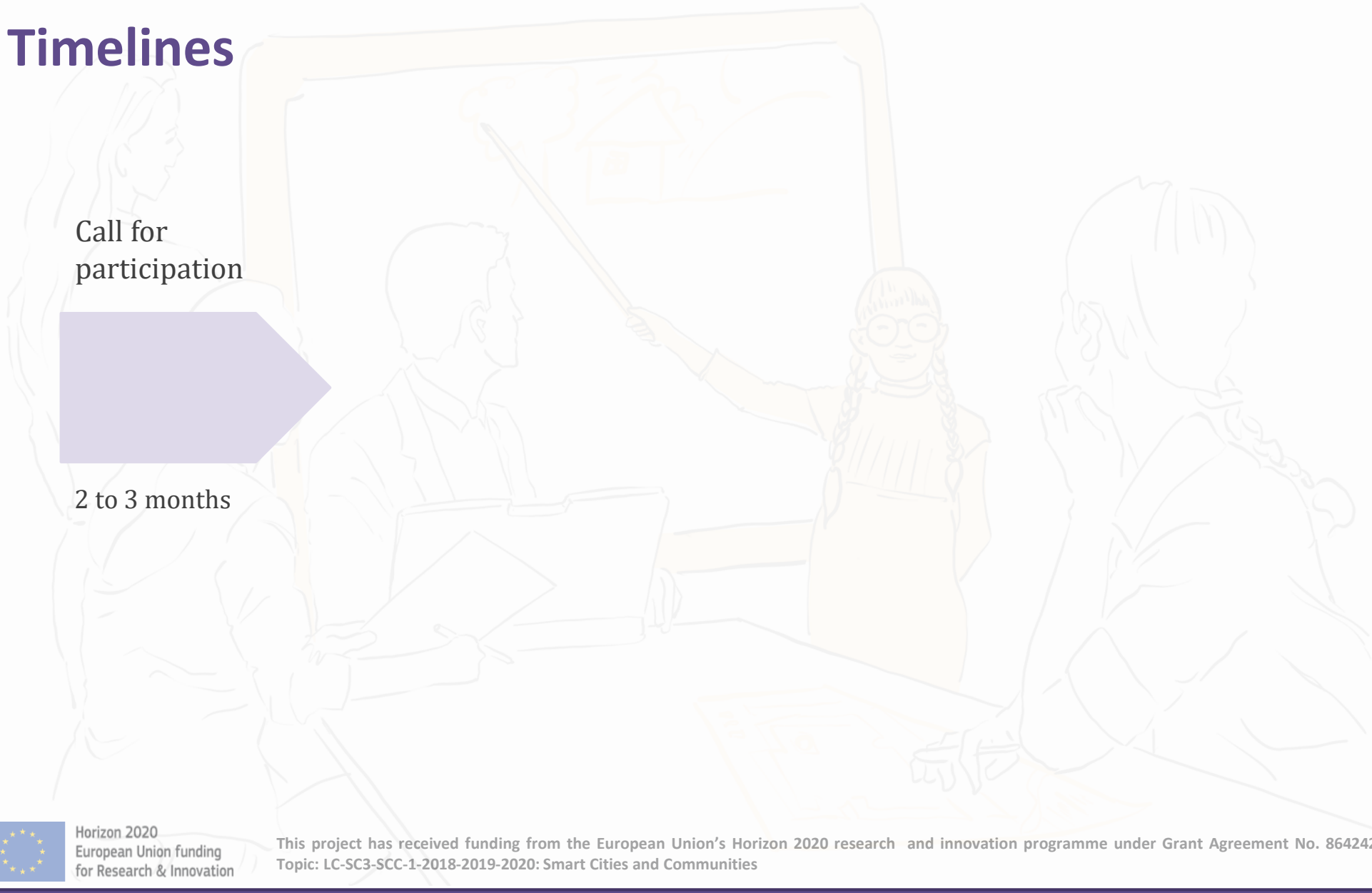
Timelines

Call for participation

2 to 3 months



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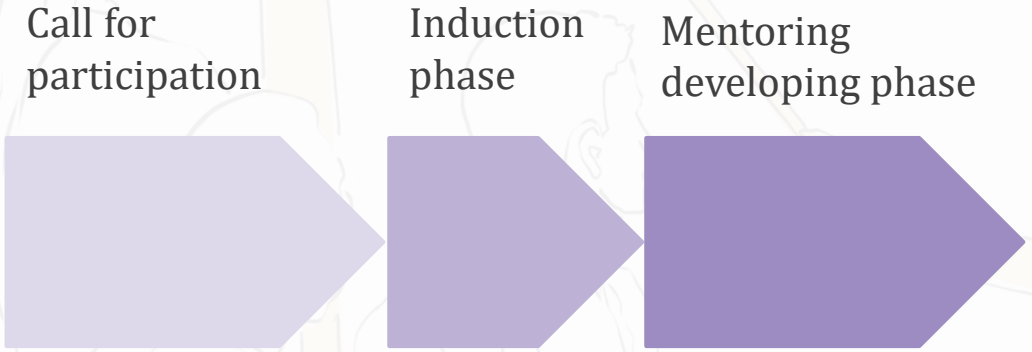

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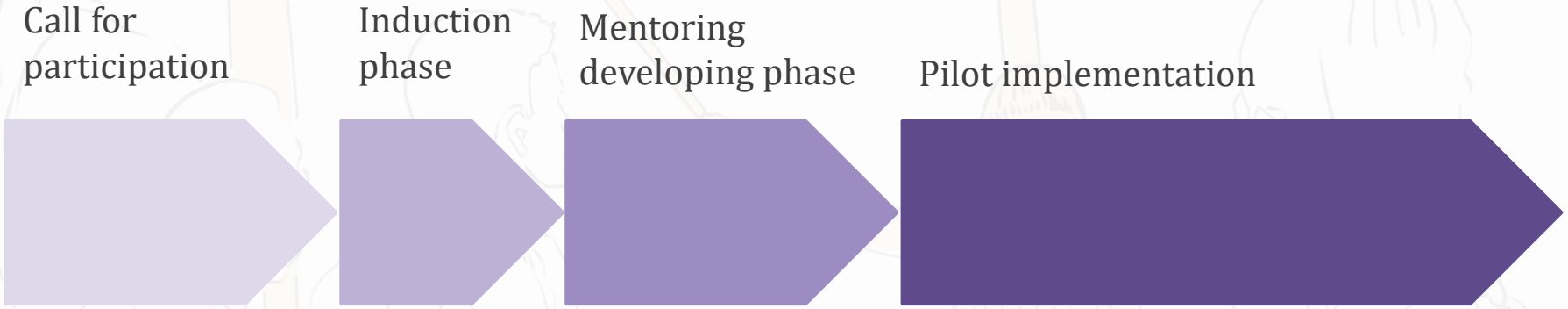

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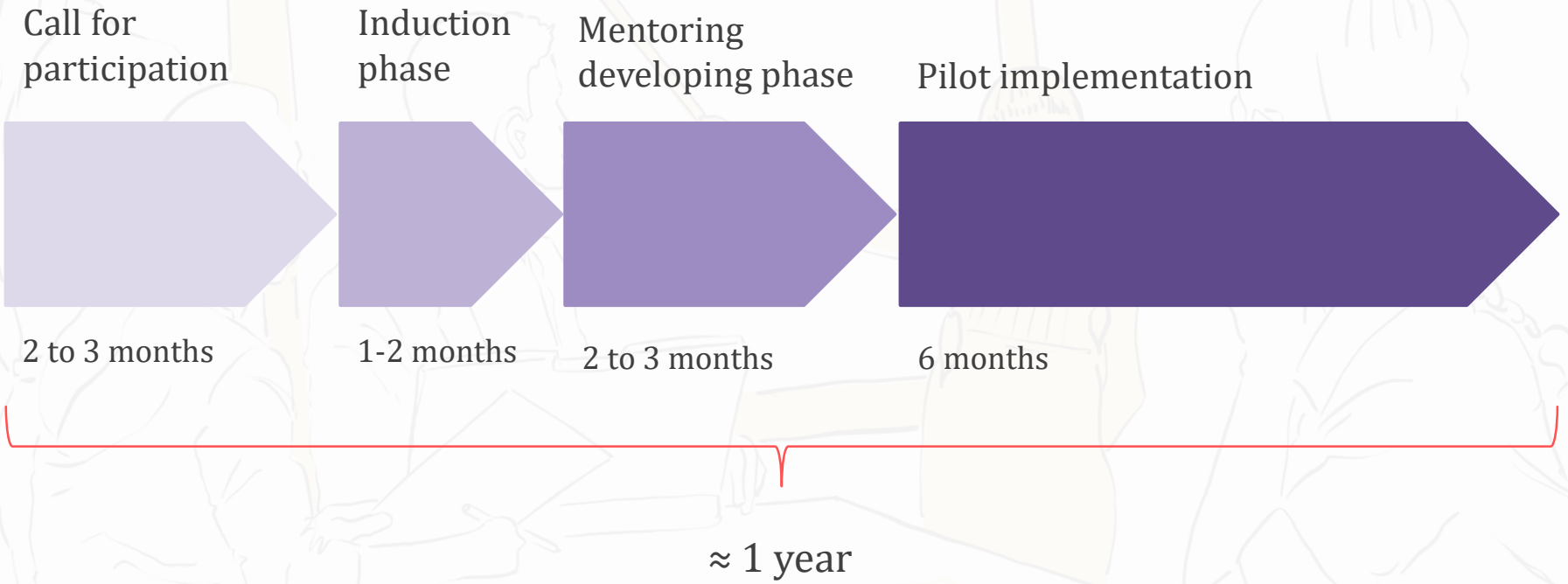

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Partners and Stakeholders

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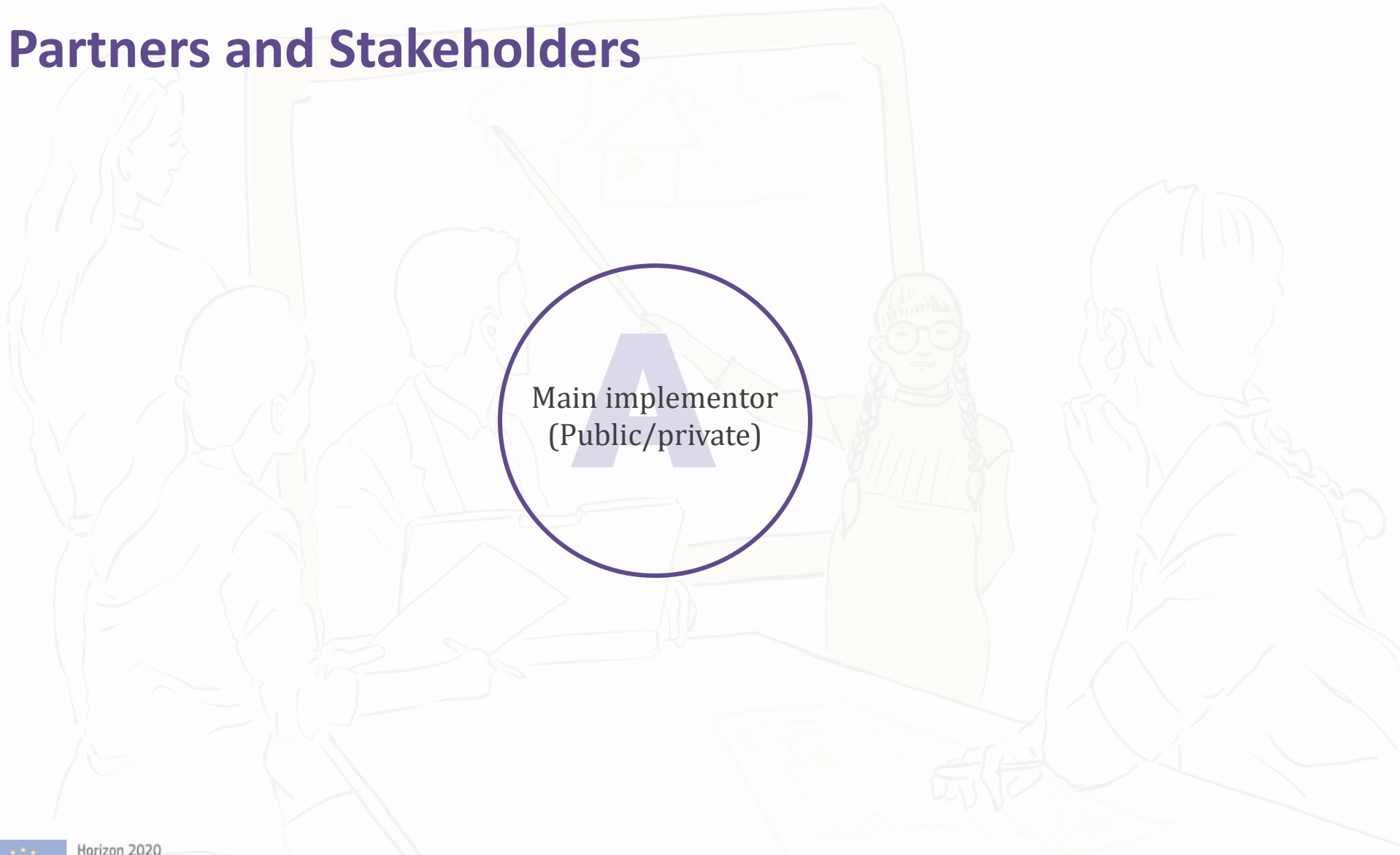

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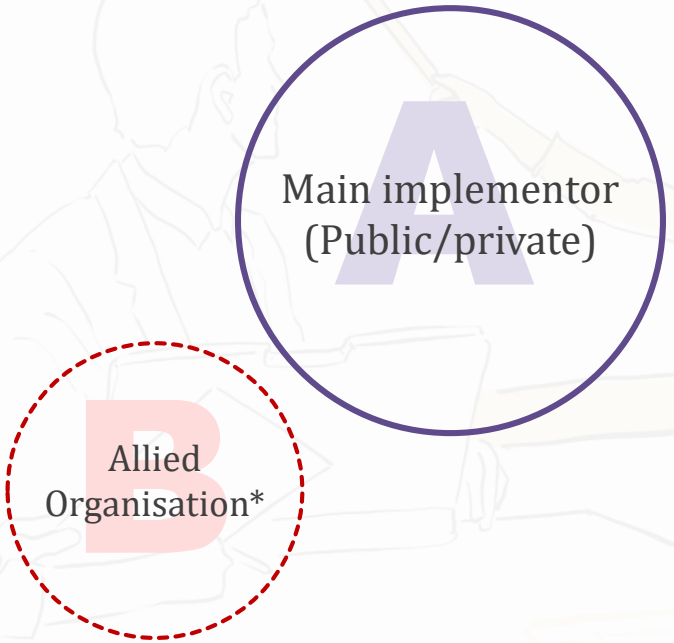

* If A private, then B public and vice-versa

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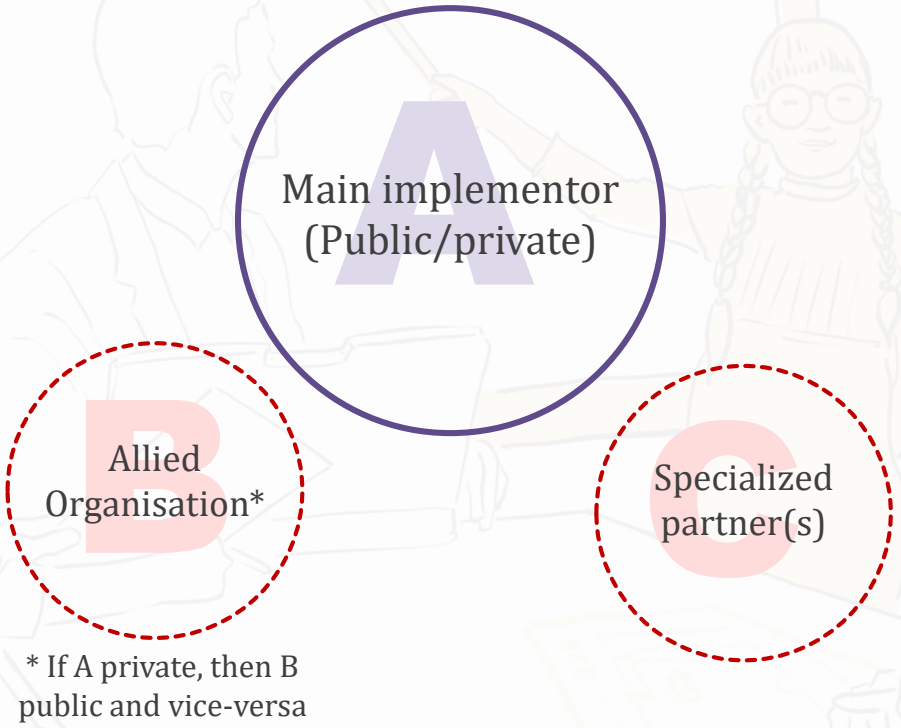

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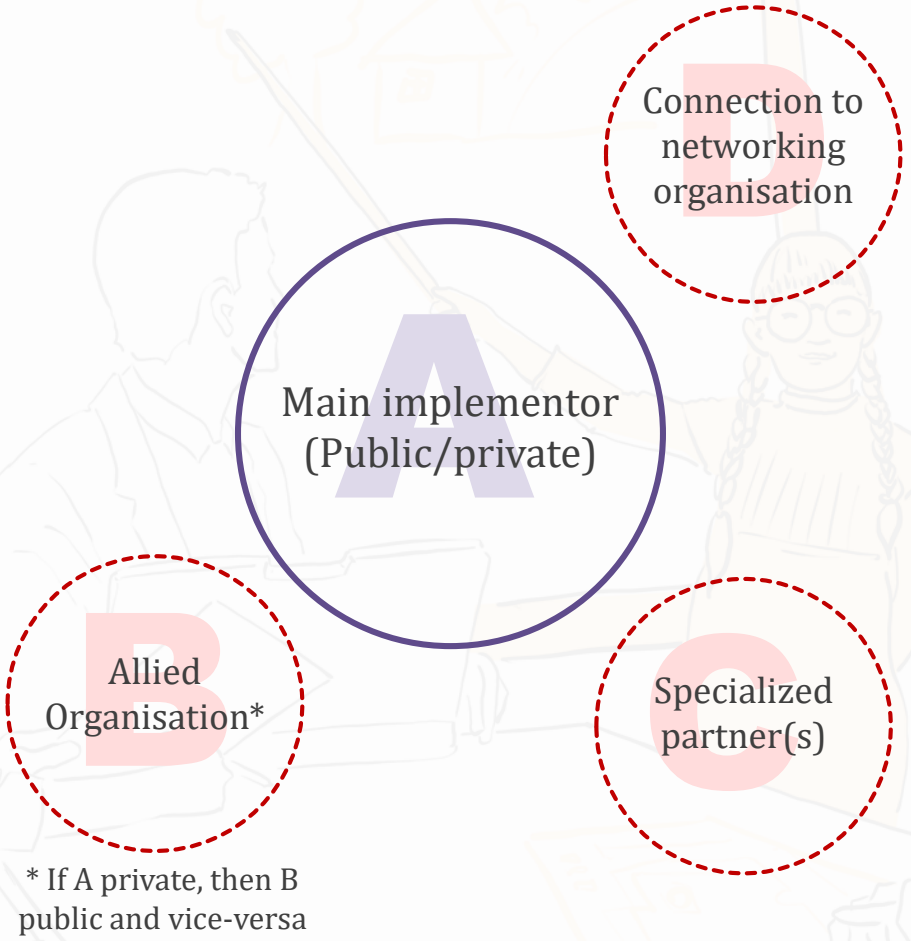

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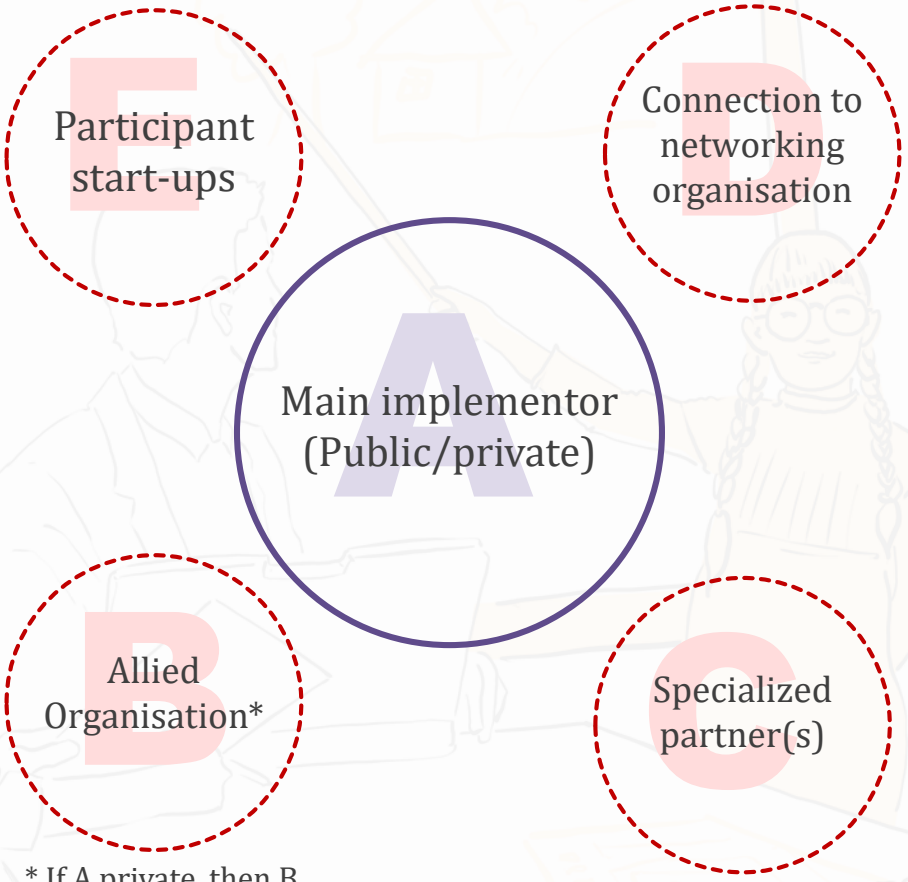

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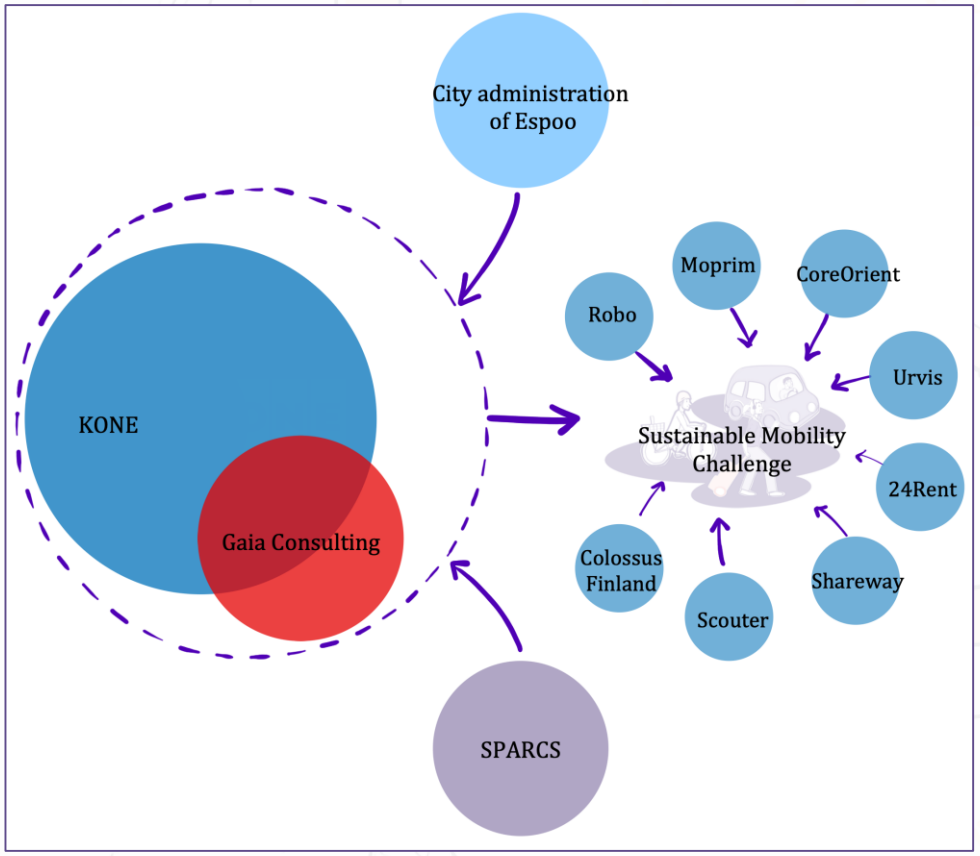
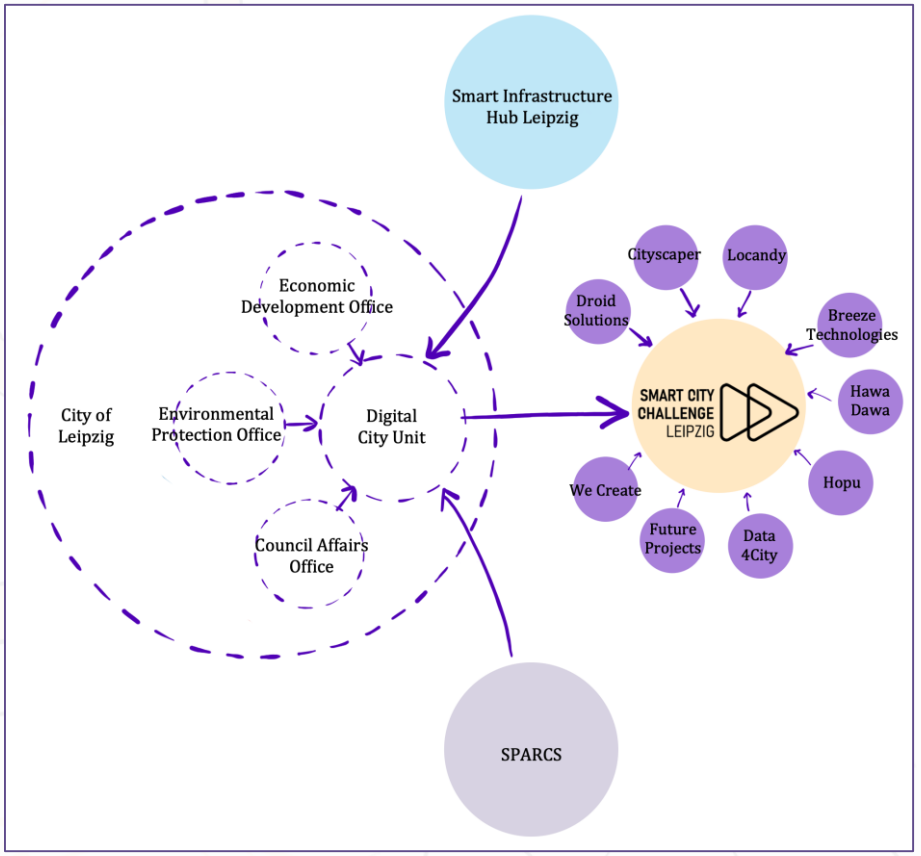


Stakeholders in KONE's competition



Stakeholders in Leipzig's competition

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Vision and expected results

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Vision and expected results

- In terms of quantitative and direct results; for example: amount of participants.

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Vision and expected results

- In terms of quantitative and direct results; for example: amount of participants.

- In terms of mid- to long-term qualitative impacts; for example: enrichment of the city´s business ecosystem.

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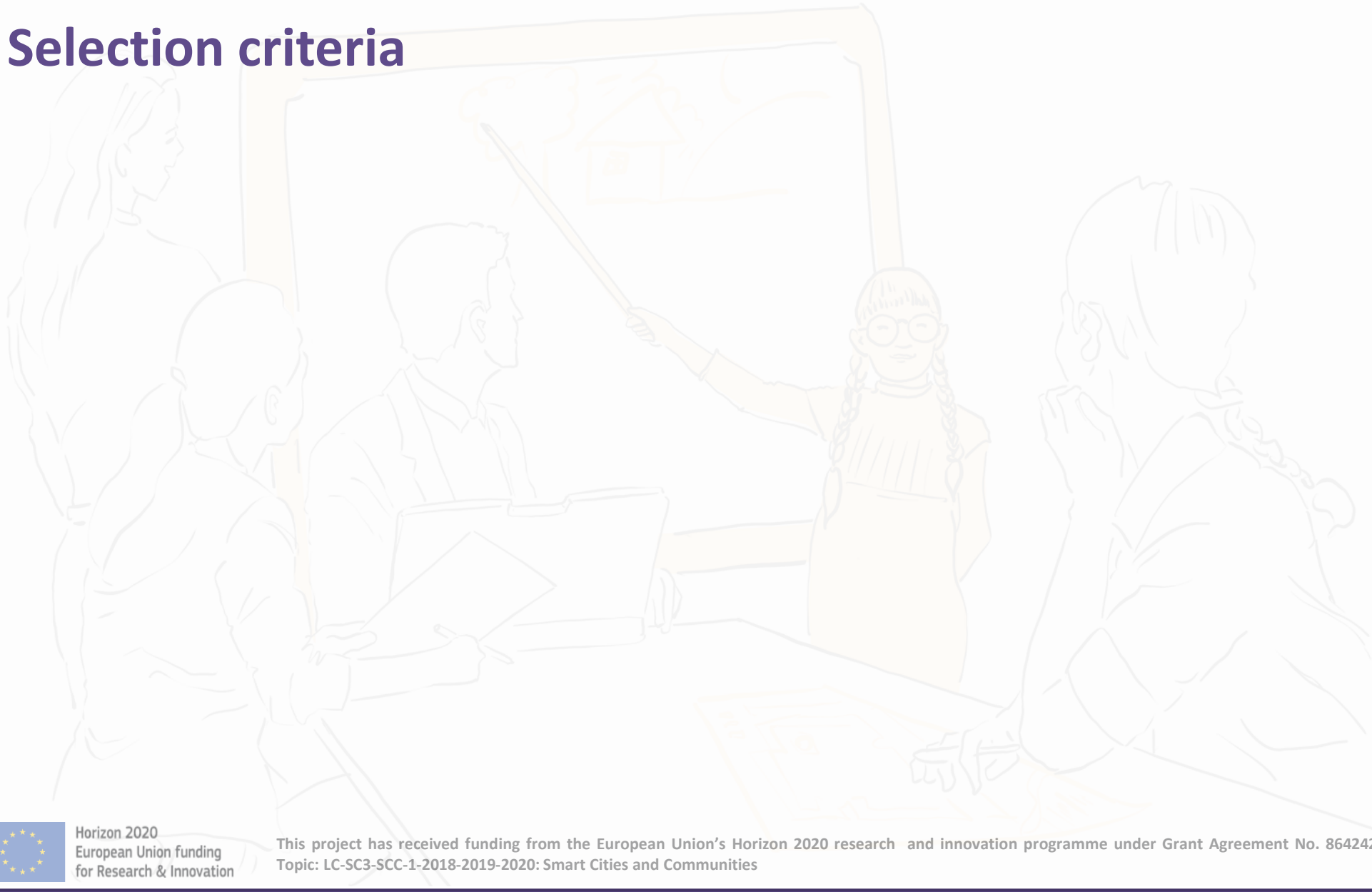
Selection criteria



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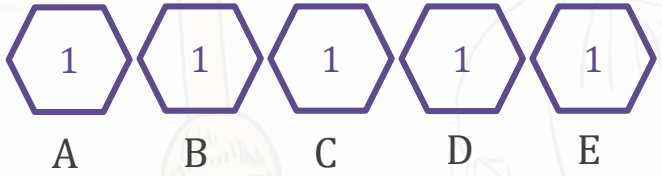
Selection criteria

- Equally weighted criteria



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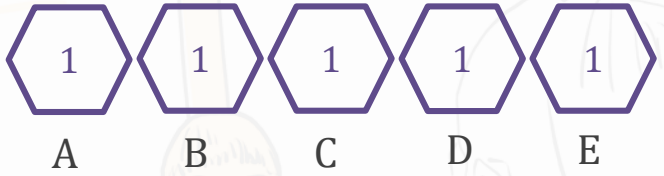
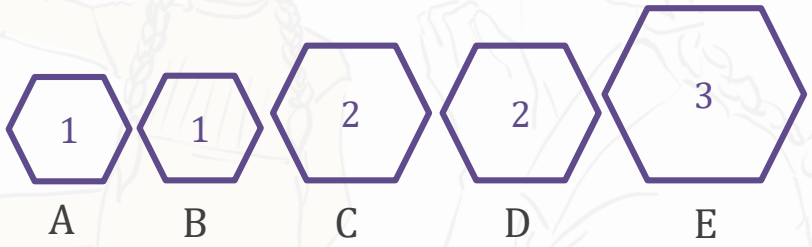


- Criteria with weighted coefficients.



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Jury board and mentoring teams

- Which expertises should be covered?

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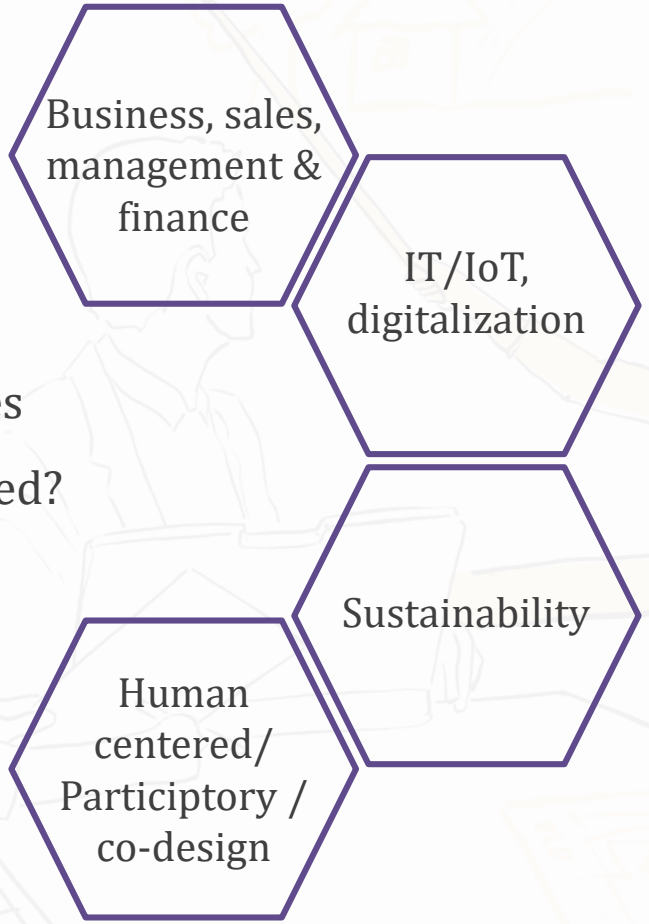

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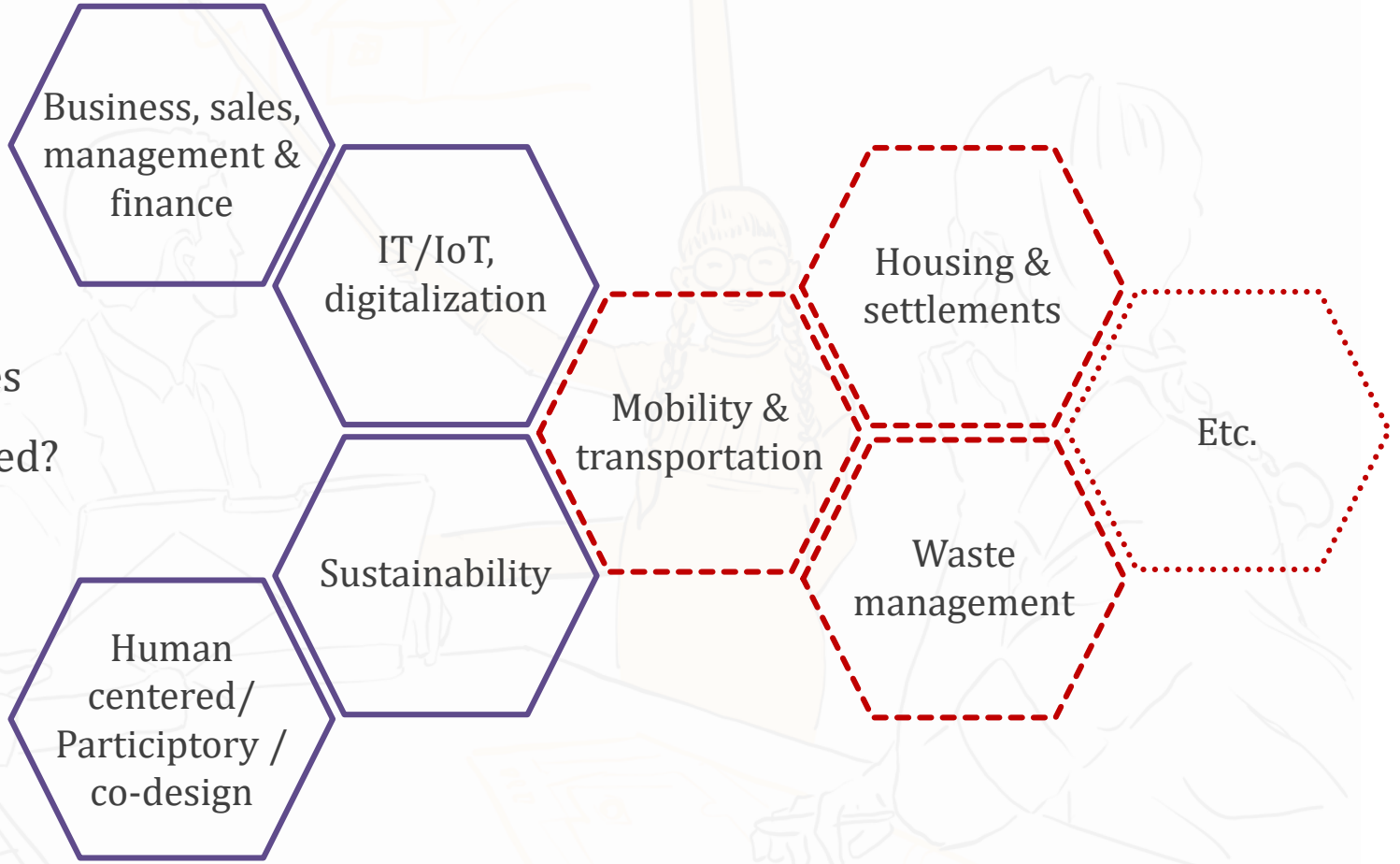

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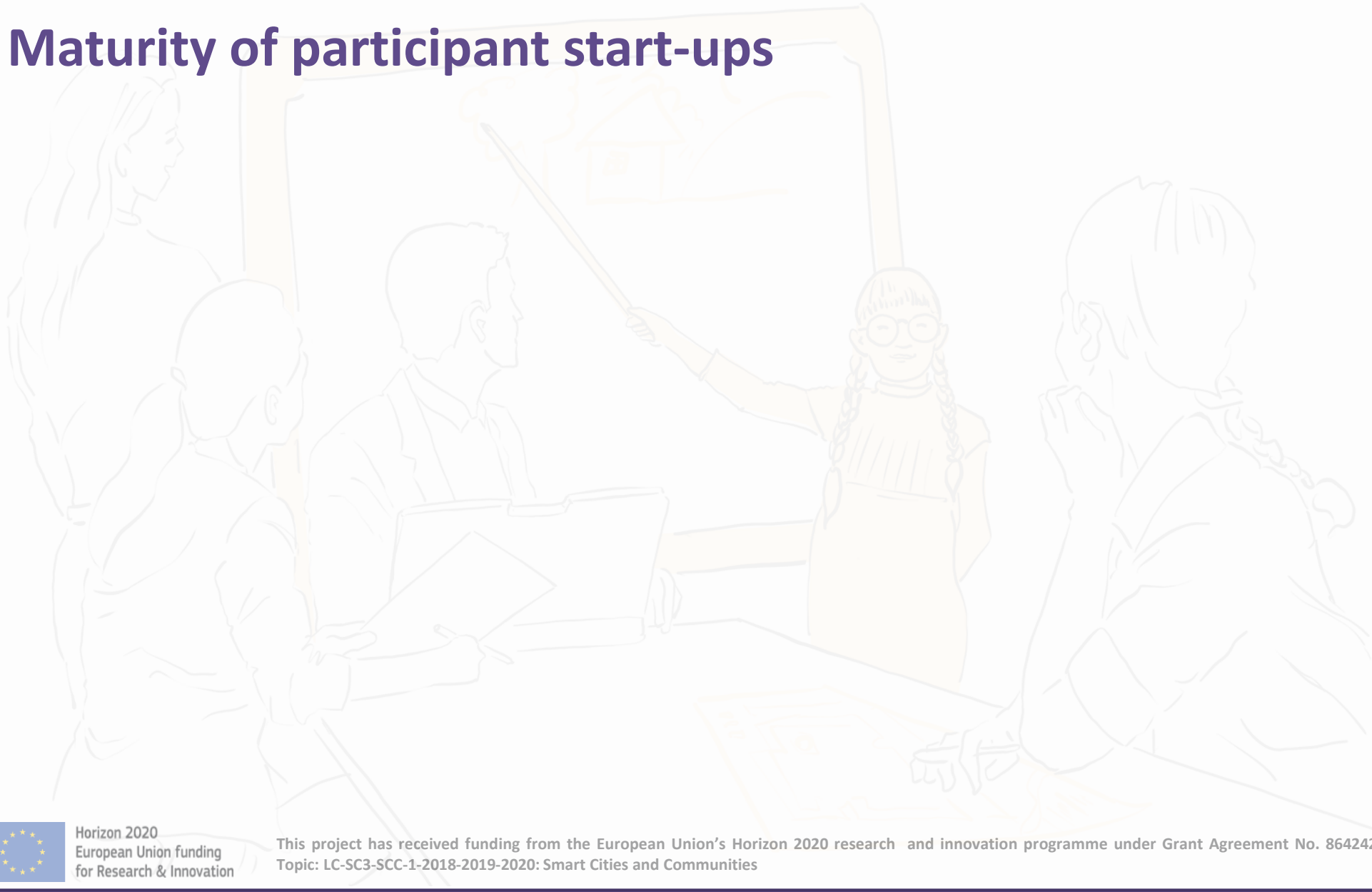
Maturity of participant start-ups



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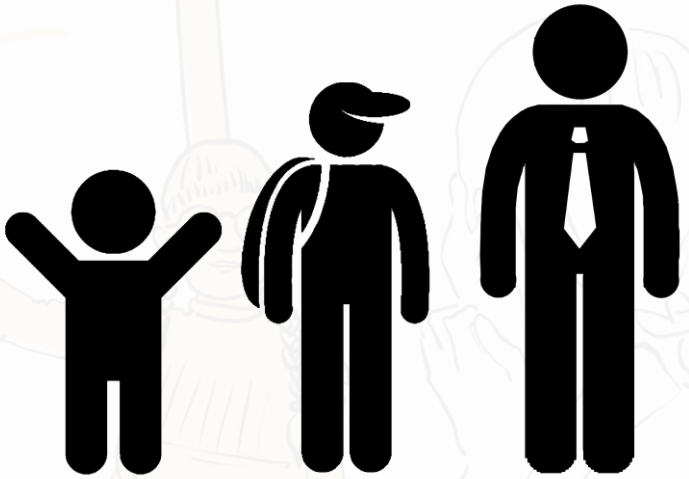
Maturity of participant start-ups

- Need for flexibility to deal with different levels of organisational maturity of participating start-ups.



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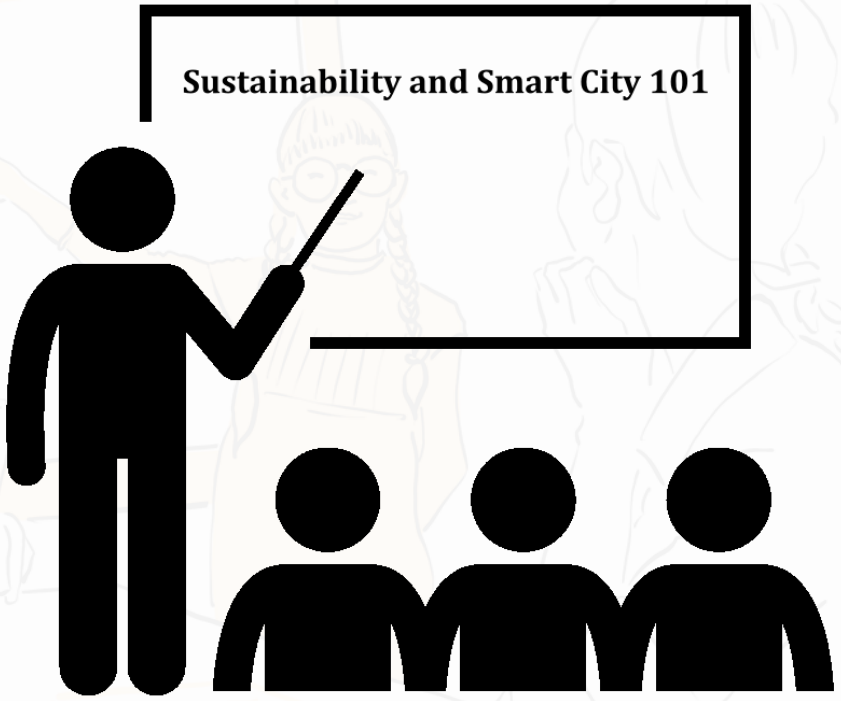
Maturity of participant start-ups

- Introduction to sustainability / smart-city topics and debates



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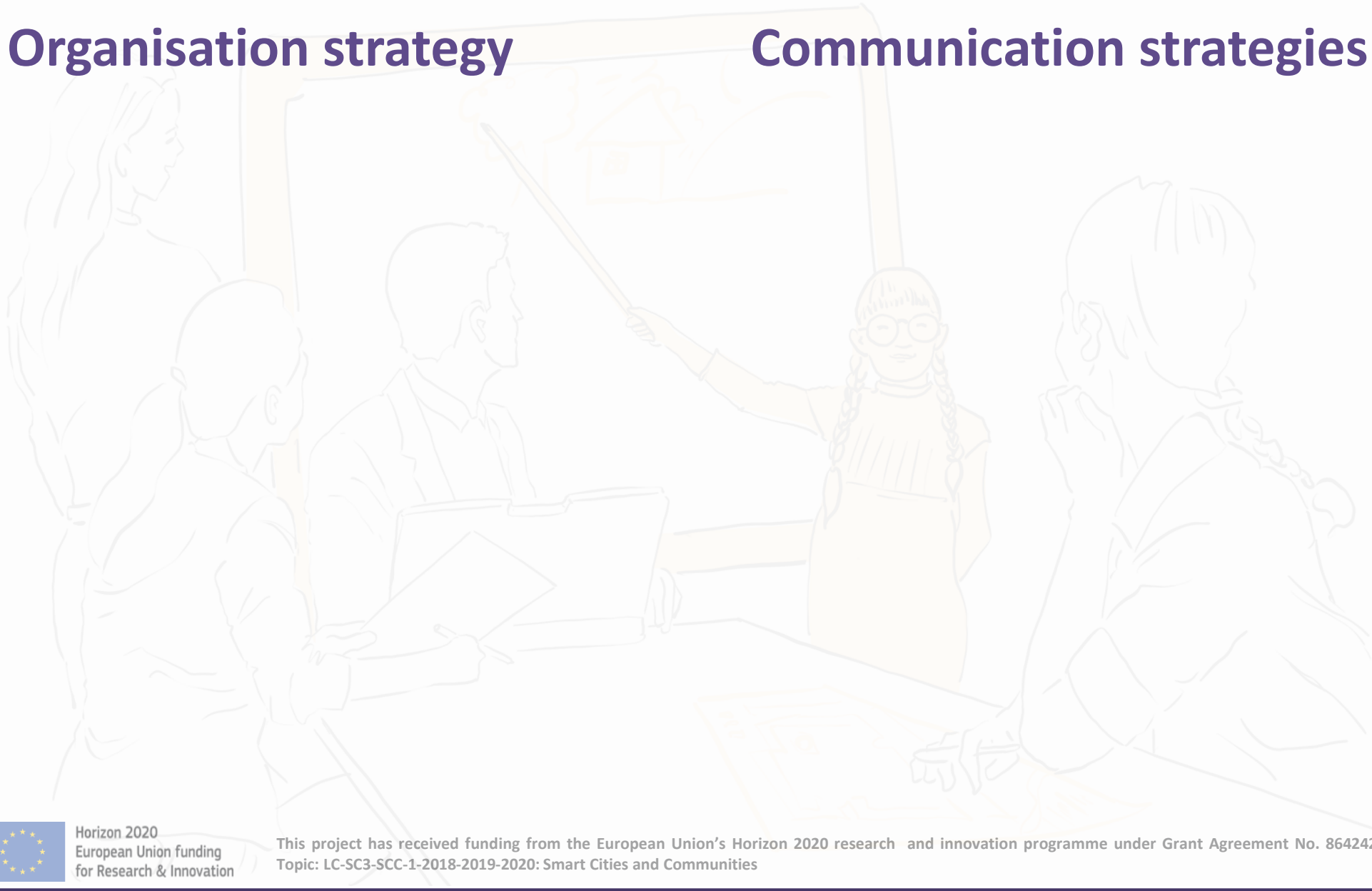
Organisation strategy

Communication strategies



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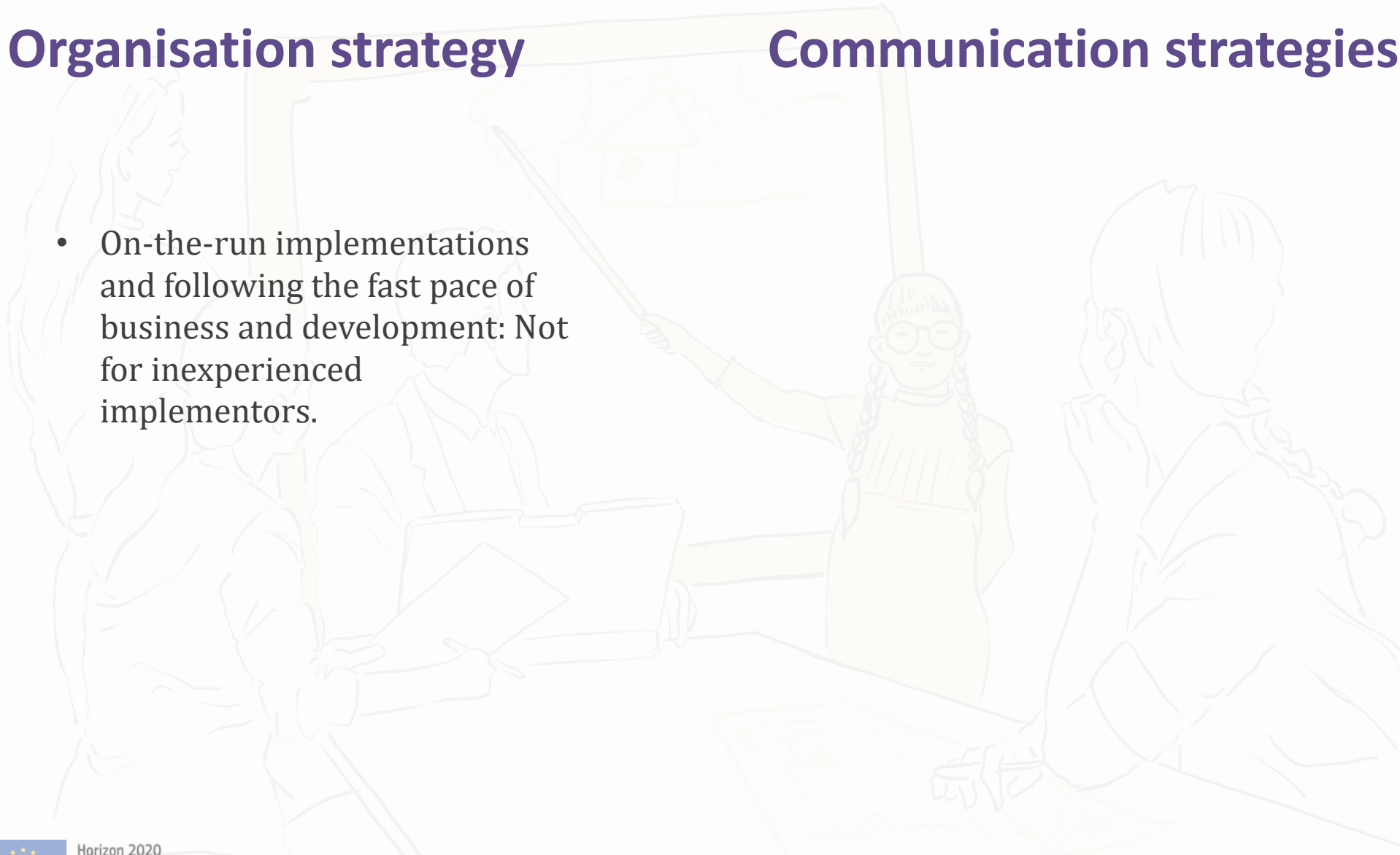
Organisation strategy

- On-the-run implementations and following the fast pace of business and development: Not for inexperienced implementors.

Communication strategies



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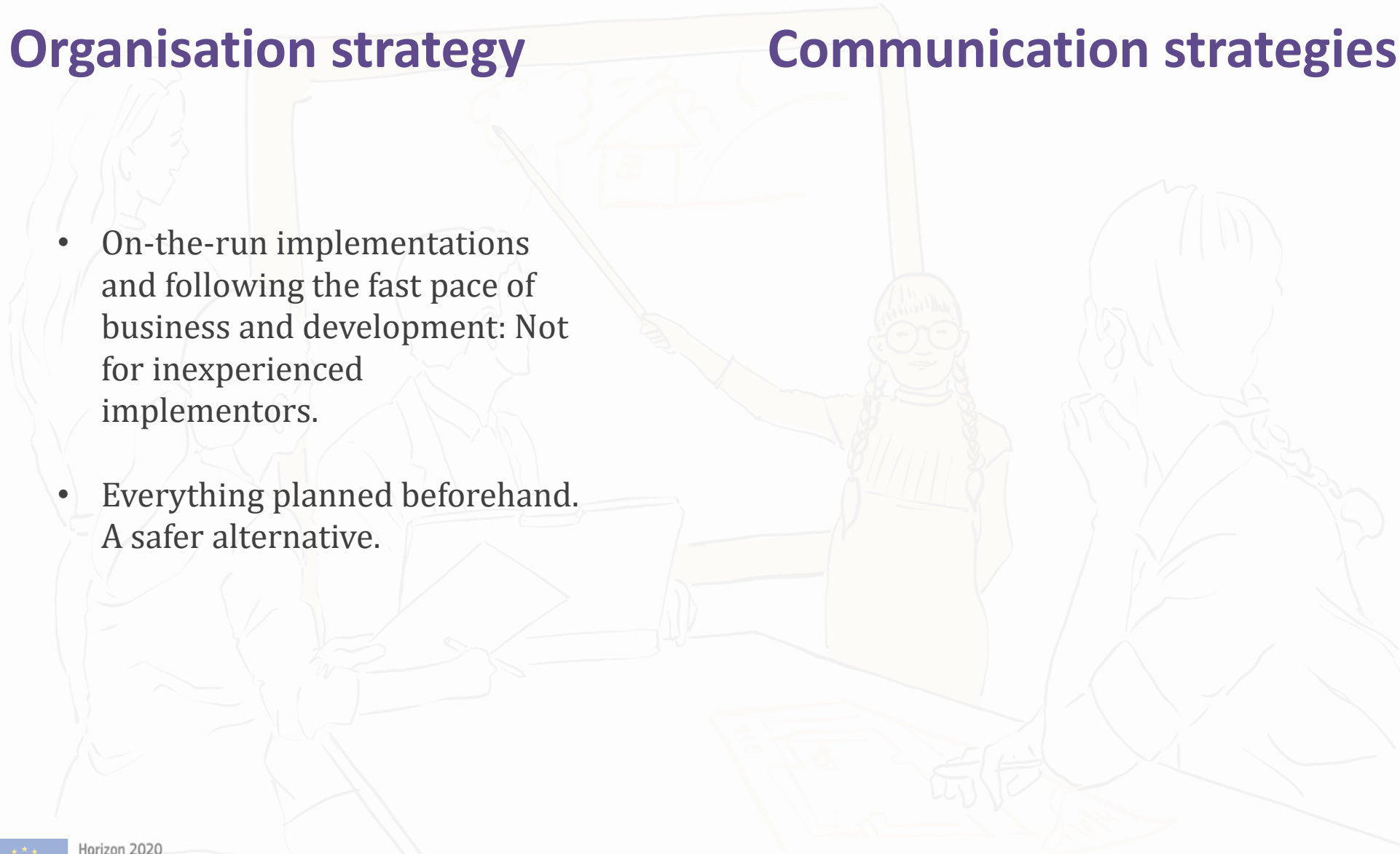
SPARCS

Organisation strategy

- On-the-run implementations and following the fast pace of business and development: Not for inexperienced implementors.

- Everything planned beforehand. A safer alternative.

Communication strategies



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- Everything planned beforehand. A safer alternative.

Communication strategies

- Consider a wide range of communication strategies and platforms.
- For international calls: Language proficiency can be a problem.

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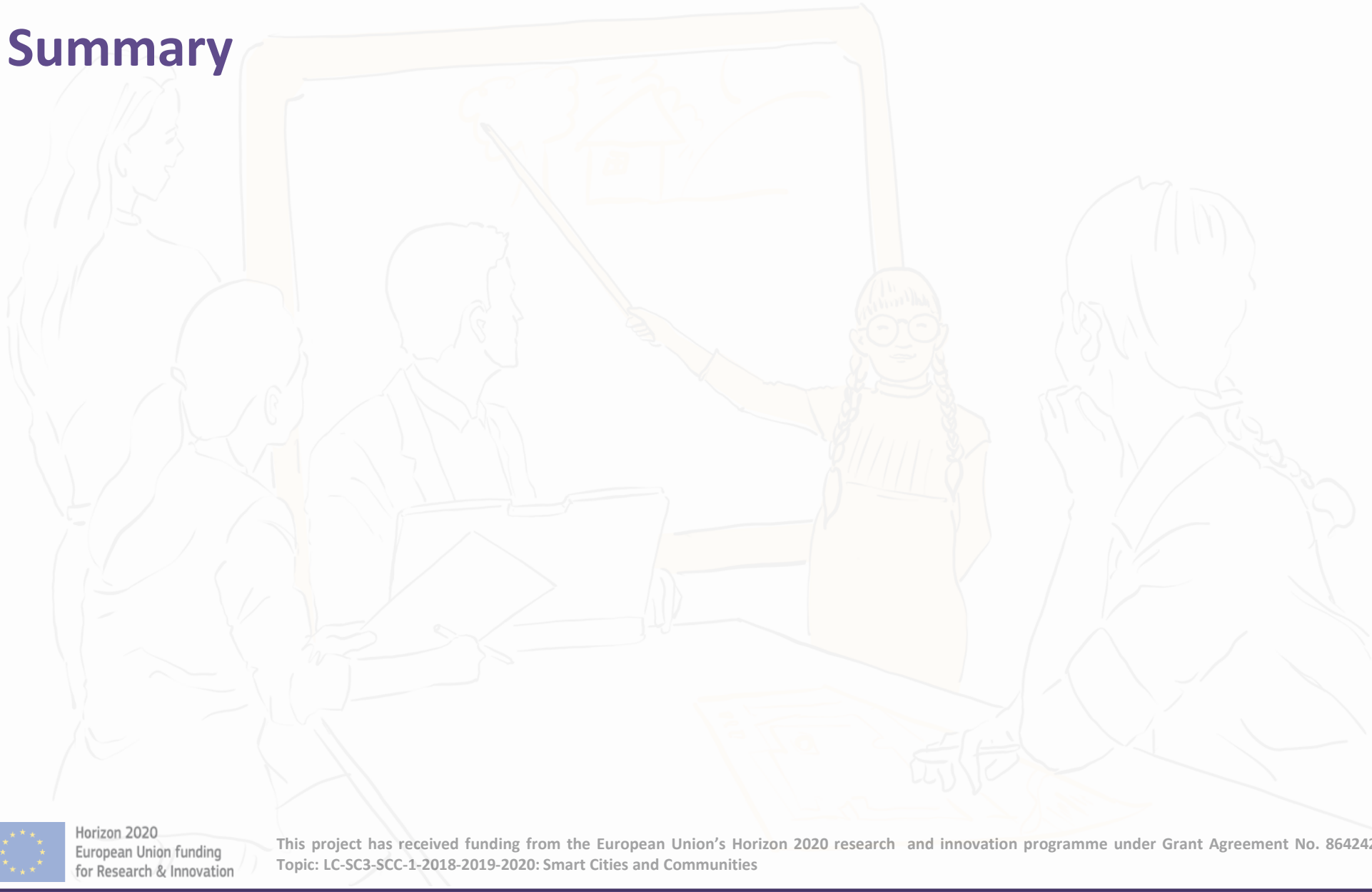

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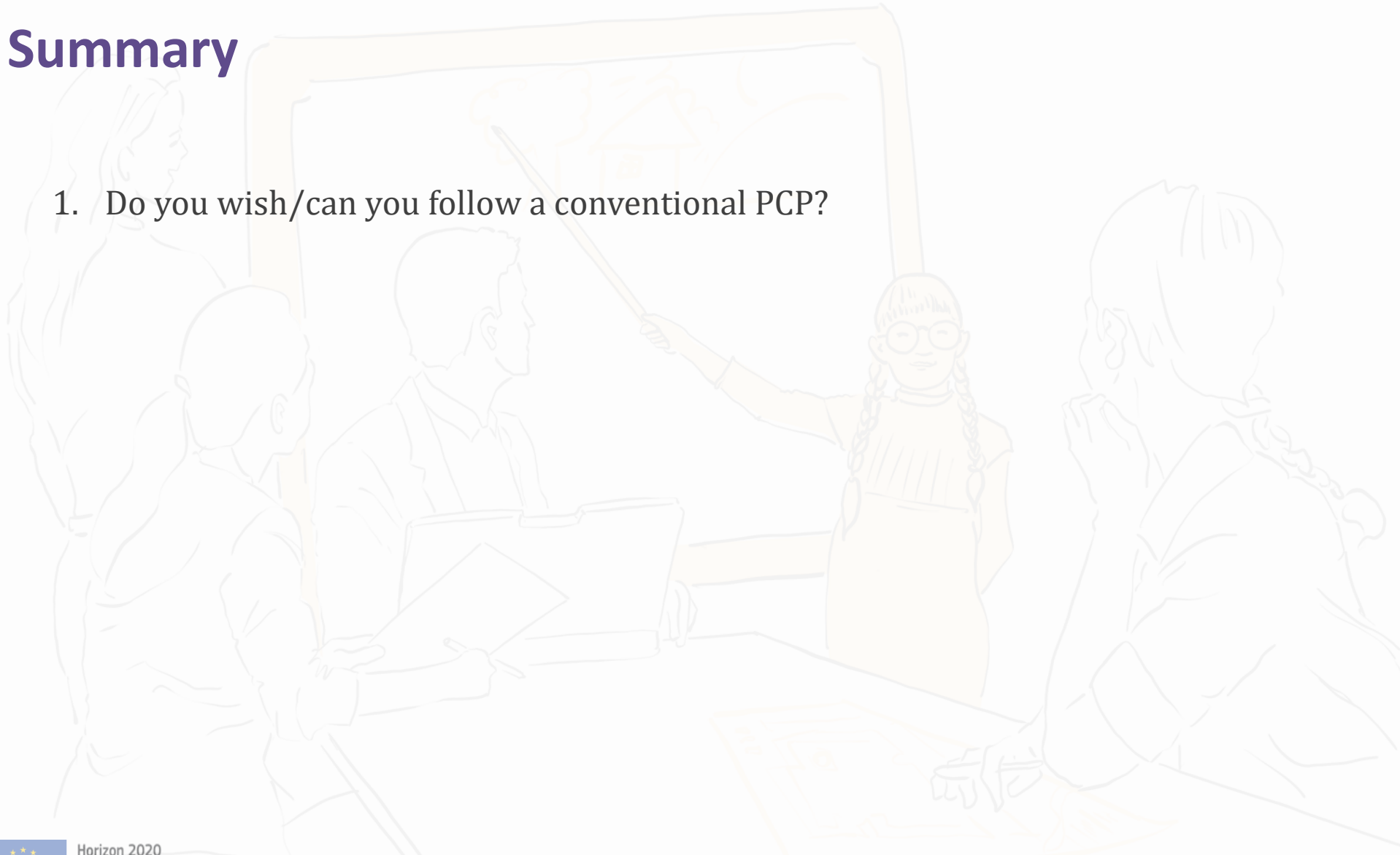

1. Do you wish/can you follow a conventional PCP?

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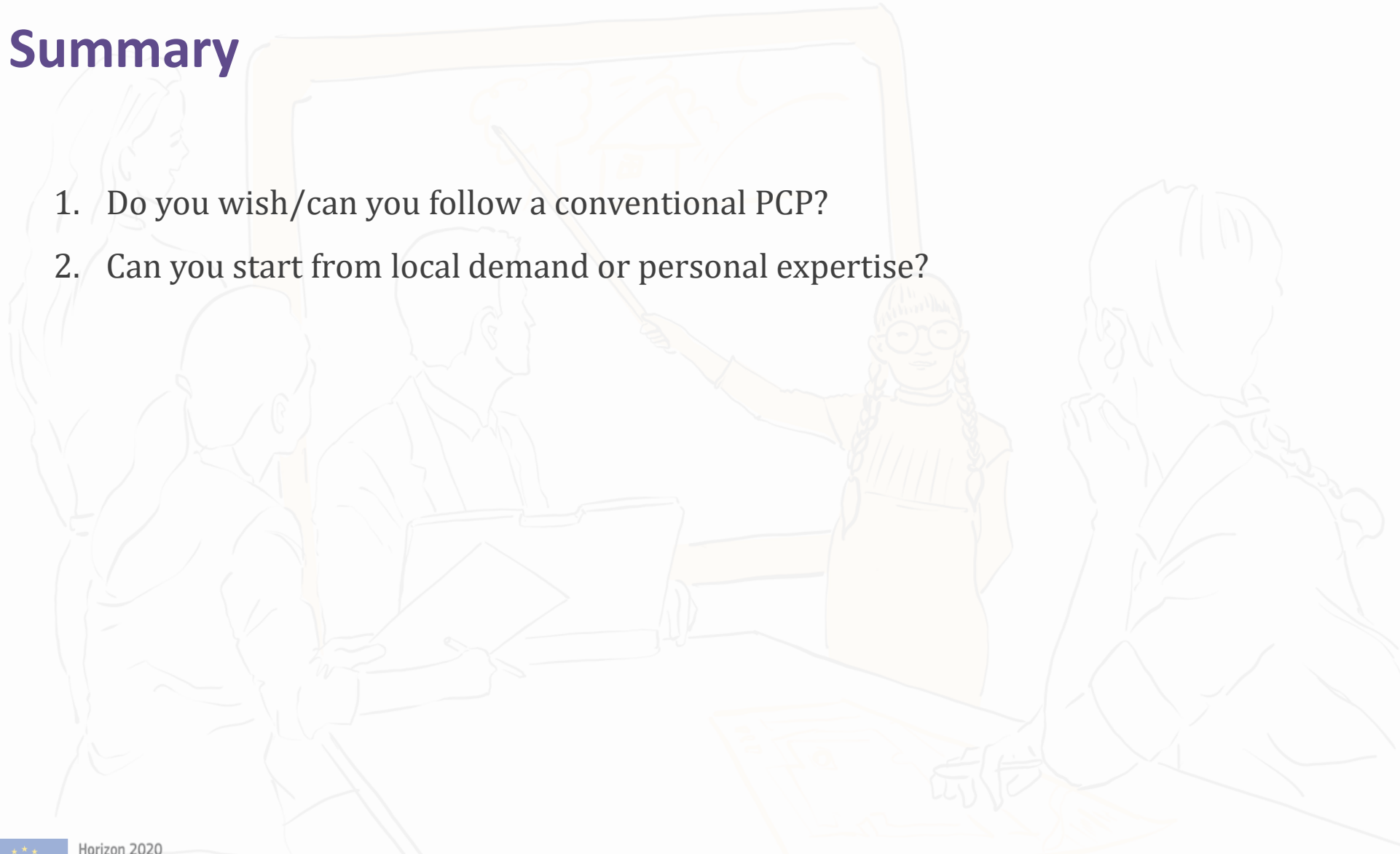

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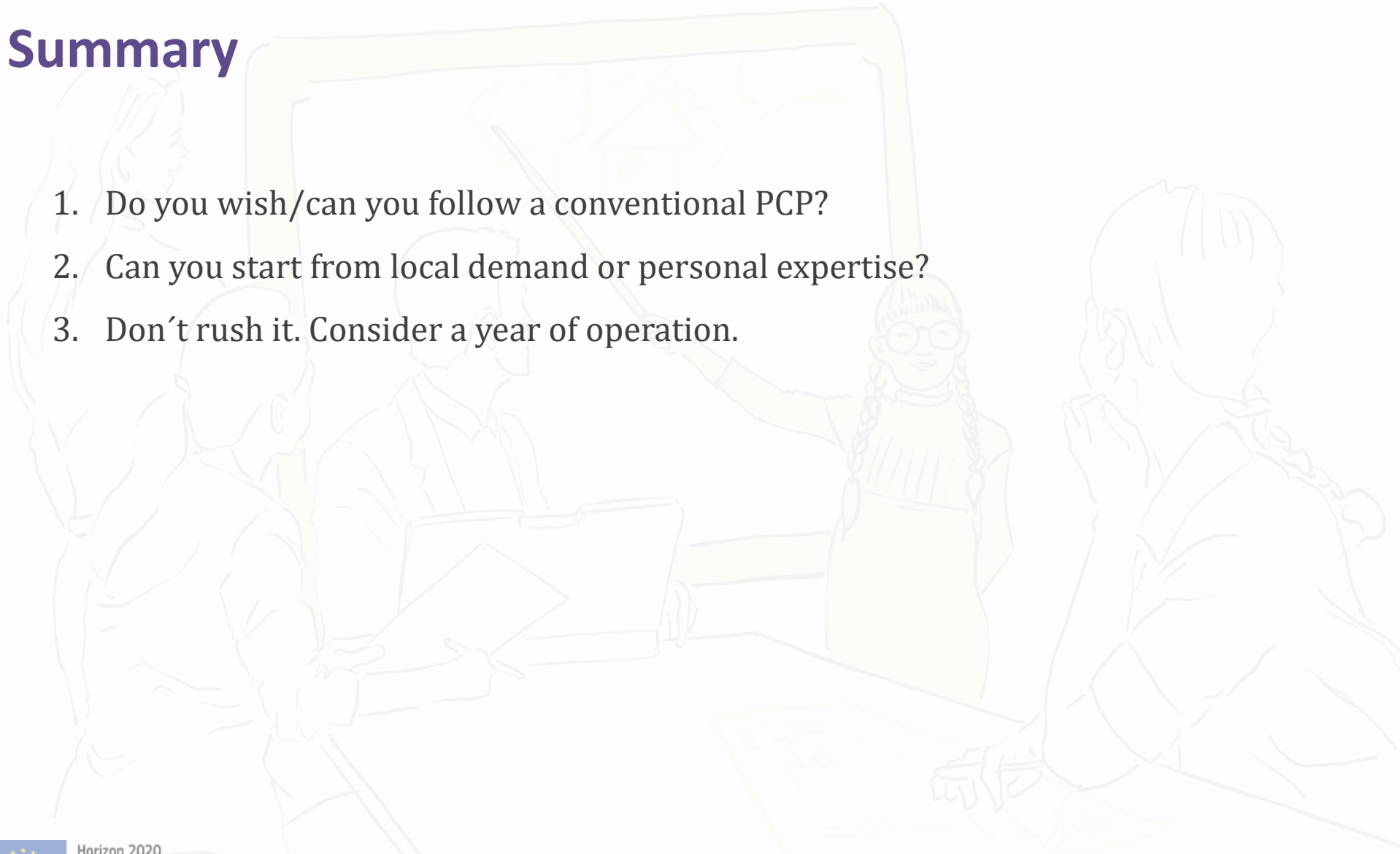

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5. Evaluation and selection criteria need thoughtful formulation.
6. Build a wide and precise range of expertises.

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7. Be mindful about the level of maturity of the participating start-ups.

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5. Evaluation and selection criteria need thoughtful formulation.
6. Build a wide and precise range of expertises.
7. Be mindful about the level of maturity of the participating start-ups.
8. Organise beforehand and communicate thoroughly.

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SPARCS

Sustainable energy Positive & zero cARbon CommunitieS

Thursday 21st of April 2022

Start-Up Competition from A to Z: Key learnings and success factors

Gabriel Villegas de la Ossa (Fraunhofer IAO)

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