



Data Pitch

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D4.3 Summary of round 2

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1. Executive summary

The overall goal of Data Pitch is to accelerate the European data ecosystem, creating and supporting new businesses by unlocking the commercial potential of high-value datasets in a transnational, cross-sectoral data innovation ecosystem. This document describes the call for the second round accelerator for Data Pitch which was coordinated and led by WP4. We cover the activities starting with the publication of the call to the invitation of the successful SMEs to the accelerator launch event in London. There have been two acceleration phases in Data Pitch. Both these calls represent the main actions contained within the project. Other activities support the acceleration phases and build upon their impact.

A first call was put out for SMEs ready to exploit the potential of data not available in the public domain between July - October 2017. It was reported on in [deliverable D4.2, Summary of round 1](#).

Like for the first call, applications for the second call were to be made via [F6S](#). Instructions for how startups & SMEs should apply to the call were provided on the project website: <https://datapitch.eu/challenges/apply-2/>. The application process was exclusively online. Submissions consisted of a short proposal (around 5 pages), supporting documents, and a form with basic information about the company. The applicants were to be single companies (no consortia) and registered with the European Commission as an SME at the time of submission.

Before the call could be launched, significant work was again done in preparing the data challenges. This involved targeting and inviting strategic data providers who had relevant needs that could be served by bringing in strategic partners to develop solutions. In addition, several sectoral challenges were included to address all verticals prioritised in the BDVA Strategic Research and Innovation Agenda. While there was a separate Open Challenge, the idea was again in round 2 that all of the challenges would take the form of open innovation with all partners working together to achieve a mutually beneficial solution that a) could not have been achieved without the collaboration, and b) would not have occurred without Data Pitch's role as a broker.

The second call received 97 applications. Of these, 27 failed the eligibility test in not conforming to the clearly stated thresholds in the call document. The remaining 70 proposals were reviewed by a team of 8 reviewers drawn from across the consortium and representing a range of skill sets. Reviews were iterative, with applicants reaching the highest points going straight to interviews, and all others being evaluated by a second reviewer to ensure consistency in marking. Numerical scores were used to filter down the evaluated applications, and eventually 58 SMEs were invited to interview remotely. The accompanying correspondence is shown in Annex 2.

The remote interviews took place between the 29th October and the 9th November 2018 over the GoToMeeting platform. The Data Providers attended the interviews for their respective challenges; to ensure sufficient expertise in the assessment of the sectoral challenge applications, we invited relevant individuals with significant industry experience to act as panel members. Each interview lasted 30 minutes and the SMEs were given a strictly enforced 5-minute slot to deliver a pre-submitted presentation to a panel of three. Notes were taken and the panel asked semi-structured questions. 7 SMEs were invited, further to their first remote interview, to a face to face interview in London on 26th and 28th November, following a similar format to the remote interviews, with a panel of four interviewers who between them covered the business, technical and innovation aspects of the proposed solutions.

The contractual negotiation phase lasted from the outcome of the remote interviews on the 9th November, until the accelerator launch event on the 27th March 2019. The phase involved a short but intense burst of synchronised activity over seven months of the project. The goal of the contractual negotiation phase was to work with the 29 SMEs that had been selected during the

interview phase to ensure they were fully eligible to participate in the program and prepared to deliver on the accelerator. The challenge was to enable all of the various businesses to sign up to the contract and pass all of the required checks.

The first day of support activities for the start-ups took place during the day of the 27th March 2019. This was an opportunity to offer training and guidance to the startups in the form of workshops. Workshop themes included: mapping data flows, how to work with data ethically and data anonymisation techniques.

The launch event took place on the evening of the 27th of March 2019 at the Google Campus in London. This enabled the data providers and successful SMEs to introduce themselves, their challenges and solutions. These introductions were followed by a panel discussion, about the challenges and barriers to data sharing. The remainder of the evening provided a networking opportunity both between startups and data providers, with the Data Pitch team, and with press, and other relevant individuals from within the London startup ecosystem etc.

Overall the process worked well and the tools that were put in place for the second round served their purpose. The improvements made from learnings in the first call, such as the iterative reviews and remote interviews, technical experts involved in all work plan negotiations, and closer and earlier alignment between data providers and SMEs, improved the process as well.

2. Introduction

The overall goal of Data Pitch is to accelerate the European data ecosystem, creating and supporting new businesses by unlocking the commercial potential of high-value datasets in a transnational, cross-sectoral data innovation ecosystem. Data Pitch seeks to create a Europe-wide data innovation ecosystem that will bring together data owners and Big Data technology providers, with startups and SMEs with fresh ideas for data-driven products and services.

There are two acceleration phases in Data Pitch. These are the main actions contained within the project. Other activities support the acceleration phases and build upon their impact. This document describes the call for the second round accelerator, which was coordinated and led by WP4. We cover the activities starting with the publication of the call to the invitation of the successful SMEs to the accelerator launch event in London.

Accelerators are designed to be a practical and dynamic mechanism to drive forward the progress of selected SMEs in ways that would take them much longer individually and without such support. Drawing on the experience from key players in the consortium, we established a support structure for data-centric startups, guided and promoted by an international network of organisations and individuals.

The design and execution of the call format is a key instrument in achieving this. All of the consortium members were involved in various ways, and in our collaboration with data providers, we support this emerging community.

Other work packages were very much involved in the process. WP2 provided input relating to the use of the data and experimentation facilities, technical support for reviews and negotiations, and training activities for prospective applicants. WP3 delivered input for the definition of the tracks of the call and evaluation criteria, including quantifiable KPIs defined in collaboration with industry and data owners. WP4 was also closely aligned with WP6, which runs the dissemination and communication activities of the programme including call ads in digital form, presentations at various events, flyers, newsletters, and so on.

The call process capitalised on the competitive call toolkit setup by the University of Southampton and the Open Data Incubator for Europe (ODINE), which can be accessed via

opendataincubator.eu. Overall, activity covered the definition of the call, training and support for potential applicants, the submission platform, and the selection of and negotiations with high-impact startups and SMEs.

3. Competitive call

A call was put out for SMEs ready to exploit the potential of data not available in the public domain. We describe the motivation, aims and objectives. The call is an open innovation mechanism designed to be an instrument to support data-driven entrepreneurship in Europe. The aim is to unlock data innovation. In terms of the call, this involved defining the process, soliciting and then selecting ideas. In terms of the accelerator this includes mentoring and support with business and product development.

3.1. Submission platform

Applications were to be made via the F6S platform. This platform is designed to connect tech founders from 800,000 startups and more than 10,000 startup programs globally. The platform, accessible at <https://www.f6s.com/datapitchaccelerator>, offered the opportunity to advertise and promote the Data Pitch call within the startup community, specifically targeting relevant and eligible startups through their scouting features. Additionally, by using this platform, the partners were able to draw on the support provided by F6S, which involved stakeholder communication through bespoke promotion, and monthly newsletters to the wider startup community. The application process itself was exclusively online. Submission consisted of a short proposal (around 5 pages), supporting documents, and a form with basic information about the company. The applicants were to be single companies (no consortia) and registered with the European Commission as an SME at the time of submission.

The platform was able to aggregate and visualise the status of applications, for example; showing applications that had been opened, completed or submitted. By having this feature, we were able to record and notify the applicants of their current stage, and the individual results of the process. However, functional issues were also encountered with the platform. These issues surrounded the review and evaluation process. The F6S star system was used during the first evaluation. The scoring system applied during the second review did not complement that of F6S, which resulted in a longer offline Evaluation and Scoring process, due to the administrative time needed to translate these scores back into the F6S platform.

We made use of the Commission's Participants Portal in order to check the SMEs status ([as defined by the EC](#)) against their 9-digit Participant Identification Code (PIC) number. Companies need to register to obtain a PIC in order to join a consortium to apply for an EU call. As part of this relatively simple process, companies will be initially recorded as having a Declared status. Once they complete the application process the companies themselves will receive a response resulting from the self-assessment that they have been declared an SME. It was agreed that we would take such a form as evidence of their SME status and other documents would not be needed. If any of the applicants have participated in an EU project in the past, then the Commission will have checked their status and, if appropriate, recorded them in the Portal as being Validated as an SME. Again, in this case, we would record the applicant as an SME and no other checks would be needed regarding their status. All applicants had to provide their PIC as part of the application for it to be eligible.

Below provides a timeline overview of the second competitive call as outlined in the application process

Table 1. Competitive call calendar

| Stage | Date | Description |
|--------------------------|---------------------------------------|---|
| Publication | 2 July 2018 12:00 pm CEST | Call is published on Data Pitch website |
| Guide for applicants | 2 July 2018 12:00 pm CEST | Full guideline details published on website; see a copy in Annex 1 |
| Deadline | 2 October 2018 12:00 pm CEST | Strict deadline for applications |
| Evaluation & scoring | 7 October 2018 19 October 2018 | Reviewers allocated set of applications to review, review process follows strict methodology |
| Panel review | 22 October 2018 | Review panel meet to review those applications that have met the threshold |
| Invite SMEs to interview | 26 October 2018 | Successful startups invited to interview, via the F6S platform |
| Interviews | 29 October 2018 - 8 November 2018 | Remote interviews on GoToMeeting |
| Confirmation | 11 November 2018 | First wave of successful SMEs notified that they have entered the contract negotiation phase |
| Face to face interviews | 26 & 28 November 2018 | Face to face interviews at the ODI offices in London, UK |
| Confirmation | 6 December 2018 | Second wave of successful SMEs notified that they have entered the contract negotiation phase |
| Negotiation | 16 November 2018 - 27th March 2019 | Negotiation phase during which contractual obligations are checked including the work plans, data agreements, SME status and bank details |
| Launch | 27th March 2019 | SMEs invited to Accelerator launch in London |

3.2. Data providers and challenges

Before the call could be launched, significant work was done in preparing the data provider challenges. This involved targeting and inviting strategic data owners who had relevant needs that could best be served by bringing in SMEs who addressed their challenges. These challenges were presented as data provider challenges on the basis that they would allow startups to innovate with this data. The vision behind Data Pitch is that all of the challenges would take the form of open innovation with all partners working together to achieve a mutually beneficial solution that a) could not have been achieved without the collaboration, and b) would not have occurred without Data Pitch's role as a broker.

To ensure that all focus verticals for data innovation in the BDVA Strategic Research and Innovation Agenda were addressed, we targeted a number of data providers in areas such as health or finance. We invited them to participate in the project and offer their proprietary data for use by SMEs who could demonstrate that their app or service could both enhance the value of the

data from the provider's perspective and also help the SME in some way. The data providers' data packages were promoted on the call under a range of themed challenges designed to attract different SMEs working in these areas. It is worth noting also that a collection of support documents were created and made available to applicants via the F6S application form.

For industries where no data provider could be identified, a sectoral challenge was defined instead. Since some of the focus areas - such as retail or tourism - were addressed in the first call, and the second call consequently focussed on areas that had so far been underrepresented, such as energy or telecoms. The following [challenges](#) (see Table 2) were set up for the second call in 2018-2019.

Table 2. Call challenges

| Challenge identifier | Sector | Challenge | Data provider |
|-----------------------------|-------------------------------|--|---------------------------------|
| DPC1-2018 | Personalised entertainment | Developing the next generation of multidimensional recommendations | Altice Labs SA |
| DPC2-2018 | Text mining and analytics | Automated answering of subjective questions on environmental and social governance | Bloomberg |
| DPC3-2018 | Smart manufacturing | Developing applications across manufacturing, logistics and supply chain | Greiner International Packaging |
| DPC4-2018 | Sustainable food supply chain | Creating farm-to-market linkages | GROW |
| DPC5-2018 | Customer needs predictions | Creating adaptive ways to anticipate customer requirements | Konica Minolta |
| DPC6-2018 | Healthcare | Creating outcome-based healthcare offerings | Jose de Mello Saude |
| DPC7-2018 | Multimodal transport | Seamless travel services across Europe | MASAI |
| DPC8-2018 | Weather and climate change | Creating social and economic value by reducing the impact of climate change | MET Office |
| SC1-2018 | Pharmaceuticals | Developing innovative approaches and processes across the pharmaceutical industry | Please supply your own data |
| SC2-2018 | Automotive | Maximising the positive impact of | Please supply your |

| | | | |
|----------|-----------------------------|---|-----------------------------|
| | | autonomous connected, electrified and shared vehicles | own data |
| SC3-2018 | Energy | Increasing efficient energy creation and use | Please supply your own data |
| SC4-2018 | Finance | Overcoming the data challenges in the financial sector | Bloomberg |
| SC5-2018 | Telecoms | Supporting 5G readiness and deliver tomorrow's telecoms industry | Please supply your own data |
| SC6-2018 | Privacy and consent control | Creating products and services to ensure individual privacy and control | Please supply your own data |
| SC7-2018 | Smart transport | Innovative solutions to improve mobility and reduce traffic congestion | Please supply your own data |
| OC1-2018 | Open challenge | Harnessing the full power of data-driven innovation | Please supply your own data |

3.2. Relationship with applicants and datathons

During the second round of the call, just like in the first round, prospective applicants were supported in a variety of ways. An email hotline (call@datapitch.eu) was set up and operated with a response time of 24 hours. In addition to this dedicated email hotline, potential applicants reached out to the Data Pitch team through the project's various outreach channels, such as the generic email info@datapitch.eu, the Data Pitch Facebook and Twitter pages, as well as the submission platform F6S.

Support was further provided to prospective applicants through an extensive number of Frequently Asked Questions on the Data Pitch website: <https://datapitch.eu/about-us/faq/>. These were updated to reflect answers provided through other channels to all the questions asked about Data Pitch, and thus ensure a fair and transparent competitive call. Training sessions in the form of webinars covered the overall objectives of the project, its methodology and specific guidance for the call, including timelines, application submission process, eligibility and funding criteria and evaluation procedures and deadlines. Three generic webinars were organised on 18 July, 22 August and 12 September 2018. Data provider specific webinars were also organised throughout September 2018, and were an opportunity for SMEs to hear about the details and expectations of the challenge and the data that would be shared, and ask questions about the company and their challenge. An overview of the webinars is provided below (Table 3); see the Data Pitch YouTube [channel](#) for all the recordings.

Table 3. Summary of call webinars

| Date | Webinar | No of views (2019-05-20) |
|--------------|--|---------------------------------|
| 18 July | Generic application | 59 |
| 22 August | Generic application | 117 |
| 11 September | Personalised entertainment challenge webinar | 57 |
| 12 September | Customer needs prediction challenge | 110 |
| 12 September | Generic application | 50 |
| 13 September | Smart manufacturing challenge | 106 |
| 17 September | Healthcare challenge | 104 |
| 18 September | Sustainable food supply challenge | 165 |

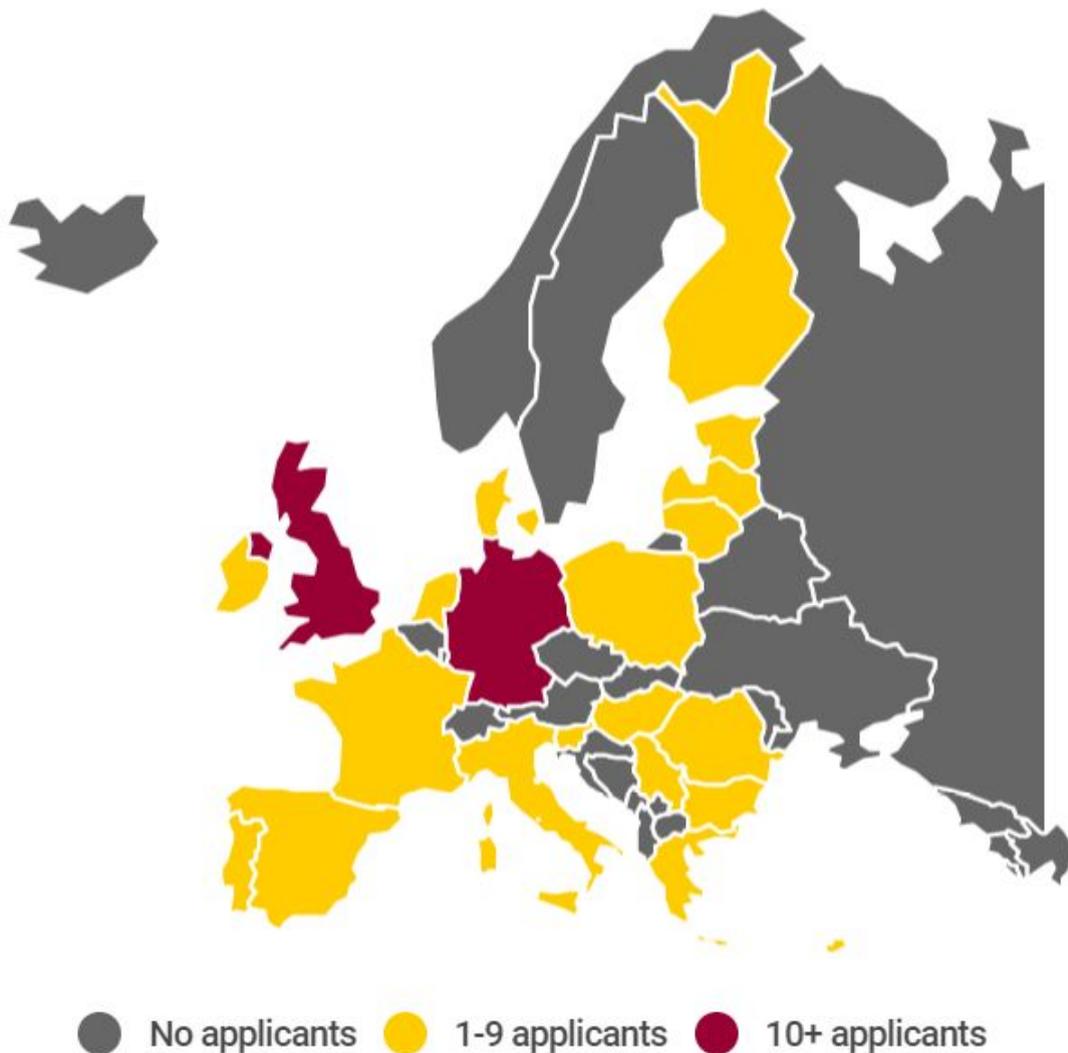
Finally the Data Pitch team scouted potential applicants at a range of events, especially in areas where we had few applications in the first call, such as Norway or Eastern Europe. The attended events included:

- TNW, Amsterdam
- Lisbon Investment Summit
- Pirate Summit, Cologne
- Oslo Innovation Week
- InfoShare, Gdansk
- Unbound, London
- Venturefest, Oxford
- Delta Summit, Malta
- Connected World Summit, London

3.3. Selection and review process for SMEs

The call received 97 applications from 23 countries within the H2020 network (see Figure 1 below; not listed are Israel and Turkey).

Figure 1 Map of Data Pitch call - round 2 applicants



The second call received significantly less applications than the first call, which is likely due to three factors:

1. Niche focus of Data Pitch, in combination with the broader scope of the [European Data Incubator](#), whose first call ended just before the Data Pitch call began
2. Anxiety around GDPR, which came into effect just before the second call opened. According to the Independent, [many startups and SMEs are finding compliance harder than they expected](#) and potential fines that would [threaten their existence](#) could have hampered applications.
3. Brexit ramifications, including low growth and a 'brain drain' in the UK startup ecosystem, as well as increased risk across Europe in case of a no-deal scenario.

39% of applications were made to sectoral challenges, 36% to data provider challenges and 25% to the open challenge. This meant a significant shift between the two calls; in the first call, 58% of applications addressed sectoral challenges. This might indicate that with the introduction of GDPR it has become harder for SMEs to source data outside of programs such as Data Pitch.

The five challenges that received the most applications were as follows:

1. Open challenge (24.7%)
2. Privacy & consent (10.3%)

- 3. Smart manufacturing (8.2%)
- 4. Text mining & analytics (8.2%)
- 5. Healthcare (7.2%)

More details are provided in Figures 2 and 3 below.

Figure 2 Number of applications per challenge

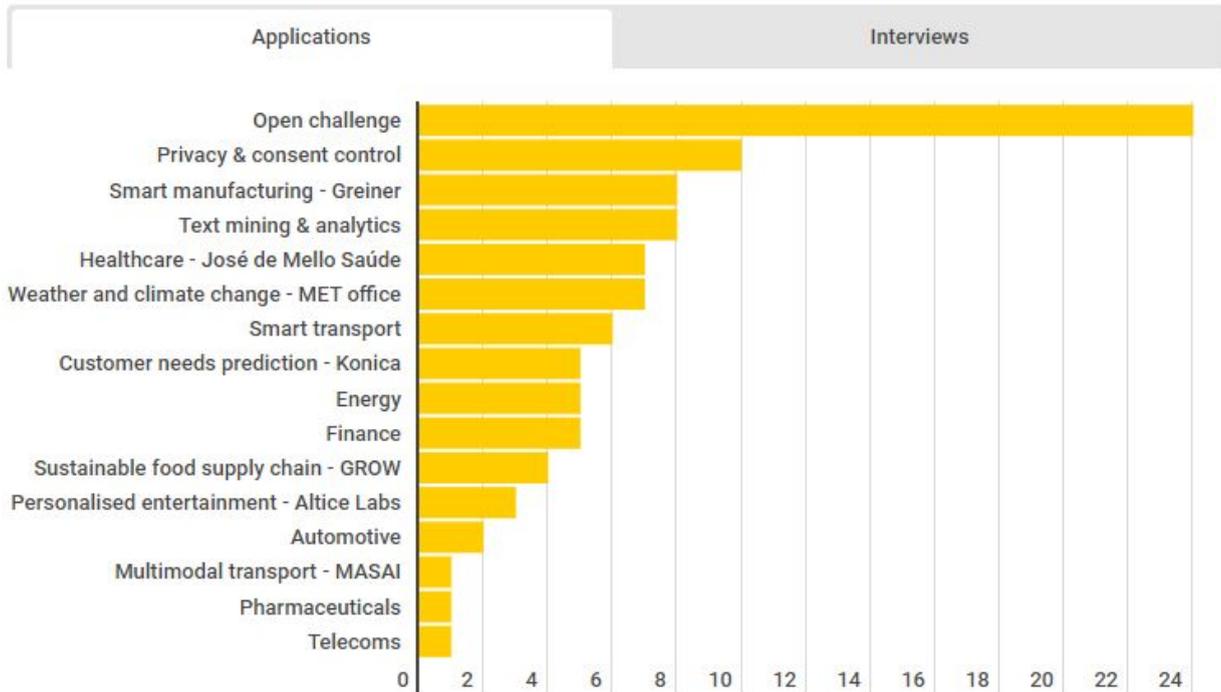
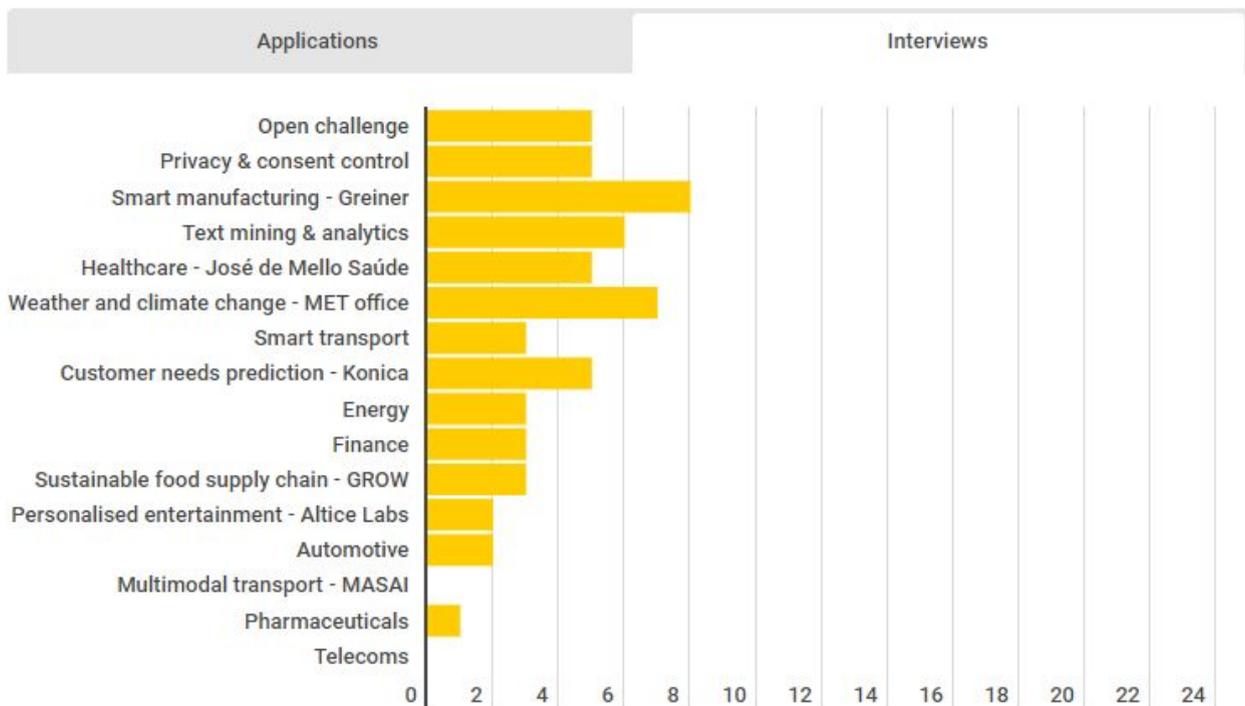


Figure 3 Number of interviews per challenge



27 applicants failed the eligibility test in not conforming to the clearly stated thresholds in the call

document. The remaining 70 proposals were reviewed by a team of 8 reviewers drawn from across the consortium and representing a range of skill sets. Reviews were iterative, with applicants reaching the highest points going straight to interviews, and all others being evaluated by a second reviewer. The review process involved a range of technical and business perspectives applied across the board. A set of criteria guidelines were used for the evaluation process, and reviewers were required to provide a numerical score for key questions, as well as descriptive responses. The numerical scores (see blank version of the scoring spreadsheet [here](#)) were used to filter down the evaluated applications, and eventually 58 SMEs were invited to interview remotely.

Partners had reviewed the application and negotiation process after the conclusion of the first round call, and agreed a number of changes for the second call. This included a clear timeline for all involved about the steps and documents that needed to be completed; more active involvement from data providers throughout the selection and negotiations; a more thorough technical review of applications and work plans; and enhanced documentation of data used in sectoral challenges, through the addition of a self-sourced data register.

3.4. Interview process

The interviews with the SMEs took place between the 29th October and the 28th November 2018. Remote interviews for the majority of SMEs took place between 29th October and 8th November via the GoToMeeting platform. The Data Providers also attended. Applicants were invited to attend using the letter format which can be found in Appendix 10: Data Pitch Interview. Where the review panel felt further information was needed in order to make a final decision, 7 SMEs were invited to attend a face to face interview at the ODI offices in London, UK.

Each interview lasted 30 minutes and the SMEs were given a strictly enforced 5-minute slot to deliver a presentation to a panel of three. Notes were taken and the panel asked semi-structured interview questions in order to cover the evaluation criteria and make a decision. Each interview was followed by a 15-minute slot for the panel to reflect on their evaluation.

Interviewees were advised that generic feedback would be provided.

The interview panels consisted of a team of consortium members with expertise in innovation, technology and data. For data provider challenges, they were supported by a representative of the respective providers; for sectoral challenges, we invited industry experts from our networks to ensure that the proposed solutions could be assessed against the needs and views within the sectors.

The panel met at the end of the interview sequence and prioritised the candidates against the evaluated criteria and made a judgement on which SMEs should be invited to join the accelerator. There was no fixed threshold of numbers to pass, rather the threshold was based on quality: Only those that passed the quality threshold, as well as the formal eligibility criteria, were invited to proceed.

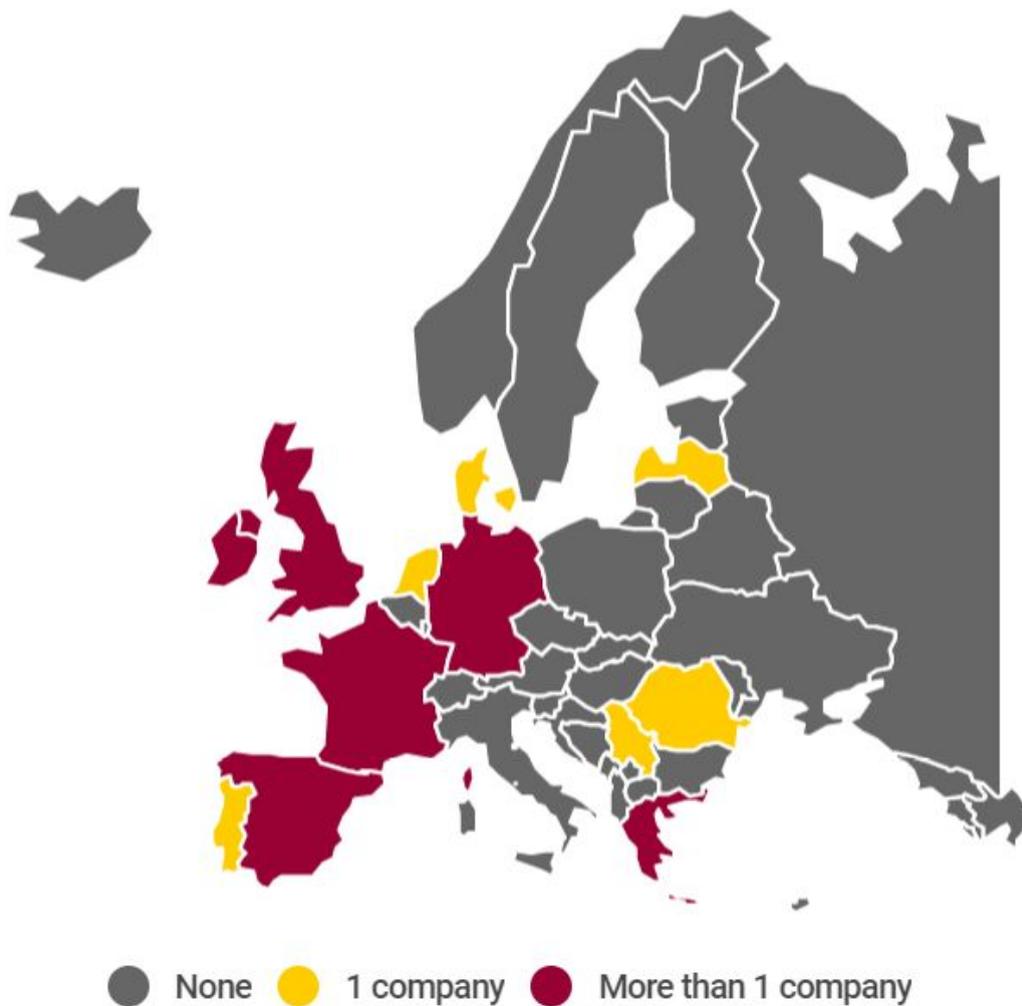
The details of this process were tracked in a spreadsheet, an example of which can be accessed [here](#). The key steps recorded there followed the path from applications to reviews to interviews, and included details about the startup and challenge they applied for, the responsible consortium members, eligibility check, scores against the three criteria (Idea, Team & Budget, Impact), and final score. It then moved on to interview results, tracking the interviewers, their comments and decisions.

Applicants to 14 out of the 16 challenges were interviewed, and all 14 challenges are represented in the Accelerator. Startups and SMEs from 12 countries within the H2020 network (see Figure 4) are represented in the second round of the Accelerator, working on the following challenges:

1. Smart manufacturing - Greiner (5)
2. Customer needs prediction - Konica (3)
3. Open innovation (3)
4. Energy (3)
5. Personalised entertainment - Altice Labs (2)
6. Weather and climate change - MET office (2)
7. Finance (2)
8. Privacy & consent control (2)
9. Smart transport (2)
10. Text mining & analytics (1)
11. Sustainable food supply chain - GROW (1)
12. Healthcare - José de Mello Saúde (1)
13. Pharmaceuticals (1)
14. Automotive (1)

It is further notable that the two startups working on the personalised entertainment challenge were selected based on a slightly amended challenge; while the first startup perfectly addressed the original challenge, the second startup was recruited for an amended challenge following the expressed desire of the data provider to work with this startup as well due to the promising innovation of their proposed solution.

Figure 4 Map of countries represented in the second round of the Accelerator



3.5. Contractual negotiation phase

The contractual negotiation phase lasted from the outcome of the interviews on the 2nd November, until the accelerator launch event on the 27th March 2018. The objective of the contractual negotiation phase was to undertake due diligence on the 29 SMEs that had been selected. The challenge was to enable all of the various businesses to sign the contract and pass all of the required checks. The aim was to avoid making any changes to the contract that had been agreed earlier in the project. This was challenging as all of the SMEs were at different maturity levels. Therefore, some had financial track records to draw upon, whereas others had to demonstrate their viability through their financial plans.

Many members of the consortium were involved, either directly or indirectly, in the negotiation phase. In order to enable us to coordinate and drive this phase successfully we created a spreadsheet in the Project Google Drive. This [Negotiation Tracker](#) was used throughout the negotiation phase. Initially, the spreadsheet contained a handful of columns named after the key steps in the negotiation document, which was substantially expanded for the second round, as more visibility of the individual steps and status of all SMEs was required. SMEs are listed vertically on the left together with the legal name of the SME if different from the trading name, and the name of the main contact at the SME. All stages of the process and required documents are then listed across the columns, with the signature of the contract and payment of funds at the end.

In addition to the main checks that were coordinated from Southampton, the ODI led the process of developing the work plans with the SMEs. SMEs were given a [template](#) to complete. Successful completion of the work plans was an obligatory component of the negotiation process. For data provider challenges, the negotiations were further accompanied by a discovery phase, during which the data providers gave SMEs limited access to the data and agreed shared goals. A further sub-component of the work plan was the generation of a viable financial plan. Breaking the task down into separate, sub-components enabled different members of the consortium to address budgets, work plans, SME status and other elements such as data provision plans. All work plans were reviewed by a business and a technical advisor - a change introduced based on experience in the first round call.

See Annex 3 for details of the required documents during the negotiation.

3.6. Accelerator launch

The first day of support activities for the start-ups took place during the day of the 27th March 2019. The event was organised by the ODI and held at Techhub (1-15 Clere Street, London, EC2A 4UY), a private office and co-working space environment for startups. This was an opportunity to offer training and guidance to the startups in the form of workshops. Workshop themes included: mapping data flows, how to work with data ethically and data anonymisation techniques.

The launch event took place on the evening of the 27th of March 2019 at the Google Campus in London. This enabled the data providers and successful SMEs to introduce themselves, their challenges and solutions. These introductions were followed by a panel discussion, about the challenges and barriers to data sharing. The panel was attended by a range of experts involved with Data Pitch:

- Orsola De Marco - Head of Startup and Innovation Programmes, Open Data Institute (Chair)
- Christian Mittermayr - Project Manager, Greiner Packaging
- Elena Simperl - Professor Electronics and Computer Science, University of Southampton
- Meha Nelson - Co-founder & CTO, Predina
- Saila Rinne - Programme Officer EU policies, European Commission

- Sarah Cameron - Legal Director, Pinsent Masons LLP

The remainder of the evening provided a networking opportunity both between startups and data providers, with the Data Pitch team, and with press, and other relevant individuals from within the London startup ecosystem etc.

The Data Pitch project team met for a project meeting during the day of the 26th March to take advantage of being together in London and be briefed for the launch.

The first day of support activities for the start-ups took place during the day of the 27th March 2019. This was an opportunity to offer training and guidance to the startups in the form of workshops. Workshop themes included: mapping data flows, how to work with data ethically and data anonymisation techniques.

3.7. Call dashboard

A visual analysis of the first round of the call was produced in the form of an infographic including a range of information on the applications received, interviews and funded. It can be found on the data pitch website [here](#).

4. Lessons learned

In addition to the previous description of the process, we also added some reflections on the execution of the process that were of help for the second round. Overall the process worked well and the tools that were put in place for the first round served their purpose equally well for the second round.

Changes and improvements included:

- Support for the application process through mandatory data provider webinars and event attendance
- Clear timeline for the steps and documents that needed to be completed from application to acceleration, and extension of the negotiation tracker with significantly more detail about each step of the process
- Consistent and thorough technical review of all applications and work plans
- Enhanced documentation of data used in sectoral challenges, through the addition of a self-sourced data register
- More active involvement from data providers throughout the selection and negotiations, and the introduction of a discovery phase alongside the negotiations
- Sector experts included in interviews for sectoral challenges

The data provider specific webinars, which were mandated for the second round of the call after their success in the first call, proved highly useful, as demonstrated by their high number of views (Table 3 above). Instead of organising hackathons or datathons, which had proved only partially relevant and popular during the first call, a series of similar activities and workshops was organised instead to address underserved geographical areas and small data providers. The team attended relevant events and approached potential applicants there.

The clarification of the timeline and extension of the negotiation tracking, ensuring that all actions were recorded in one place, clearly and fine-grained, and shared across the project team, enabled transparency and collaboration. The overall status of this phase of the project could clearly be seen and next actions identified by all, and any delays addressed early and effectively. The increased awareness of the inter-relationship and interdependencies between the parallel activities, and in particular how these are communicated to the SMEs, made it easier to keep the process running smoothly. Specifically, this included the importance of the formal documentation to demonstrate SME status, such as stamped bank documents, and the level of detail in the work plan budgets. Work plan budgets can be high-level in terms of activities and commitments but nevertheless should reflect a commitment to full engagement in the Data Pitch Accelerator Programme and

adoption of the project's ethos in terms of costs and responsibilities. The additional technical review of all work plans should further ensure that the plans are appropriate so that the acceleration can be successful.

The addition of the self-sourced data register was necessary to ensure that all use of data across the SMEs funded by the project were aware of and compliant with the new framework of the GDPR; it also provided more insight into the data ecosystem Data Pitch aims to nurture.

Having the data providers more involved in the selection and negotiation, and especially the introduction of a discovery phase alongside the negotiations, proved to be very useful to ensure that providers and SMEs were clearly aligned in their goals for the accelerator. It should also enable the SMEs to fast-track their acceleration phase, as the discussion of detailed questions concerning the data could happen upfront, thus taking up less time during the acceleration. The negotiation process worked well, and the time frame, although still tight and challenging for all concerned, was less so than in the first round call.

5. Conclusion

The second round call and negotiations were an intense ten months of work, from launching the call to launching the accelerator. The learnings generated in the first call helped to make the second call a better experience for partners, data providers and SMEs. Overall, the call was very successful, with 29 new startups and SMEs having joined the accelerator.

Annexes

Annex 1: Guide for Applicants

The following information was provided for applicants:



Guide for applicants

(Data Pitch call 2018)

Call opens

2nd of July 2018 at 12:00 noon CEST (Central European Summer Time)

Call closes

2nd of October 2018 at 12:00 noon CEST (Central European Summer Time)

Note: Deadlines will be strictly adhered to. Any submissions past the deadline will not be considered.

Changelog

| Version number | Date | Comment |
|----------------|------------|--|
| 2.0 | 31.05.2018 | Updated version for the second call |
| 1.0 | 30.06.2017 | 1 st version published online |

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Introduction

This guide is designed to support applicants through the application process for the 2nd Data Pitch call (2018). It is intended to be the main source of information for the Data Pitch call 2018. Therefore, in case of factual conflicts with other sources of information (such as the Data Pitch website), its contents should be deemed authoritative.

This guide should be consulted together the [Data Pitch 2018 challenges](#), which describe the topics funded by Data Pitch.

Should you have any outstanding queries regarding the application process following reading this document, please refer to the FAQ on our website or contact us at call@datapitch.eu.

What is Data Pitch

Data Pitch is a EU-funded **open innovation programme** bringing together corporate and public-sector organisations that have data with startups and SMEs that work with data.

It is centred around a **competition** with several tracks, which describe **challenges** set by the data-provisioning organisations, and an **accelerator programme** (6 months) to help startups and SMEs develop solutions to meet these challenges.

The startups and SMEs will put forward **proposals** for creating high-impact, innovative products and services in response to the challenges defined by Data Pitch.

Successful applicants will receive an important financial and advisory boost to their idea, with support to develop a concept into a robust and sustainable data business.

Data Pitch is funded by the European Union's Horizon 2020 research and innovation programme, and is being delivered by the [University of Southampton](#), [Open Data Institute](#), [Beta-i](#) and [Dawex](#).

Competition

Two calls

The Data Pitch competition consists of **two calls**. The first call was open between July and October 2017. The second call opens at 12 noon CEST on the 2nd July 2018 and closes at 12 noon CEST on the 2nd October 2018.

Three tracks

Each call consists of a series of **tracks** that refer to challenges which can be addressed by applicants:

- Track 1: Data provider challenges

- Track 2: Sector challenges
- Track 3: Open innovation challenge

Each challenge can be addressed via the use of one or more **datasets, open, shared or closed**. Each challenge is accompanied by examples of **expected outcomes** and **impacts**. Applications must target one challenge only, and explain how it will address it. For the 2018 Data Pitch call, startups and SMEs are allowed to submit multiple applications, but not for the same challenge. Ultimately, startups and SMEs can only be interviewed and selected for one challenge through Data Pitch.

In **track 1**, challenges are linked to **specific datasets**, which are provided by European and European-based businesses. The applicants must propose a solution that is relevant to the business problem and interests of the data provider. This solution must use the data mentioned in the challenge, possibly in combination with other datasets. Applicants must explain in their application how their idea is compliant with the data terms of use and, if applicable, relevant data protection regulations.¹

In **track 2**, we grouped challenges from sectors that are very important for the EU economy. These challenges have been created via a **public consultation** and do not refer to any specific, closed datasets. In this case, the applicant is expected to identify the relevant datasets in their applications, and explain how their accessing at least one critical closed, third-party data resource will make their business idea possible. We would like to add that Data Pitch is an innovation programme exploring the potential of shared datasets for the EU data economy - applications using only open data or third-party data sourced by non-EU data providers will not be considered. Just like in the previous case, applicants will be asked to explain how their idea is compliant with the data terms of use and, if applicable, data protection regulations.

In **track 3**, we offer a platform for groundbreaking ideas that do not fit in the other tracks of the 2018 call. **This is not a track for incremental ideas**. Instead, it provides an opportunity for startups and SMEs that are working on something truly transformative; that can be applied over a wide range of industries; and has the potential to totally reinvent a process or find a solution for a previously unsolvable problem. This means that in track 3 we will consider only those applications that are real game changers, with high impact, that clearly unlock unrealised value in data and can articulate that value in a meaningful way.

We anticipate that most of the funding will be spent on applications submitted into track 1 and 2.

For more information on how this process took place for the first call, please see our summary [infographic](#).

Challenges

The challenges covered by the 2018 call of Data Pitch can be found on our website [here](#). Please read all challenges carefully to identify the one most relevant to you. Note the relevant datasets, as well as expected outcomes and impacts to guide you when you put together your application. If you have questions about a challenge or dataset please contact us at call@datapitch.eu. Do not

¹ To note, the track 1 data provider challenges may be subject to revision in the event of changes in circumstances outside of the control of the Data Pitch consortium.

contact the data providers about the Data Pitch challenges as they will not engage with applicants prior to the evaluation or outside of the events organised by Data Pitch, such as data provider webinars.

Online submission

Applications will be submitted online, using the [platform provided by Data Pitch](#). Applicants responding to a challenge in tracks 2 and 3 will be asked to prove they already have access to the closed datasets that enable their solution.

Evaluation and access to funding

Applications will be reviewed in **three steps**:

1. a **review**, based on predefined criteria (see also Annex 6). The result of the review will be a list of companies to be invited to interview over the two weeks starting from 29th October 2018.
2. a remote **interview** (approx. 30 minutes) with an expert panel.
3. based on the decision of the expert panel, a second, face to face interview might be required and will take place in London in late November 2018.

Successful applicants at the interview stage will be invited to **negotiations**. During negotiations, you will discuss your workplan with Data Pitch, including deliverables and milestones to be achieved during your six month accelerator project. During the accelerator, you will work together with mentors and advisors to help you grow your idea into a sustainable business. Companies will not be required to relocate during the accelerator, though they will be required to attend internal reviews and other Data Pitch relevant events, either remotely or in person. Companies responding to a data provider challenge will be expected to engage with the data provider to gather feedback about the added value of their solution for the business problem described in the challenge. These conditions will be discussed in more detail during the negotiation phase (see also [How we select companies?](#) below).

Why join Data Pitch?

Startups and SMEs will receive funding and support for their data-centric business idea, including:

- Investment up to €100,000, equity free;
- Introduction to investors;
- Six-month business accelerator with the help of the [Open Data Institute \(ODI\)](#) and [Beta-i](#);
- Introduction to business partners sharing data via Data Pitch;
- Peer-networking and support via meetups in major European cities;
- Access to technology and datasets, as well as training and advice by Data Pitch experts.

Data Pitch builds on a series of similar publicly funded innovation instruments, including [ODINE](#) and the [ODI startup programme](#). You can learn more about our success stories [here](#).

Eighteen startups are already participating in the programme after the first open call. They are working with data providers including Deutsche Bahn and Sonae and are solving a range of challenges from improving efficiency in transport and retail supply chain systems, to predicting

male fertility, analysing broken bones and devising the perfect, individually tailored holiday experience. So far, these businesses have attracted over €830,000 in sales and investment, and have created 30 additional jobs. Furthermore, their final products and services are expected to create significant value from sales, investments and efficiencies and result in powerful new data-enabled business models.

Who is the funding for?

Eligibility

In order to apply for the call, **startups and Small and Medium Enterprises (SMEs)** must adhere to the definition provided by the European Commission [here](#) (see the European Commission [SME user guide](#) for more details). The funding is intended for **single entities**, rather than consortia of multiple entities. SMEs **legally registered in any of the EU member states or the associated countries of H2020** are eligible to apply for funding from Data Pitch; the list of relevant countries is provided in Annex 1 of this document.

Applicants must [register as an SME](#) with the European Commission prior to applying or the application will be automatically rejected. Please complete this registration prior to submitting your Data Pitch application - in the application you will be asked for a “PIC”, this is an identifier you will be allocated by the European Commission when you register with them. The registration process should be straightforward, but please do not leave it until the last minute; also, please understand that your registering with the European Commission is not under the control of Data Pitch and we cannot help with any queries you might have about the process.

Data Pitch targets startups and SMEs who aim to build a business using data and data value chains.² As noted in Section [Competition](#), while applicants can apply for more than one particular track and challenge, only one application per challenge is allowed. Moreover an applicant can only be interviewed and selected for one challenge.

Applicants to Data Provider Challenges (track 1) must use some or all of the data provided in their solution. Applicants to Sectoral or the Open Challenges (tracks 2 and 3) must use private data that is shared with them by third parties of their choice. The latter data may come, for example, from a commercial organisation or from the public sector. Not all private datasets will be judged equally; we will prioritise proposals that bring in datasets that are not available through conventional means (e.g. APIs; licenses) and are critical for Europe.

In summary, for applications to be considered for evaluation in the Data Pitch call, they must comply with the eligibility criteria as follows:

- The applicant must be an SME.
- The applicant must be legally established and working in the EU-28 countries or in the Horizon 2020 associated countries.
- The applicant must be registered with the European Commission as an SME at the time of submission.

² Data value chains describe the series of activities needed to generate value and useful insights from data.

- The applicant must be working as an individual company - no consortia will be permitted.
- The applicant must target one track and challenge, and propose a solution to that challenge, following the instructions laid out in the challenge text.
- The applicant must make use of shared, private datasets, either those that are provided by Data Providers or (in the Open and Sectoral Challenges) by third parties sourced by the applicant.
- The application must be complete and fulfill all criteria explained in Section [How to apply](#).

Who should apply?

The overall goal of Data Pitch is to accelerate the European data ecosystem, creating and supporting new businesses by unlocking the commercial potential of high-value datasets.

As such Data Pitch is looking to accelerate startups and SMEs whose proposed solutions (product and/or service) are characterised by the following:

- a potential for sustainability beyond Data Pitch funding and acceleration
- a focus that is demonstrably European-wide
- innovative use of data
- a potential to scale

If you have any further questions please contact us using the email address call@datapitch.eu.

What is the funding for?

Successful applicants can use the Data Pitch funding in accordance with the Data Pitch contract between University of Southampton, as coordinator of Data Pitch, and the SME (see Annex 7 of this document). The funding can be spent on salaries, equipment, consumables, travels, subcontracting to other parties (e.g., for marketing, training or legal support), and indirect expenditure (office space, office infrastructure etc. calculated as 25% of the total direct costs). In short, a Horizon 2020 budget distinguishes between four types of costs:

- Staff directly associated with the project.
- Other direct costs such as equipment, consumables, travels etc., which are relevant for the execution of the project.
- Subcontracting (e.g., for marketing, training or legal support).
- Indirect costs (also known as overhead) for items such as rent, admin staff, printing and photocopying, heating, electricity etc., calculated as a flat rate of 25% of the total direct costs.

As a participant in the Data Pitch programme, you may budget costs in all categories as long as they are eligible (see Annex 2 of this document for more explanations).

The work you plan to carry out as part of Data Pitch cannot receive double funding. Synergies with other sources of funding, including other Horizon 2020 projects, are encouraged as long as the grants are used for complementary, not overlapping purposes.

Who keeps the Intellectual Property Rights (IPR)?

You will be the sole owner of the results and outcomes of your project, and all associated IP. However, in track 1, data providers will be licensed the right to use (internally) any IPR you

produce as part of the project, for one year after the project finishes. They may also impose additional licensing-related terms that will have to be honoured by winning applicants. Data Pitch itself will not retain an equity stake in your company, nor will it retain any IPR.

Additionally, Data Pitch or the European Commission may ask you to present your work as part of our public relations and networking events, in order to showcase the benefits of the innovation programme.

How to apply?

To apply for the Data Pitch call you are required to follow the process outlined below:

Step 1: Identify challenge

Go to datapitch.eu/apply-2/ and follow the instructions there. Consult the challenges and identify the one(s) relevant to you. As noted earlier, each SME will be allowed one application per challenge. An SME may submit multiple applications per call, but each application must address different challenges.

Step 2: Complete and submit application

Register on the [submission platform](#) and start preparing your application. You will be asked to

- provide some **basic information** about yourself and your company;
- complete all fields in the short proposal (Annex 3);
- agree to the terms in the **declaration of honour** and the **ethics statement** (refer to Annex 4 and 5 for templates of these documents); and
- upload all other documents required, as explained below.

In particular, for applicants addressing a sector challenge (track 2), you will be asked to provide **proof that you already have access to the data that your idea is built on**. The reason we are asking for this is because negotiating data access can be a tedious, lengthy process. In case your application is successful, we will need you to have access to the data from the first day of your project.³

We will also ask everyone for

- a **pitch deck** (maximum 12 slides), viewed if you reach the interview stage; and
- a **short video** (1 minute), which explains why we should fund your team.

You may save your application and update it later or work offline and upload the information closer to the submission. We have prepared [a Google document with the short proposal template](#) (Annex 3), which you may want to use to prepare your application offline. This document also includes instructions about how to answer each question. We hope you will find it useful.

Please note that if you intend to submit applications to more than one challenge, you will need to create a different account in F6S for each additional application.

³ Please understand that Data Pitch cannot support you in securing access to data, beyond the datasets described in the data provider challenges (track 1).

Fill out the all information required and upload all attachments. Only complete applications will be considered for review. All information must be in English. This includes, for applications in tracks 2 and 3, the required proofs of access to the data.

Once you press the submit button, **you will not be able to revise your application.**

We cannot accept applications using other channels and cannot help retrieve or reopen any application once submitted.

Finally please ensure you have read our conflict of interest notice below:

CONFLICT OF INTEREST

IMPORTANT NOTICE TO PROSPECTIVE APPLICANTS

Immediate family, domestic and non-domestic partners and those with financial ties to members of the Data Pitch Consortium may not apply. If you have a prior relationship with any consortium members that you feel may constitute a conflict of interest please email info@datapitch.eu for clarification.

How do we select companies?

Step 1 - Eligibility checks

Data Pitch checks if eligibility criteria are met. Proposals considered not eligible will not proceed to Step 2 of the evaluation process. The criteria are listed in 'Who is the funding for?'

Step 2 - Review

Eligible proposals will be evaluated by at least **two reviewers** against the criteria listed in Annex 6 of this document.

The whole proposal adds up to 100 points, where the idea and impact account for a maximum of 30 points each and the team and budget are worth a maximum of 40 points. For each of the three areas, you will need to reach a **threshold**. These are:

- **15 points for idea and impact (each), and**
- **20 points for team and budget (each).**

However, to be considered for an interview, you would need to reach a **minimum total of 60 points**.

The overall score will provide an internal **ranking** of applicants that will guide the decision of who is proceeding to Step 3.

Step 3 - Interview

Shortlisted companies will be invited to attend a remote **30-minute interview** with an expert panel. During the course of the interview, the applicant will present their proposal in a **short presentation (up to 5 minutes)**. The rest of the time will be used for **questions**. Interviewers may ask for

documents or clarifications to be provided before the interview. We will also consider the pitch deck submitted with your application.

Interviews will be held remotely over two weeks **starting from October 29th, 2018**. Please understand that we operate on a very tight schedule in order to grant challenge winners access to funding and support as quickly as possible. While we will aim to send out invitations to interviews by 22nd October, we will not be able to change the week of the interviews or the slot allocated to you.

Following the remote interview, every effort will be made to reach a decision on the application. However it might be necessary to invite some applicants for an in-person interview in London, UK. The decisions by the Data Pitch interview panel are final and cannot be negotiated. Applicants asked to attend an in-person interview will be notified by 9 November 2018. In person interviews are scheduled to take place on 26-28 November 2018 in London, UK. We will not be able to negotiate interview dates or any other conditions of the interviews with any applicant and may not reply to any queries on the subject. If a company is not able to attend the remote interview in person, we will have to reject that application.

Travel expenses are not covered by Data Pitch.

After the interview, the panel will decide whether to accept the applicant into the Data Pitch programme. Notifications of acceptance or rejection will be sent out shortly following the interview process completion, including general feedback for those who are not successful. Decisions will be final and cannot be contested. We plan to inform all applicants about the outcome by the end of November 2018.

Step 4 – Negotiation

If your application was successful, you will be invited to enter negotiations with Data Pitch. This is a busy four month period, which will hopefully end with a signed contract between you and Data Pitch. For this to happen, we will have to complete the following steps:

- **Due diligence checks:** Due diligence is performed on the status of the company. This will be in the form of checking the SME status of the company, validating company information, checking financial information, and performing other checks as required by the European Commission before entering onto the programme. Should a company fail the due diligence checks, Data Pitch reserves the right to reject the company's application.
- **Work plan agreement:** Before starting the accelerator, the applicant and Data Pitch agree on milestones and success criteria, as well as on the review and dissemination plan. For data-provider challenges, this stage might also involve discussions with representatives of the data provider. The applicant must provide the documentation required to finalise its acceptance into the programme as listed in Annex 7.

Negotiations will start in December 2018. They must finish (with a signed contract, see Annex 7) by the end of March, 2019. A detailed schedule will be sent out in due time.

Step 5 - Accelerator

Applicants who reach this stage of the process are formally accepted into the 6-month accelerator programme between April 2019 and September 2019.

Any funds will be transferred in stages as the agreed milestones are met. SMEs will be mentored by Data Pitch partners and external advisers. During the six months, the applicant will be asked to provide regular updates on their progress. In particular, they will be invited to attend a kick-off meeting of the cohort, as well as one or two review meetings (remote or in-person) at key milestones in their project. Each SME will also be asked to support Data Pitch in increasing the public awareness of the project through attending conferences and networking events, both during the project and after graduation. In parallel, SMEs receiving the funding will receive promotion from our internal communications team - [Thwaites Communications](#).

Step 6 - Graduation

Successful SMEs from Step 5 will graduate from the accelerator programme.

data-pitch

INNOVATION PROGRAMME

Annex 1: Eligible countries

Only companies legally registered and operating in an EU member state or associated country are eligible to apply for funding from Data Pitch. Guidance on the associated countries can be found [here](#).

Annex 2: Eligible costs

Eligible means that the costs must be:

- incurred by your company in connection with your project;
- incurred by your company during the project;
- identifiable and verifiable in your accounts;
- compliant with national law;
- reasonable, justified, in accordance with sound financial management (economy & efficiency);
- indicated in the budget you submit in the short proposal.

Cost categories and reimbursement guidelines

The budget mentioned in the contract the SME signs with Data Pitch (see also Annex 7) includes different cost categories, which are explained below. There is a general distinction between direct costs, subcontracting, and indirect costs (also known as overheads). Indirect costs are calculated as 25% of the direct costs; no indirect costs can be charged on subcontracting.

All costs, except for purchased equipment (see below), will be reimbursed to 100%, including the indirect costs charged on top of the total direct costs. All costs should be stated inclusive of any irrecoverable VAT. Research grants are outside the scope of VAT and all input VAT on expenses directly related to the project will therefore be irrecoverable.

Direct costs: Personnel (100% reimbursed + indirect costs)

SMEs can spend Data Pitch funds on staff who are directly involved in the execution of the project.

Direct costs: Equipment (15% reimbursed + indirect costs)

Equipment with a useful life in excess of the project duration can only be reimbursed to the extent the asset would be depreciated for the six month project period. Therefore the standard rate allowed under the contracted project will be 15% of the total cost of the asset for a six month period. Indirect costs may be applied to the 15% of costs charged to the project.

The costs of equipment rental for the project period may be charged at full cost, as long as the rental costs is not greater than the depreciation cost had the equipment been purchased.

Direct costs: Consumables, other goods and services (100% reimbursed + indirect costs)

SMEs can spend in consumables and other goods and services (including travel) , if they are directly relevant for the achievement of the project.

Subcontracting (100% reimbursed, no indirect costs)

SMEs may subcontract some of their activities to other parties as long as they are also from H2020 eligible countries. No indirect costs (overhead) can be charged on subcontracting costs. Note that we expect the applicant to carry out most of the tasks of the project – subcontracting cannot be used to carry out key tasks in the project.

Indirect costs

Indirect costs are within the €100,000 limit and cover items such as rent, admin, printing, photocopying, amenities etc.. These costs are eligible if they are declared on the basis of the flat-rate of 25% of the eligible direct costs, from which are excluded:

- Costs of subcontracting and
- Costs of in-kind contributions provided by third parties which are not used on the SME's premises.

Annex 3: Short proposal

1. Idea (5000 characters)

1.1 Strength and novelty of the idea

| | |
|---|--|
| <p><i>How do you propose to address the data challenge? What is your proposed solution?</i></p> | <p>1000 characters</p> <p>Clearly articulate your business proposal and its relevance to the challenge you are targeting.</p> |
| <p><i>How are you better than other solutions in this space? What makes your approach unique?</i></p> | <p>1000 characters</p> <p>Show us you know your business and are up to date about the most recent advances in the field. Be very specific about who your competitors are and how you compare against them. What is innovative in your proposal that will make you able to win a share of the market?</p> |

1.2 Data value chain

| | |
|---|---|
| <p><i>What does the data value chain of your solution look like? Which datasets will you use? How are they licensed? Explain how each dataset is relevant to your solution.</i></p> | <p>1000 characters</p> <p>List here the datasets that enable your idea. We need details about these datasets (domain, scope, main attributes, access, license) and how each of them help you build the solution from 1.1. You can also provide links to dataset descriptions, if available. Note that the reviewers will most likely not have the capacity to read extensive external documentation about these datasets. What they need is enough information to be able to assess that the dataset is relevant and valuable for your proposal.</p> <p>If you apply to a data-provider challenge, tell us about datasets that you plan to use in addition to the ones listed in the challenge (if any).</p> <p>If you apply to all other challenges, note that for your application to be considered, you need to propose an idea that is relevant to the scope of Data Pitch. Data Pitch is an innovation programme exploring the potential of shared datasets for the EU data economy - applications using only open data or third party</p> |
|---|---|

| | |
|---|---|
| | data sourced by non-EU data providers will not be considered. |
| <i>What are the ethical and legal implications of the data value chain? If applicable, how will you deal with personal information?</i> | 500 characters Show us you have thought about these issues and you have a plan to master them. |

1.3 Outputs

| | |
|--|--|
| <i>What will the tangible output(s) of your project be?</i> | 500 characters List here the specific outputs of the six months project. Consult the expected outcomes of the challenge you are addressing, they give you an idea about possible outputs reviewers would expect to see mentioned here. This section is about the product or service you will develop and the outputs should be related to that. Example: an Android app, with the following functionality.... |
| <i>How will you measure the quality of your outputs? Give examples of relevant KPIs.</i> | 1000 characters For each output, tell us how you will assess its quality. Mention the methods you will use, and relevant KPIs. If the challenge mentions any relevant KPIs, we would expect you to refer to them explicitly here. You do not have to limit yourself to the KPIs mentioned in the challenge. Every idea is different. Add those KPIs that will truly show the value of what you're proposing to do. Example: for our fictive Android app, you could consider a user study, focus groups etc. with a minimum number of users, number of downloads etc. As noted in the previous question, this part is about your product or service. Do not list any business KPIs here, focus only on product KPIs. |

2. Impact

2.1 Value proposition and potential scale

| | |
|---|--|
| <p><i>What is your value proposition? Who are your customers?</i></p> | <p>1000 characters</p> <p>In the previous section, you told us why data is central to your proposal, here we we want to know about the business side of your idea. We expect a crisp value proposition and user stories, and details on how you fit in.</p> |
| <p><i>How will you make money? What is your revenue model and monetisation strategy?</i></p> | <p>500 characters</p> <p>Here you have a nice reference explaining the difference between revenue model and monetisation.</p> <p>https://www.quora.com/What-is-the-difference-between-a-revenue-model-and-a-monetization-model</p> |
| <p><i>What is the market segment and size you are addressing? Are you operating in a national or pan-European market?</i></p> | <p>500 characters</p> <p>Show us that you know your market, and that the share you are aiming at is large enough for you to be sustainable. Remember, the EU does not want a share of your company, it wants you to grow so you can contribute to economic growth and create employment.</p> |

2.2 Market opportunity and timing

| | |
|--|--|
| <p><i>Why is now a good time for your idea? Give an example.</i></p> | <p>500 characters</p> <p>For already established markets, convince us that it is not saturated and you can make a difference.</p> <p>For new markets, convince us that is it not too early for adoption and that you will have enough customers.</p> |
| <p><i>How many users and/or customers do you already have?</i></p> | <p>500 characters</p> <p>This value can be zero. We are happy to consider ventures at early stages, we assess the state of the market and the novelty of the idea to evaluate if we can fund you.</p> |

2.3 What impact will your solution have

| | |
|--|--|
| <p><i>What impact will your solution have? At the end of the Data Pitch programme, short term and long term. Be specific and quantify your impact.</i></p> | <p>1000 characters</p> <p>You previously explained to us how shared data is critical for your business idea and how a client would benefit from your solution. Here we want to know about the general impact: how much money does your product or service save your customer, your sector and maybe society as a whole? Does it help save costs, take better decisions, solve unsolved problems? Are there environmental or social benefits?</p> <p>Note that the challenges mention some areas of impact. We would expect you to refer to those relevant to you here.</p> |
| <p><i>Give a concrete example of the economic, societal or environmental impact your solution will have.</i></p> | <p>1000 characters</p> <p>Give us an example: whose lives are you going to change for the better and how? We do not expect 100% accuracy, but enough detail to understand the potential of what you're proposing.</p> |

3. Team and budget (4000 characters + 1 minute video)

3.1 Knowledge and skills of the team

| | |
|---|--|
| <p><i>List the core members of your team and their skills and experience. How many of them will be working full/part-time on the project?</i></p> | <p>1000 characters</p> <p>We refer here to the team that will work in the project. Remember we look for complementary skills in the core team. Please do not add any links to personal Websites, LinkedIn profiles etc. We will not have the bandwidth to check them. Use bullet points with name, role and relevant experience. Tell us if the team member is planned to work full time, part time or on a freelance basis on the project.</p> <p>Example: Mary, CTO, 10 yrs experience in backend dev, Ruby, Python, co-founded 1 startup and led a team of 5 developers, full time.</p> |
| <p><i>What skills/employees are still needed in your team to successfully execute the solution.</i></p> | <p>500 characters</p> <p>When critical skills are missing, we need to see that you are aware of the skills needed. You</p> |

| | |
|--|--|
| | <p>could use the Data Pitch funding to expand your team in those directions.</p> |
| <p><i>Why do you think that your team deserves to be in the programme?</i></p> | <p>Most startups and SMEs fail because they don't have the right team in place. What makes your team outstanding and the best mix of people to develop your idea and have a successful business?</p> <p>Tell us in a short video. We are not expecting professional content, we just want to get a sense of the core team and the main reasons we should fund you from the hundreds of other applications we receive.</p> <p>URL to 1 minute video (YouTube or Vimeo).</p> |

3.2 Capacity to realise the idea

| | |
|--|---|
| <p><i>What do think are the key elements necessary to execute your solution, what are you still missing and how do you expect to achieve them (i.e. funding, network, technology, etc.)?</i></p> | <p>500 characters</p> <p>We want to see you have thought things through and are planning ahead. Data Pitch can perhaps help you secure access to those missing pieces or give you mentoring and advice to succeed, in addition to the funding.</p> <p>Add other sources of funding needed, if any. Think one-year ahead.</p> <p>Not every idea, no matter how valuable, is suitable for a programme like Data Pitch. Some will require substantial amounts of investment beyond the 100k we can offer, major changes in the market or in regulations etc. We want to make sure Data Pitch can make a difference by selecting those idea which can truly benefit from its support and funding.</p> |
| <p><i>How can we help to bridge these needs?</i></p> | <p>500 characters</p> <p>You are in the driving seat, but we can help. Tell us how you could envision Data Pitch to support you realise your potential beyond the funding offered.</p> <p>Note, however, that we cannot help securing access to the datasets you listed in Section 1. Having access to that data from Day 1 of your</p> |

| | |
|--|---|
| | project is critical to the success of your application. |
| <i>What is your current monthly revenue (if applicable), burn rate and runway?</i> | 250 characters Please indicate your burn rate, monthly revenue (if relevant) and runway.. If you are submitting a proposal for a side project and not your core business, please indicate the burn-rate for the project (or estimates, if you haven't started working on it yet), together with the company's burn-rate. |
| <i>What is your go to market strategy and timeframe?</i> | 500 characters There is not one correct answer here. Show us you have thought about it and have a sensible plan. |
| <i>Indicate other sources of funding and how likely you are to secure them.</i> | 250 characters What other investments (grants, debt, equity) are you currently seeking? This helps us assess your financial viability at the end of the accelerator. |

3.3 Revenue forecasts

| Revenue forecasts | 2018 | 2019 | 2020 |
|-------------------|------|------|------|
| Revenues (€) | | | |
| Headcount (#) | | | |

500 characters

Please provide a brief justification for your revenue forecast (e.g. customers, pricing, and market size) to show it is well founded.

3.4 Budget for the acceleration period (6 months)

1000 characters

Give a breakdown of how you will use the funding for personnel, subcontracting, travel, equipment, and other goods and services. Respect the following rules. Your application might be declared non-eligible if you fail to do so:

1. Describe costs only for the six months accelerator: 6 months and for a maximum of €100 000.

2. Remember that a flat overhead rate of 25% is applied to costs (except subcontracting).
3. Remember that due to European regulation, only 15% of purchased equipment can be reimbursed. Consult the guide for applicants for more details on eligible and reimbursed costs.

Annex 4: Declaration of honour

Declaration of honour on exclusion criteria and absence of conflict of interest

1. As legal representative of [insert legal entity name], I declare that the entity is not:
 - a) bankrupt or being wound up, is having its affairs administered by the courts, has entered into an arrangement with creditors, has suspended business activities, is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
 - b) having powers of representation, decision making or controlling personnel being convicted of, or having been convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
 - c) having been guilty of grave professional misconduct proven by any means which the contracting authority can justify including by decisions of the European Investment Bank and international organisations
 - d) failing to be compliant with obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which it is established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
 - e) having powers of representation, decision making or controlling personnel having been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity, where such illegal activity is detrimental to the Union's financial interests;
 - f) subject to an administrative penalty for being guilty of misrepresenting the information required by the contracting authority as a condition of participation in a grant award procedure or another procurement procedure or failing to supply this information, or having been declared to be in serious breach of its obligations under contracts or grants covered by the Union's budget.
2. I declare that the natural persons with power of representation, decision-making or control over the aforementioned legal entity are not in the situations referred to in b) and e) above.
3. I declare that I
 - a) am not subject to a conflict of interest and will take all reasonable measures to prevent any situation where the objectives of the Data Pitch project might be compromised due to undeclared shared interests;
 - b) have not made false declarations in supplying the required information to the project formally detailed as Data Pitch, and have not failed to supply the required information;
 - c) am not in one of the situations of exclusion, referred to in the abovementioned points a) to f).
4. I certify that I:
 - a) am committed to participate in the aforementioned project as part of the legal entity detailed above;

- b) have stable and sufficient sources of funding to maintain its activity throughout its participation in the aforementioned project, and will provide any counterpart funding necessary;
 - c) have or will have the necessary resources as and when needed to carry out its involvement in the above mentioned project.
 - d) will comply with my responsibilities and obligations under the Data Pitch project, including those set out in the Data Sharing Agreement.
 - e) will respect any third party rights in relation to data provided for processing under the Data Pitch project.
 - f) will abide by international, EU and national laws and regulations that might apply to the substance, or outcome, of data sharing arrangements as relevant to activities that I/my entity will be involved in under the Data Pitch project.
 - g) will not share or disseminate data received through the Data Pitch project without the explicit prior consent of the data provider and any others with proprietary rights in relation to that data.
 - h) will take all reasonable measures to safeguard data provided to me/my entity for use in the Data Pitch project against possible misuse and unauthorised access.
 - i) will abide by international, EU and national laws imposing privacy and data protection requirements (including, in anticipation for its coming into effect, the General Data Protection Regulation (GDPR) (Regulation (EU) 2016/679)) as relevant. In particular, personal data shared under the Data Pitch project will not be re-used for purposes outside the project without the explicit prior consent of the data controller.
 - j) will act in good faith as far as reasonably possible under the Project and fully apply the principles of the Ethics Statement.
5. I declare that, to the best of my knowledge, I am eligible to apply for the Data Pitch call and all the information I have provided is true.

Annex 5: Ethics statement

This Ethics Statement underpins the Data Pitch project in setting out specific rules and standards of conduct expected from recipients of Data Pitch funding. Ethical conduct means acting consistently in a way that is ethical and fair and encouraging others to do likewise.

The standard of behaviour expected is additional to compliance with relevant legal rights and obligations arising automatically by virtue of law applying to each participant. It is also not intended to exclude or replace responsibilities agreed under contract with the Data Pitch consortium (in case your application is successful), as well as the certifications/declarations set out in the Declaration of Honour.

As legal representative of [insert legal entity name], I certify that [insert legal entity name] will adhere to the following principles as far as reasonably possible under the Data Pitch project:

1. act in good faith;
2. respect human rights;
3. ensure research quality and integrity;
4. be able to show that our findings are independent and non-discriminatory to any groups of individuals;
5. not misrepresent credentials;
6. demonstrate authenticity and validity of authorship;
7. respect confidential information;
8. secure any confidential information provided to prevent its misuse or unauthorised access;
9. only share confidential information where necessary and only where the prior informed consent of anyone potentially affected by the disclosure of such information has been received;
10. respect the privacy of any people identified from the findings of the Data Pitch project as far as possible;
11. avoid any conduct that may cause anyone harm, and seek relevant individuals' informed consent for any activities that might affect them directly;
12. determine the applicable laws that may apply to our activities under the Data Pitch project and plan our activities in accordance with such laws as early as possible;
13. not collect or otherwise process any personal or sensitive data not essential for our Data Pitch activities;
14. be fully transparent to the Data Pitch consortium about the purpose, methods and intended possible uses of our Data Pitch activities, and what risks, if any, are involved.
15. seek advice promptly from the Data Pitch consortium where we believe ethical and/or legal risks may be raised by our activities.

Annex 6: Review criteria

These are the review criteria which will be used in the selection of companies applying to Data Pitch. An application must receive at least 60 points to be considered for interviews. Thresholds for each section are provided in brackets.

Idea (0 to 30, minimum: 15)

Strength and novelty of the idea

- Is this novel in any way?
- Is it different from existing solutions?
- It is clearly described?
- Does it solve the challenge?
- Is it realistic in the time and budget?

Quality of the data value chain

- Do they have all relevant data?
- Are their datasets relevant to the challenge?
- Do they have any shared or closed data?
- Is it sufficiently European?
- Do they understand the ethical and legal issues?
- Do they have access to the data?

Outputs

- Are they clearly defined?
- Have they supplied relevant KPIs and baselines?

Impact (0 to 30, minimum: 15)

Value proposition and potential scale

- Is there a clear VP?
- Can they define their target customers?
- How clear is the revenue model and monetisation strategy?
- How clear is the market segment?
- How big is the market?
- How well does the business transfer to other EU markets?

Market opportunity and timing

- Is this a timely proposal?
- Does the solution have a customer base?

Expected impacts

- Are impacts clearly described?
- Are the impacts impressive?
- Are impacts linked to KPIs?

Team and budget (0 to 40, minimum: 20)

- Does the team have the skills to run the project?
- Does the team have the capacity to run the project?
- Does the team have a realistic understanding of their finances?
- Is the team committed to the project and their business?
- Is the revenue forecast realistic?
- Does the revenue forecast deliver convincing growth?
- Is the budget clearly described?
- Is the budget appropriate to realise the solution?

Annex 7: Negotiation documents

If you have passed the interview stage, you will be asked to submit a series of documents, as explained in this section.

1. Confirmation of SME status

Data Pitch must confirm your SME status as only SMEs can be recipients of its funding. In order for us to do so, you need to send us the following documents:

- Completed Legal Entity Identification form. The form can be found [here](#).
- SMEs self-check document and associated PIC (Participation Identification Code) number produced by EU Participant Portal. You have already produced these for the application.
- Company registration number & registration documents.
- Signed (and if applicable, stamped) copy of your company director's passport.
- Official VAT (or equivalent) document or – if you are not registered for VAT – proof of VAT exemption not older than 6 months.
- Balance sheet.
- Profit and loss accounts.
- Staff headcount expressed as full-time equivalents.

For **newly established enterprises** that have not yet closed accounts, we will require a self-declaration, including a bona fide estimate (in the form of a business plan) for the ongoing financial year.

For **enterprises without turnover**, whose activity implies a long time to market, we will require a declaration of the investment made and the expected return (to demonstrate that, despite the lack of turnover, the SME is engaged in an economic activity).

If the applicant has previously been validated by the European Commission as an SME (e.g., as past or current recipient of European funding), they should get in touch with us at negotiations@dataptich.eu. This might speed up negotiations significantly.

All documents must be in **English**. Data Pitch will not be able to accept documents in other languages. If the originals are not available in English, the SME will need to use a translation service and send us an **official translation**. Costs of translation are not covered by Data Pitch. Translation costs are not eligible for the funding received by the SMEs.

The SME status will be confirmed only if all documents listed so far will be submitted to Data Pitch in the form specified by given deadlines. Sworn or solemn statements before a judicial or administrative authority, notary, or public officer are **not acceptable proof** of SME status.

2. Bank account information

If negotiations are successful, Data Pitch will require bank account information of where to transfer the funding. SMEs will be asked to fill out this [bank information template](#).

The bank information document will have to be signed (and, if applicable, stamped) by the legal representative of your company. Use CAPITAL LETTERS and LATIN CHARACTERS when completing the form.

3. Project plan

During negotiations, the Data Pitch team will work with the SME to finalise a project plan for the six months accelerator programme. Receiving any amount of funding from Data Pitch requires the SME to **set and achieve** a set of milestones and/or KPIs. All milestones are signed off as completed by Data Pitch and potentially other mentors or advisors. When the applicant responds to a challenge set by a data provider, Data Pitch might define additional KPIs relevant to the data provider's economic activity.

The project plan will also include a revised budget. Data Pitch reserves the right to adjust the budget outlined by the SME in the original submission based on feedback received during the evaluation.

A preliminary template for the project plan can be found [here](#).

4. Contract

Once the applicant is validated as an SME and has negotiated the project plan with Data Pitch, they will be asked to sign a contract to formally join the Data Pitch accelerator. A preliminary template of the contract (subject to changes) is available [here](#) for SMEs who answer a data provider challenge, and [here](#) for SMEs who answer a sectoral or open challenge.

The terms of the contracts are the same for every company accepted into the accelerator and cannot be negotiated.

5. Record of information on self-supplied data

As a participating SME in the Data Pitch programme, you are required to provide information to the Data Pitch consortium about the nature and source of each self-supplied dataset you intend - and have permission - to analyse as part of your challenge by filling out this [record of information](#).

This record is intended to be updated regularly as datasets may be added to the work undertaken as part of Data Pitch and may result in further information being requested.

6. Other documents

Data Pitch reserves the right to solicit any other document that allows Data Pitch to assess the financial health of the SME and its sustainability during and after the accelerator period.

Annex 8: Data Pitch Privacy Policy

The Data Pitch Privacy Policy can be viewed [here](#).

Annex 2: Data Pitch Interview correspondence

The following email was sent to those SMEs selected for interview:

Interview Confirmation:

Hi,

We are pleased to inform you that your submission has been selected for the upcoming round of interviews for the Data Pitch 2018-2019 programme. Interviews are scheduled for 29th October - 9th November, and will be held remotely. The interview slots are predefined. You will receive an invitation to your time and day by Tuesday 23rd October COB. Applicants will be unable to change or move their interview slot. Please email call@datapitch.eu to confirm receipt of your invitation when received.

Interview details:

Hi,

In case you are unaware of the format for the interviews. They will consist of:

- 30 minute time slot for each interview
- 3-5 minute presentation from startup
- 20-25 min Q&A

Reviewers: The interview will consist of 3 reviewers, including:

- 1 Business reviewer
- 1 Technical reviewer
- 1 Sector expert/Data Provider (Depends on the challenge track)

Thanks.

Annex 3: Data Pitch negotiation correspondence

ADDRESS

Dear NAME

Negotiation start

Thank you for confirming the start of our negotiations. From today, we will work with you to finalise all the necessary paperwork. The negotiations must be completed by the **1st February 2019**, however, in order to achieve this we have a number of target dates to meet which are identified below.

The following points outline the actions you need to take and the deadline for each of them. Please read this information carefully, as it is essential for the successful completion of your negotiations.

1. Webinar attendance

We are hosting a short 1-hour webinar on **Monday 19th November at 11am GMT**. Please ensure you join us on this [GoToMeeting link](#). We will cover key aspects of the upcoming months and there will be an opportunity to clarify generic questions regarding the negotiation process.

2. Confirmation of SME status

Data Pitch must confirm your SME status as only SMEs can be recipients of its funding.

In order for us to do so, you need to send us the following documents. You might have some of them from previous interactions with EC funding or from your DATA PITCH submission.

- Completed Legal Entity Identification form. The form can be found at: http://ec.europa.eu/budget/library/contracts_grants/info_contracts/legal_entities/legEnt_privComp_en.pdf
- SMEs self-check document and associated PIC (Participation Identification Code) number produced by EU Participant Portal. You have already produced these for the application.
- Company registration number & registration documents.
- Signed (and if applicable, stamped) copy of your company director's passport.
- Official VAT (or equivalent) document or – if you are not registered for VAT – proof of VAT exemption not older than 6 months.
- Balance sheet.
- Profit and loss accounts.
- Staff headcount expressed as full-time equivalents.

For **newly established enterprises** that have not yet closed accounts, we will require a self-declaration, including a bona fide estimate (in the form of a business plan) for the ongoing financial year.

For **enterprises without turnover**, whose activity implies a long time to market, we will require a declaration of the investment made and the expected return (to demonstrate that, despite the lack of turnover, the SME is engaged in an economic activity).

If the applicant has previously been validated by the European Commission as an SME (e.g., as past or current recipient of European funding), they should get in touch with us at negotiations@dataptich.eu. This might speed up negotiations significantly.

All documents must be in **English. Data Pitch will not be able to accept documents in other languages.** If the originals are not available in English, you will need to use a translation service and send us an **official translation.** Costs of translation are not covered by Data Pitch. Translation costs are not eligible for the funding received by the SMEs.

Your SME status will be confirmed only if all documents listed so far are submitted to Data Pitch in the form specified by given deadlines. Sworn or solemn statements before a judicial or administrative authority, notary, or public officer are not acceptable proof of SME status.

Please send electronic versions of your documents in English to Anna Hammond A.L.Hammond@soton.ac.uk by 23rd November 2018. We will aim to give you feedback as they arrive. You will be asked to send us hard copies of all documents alongside the signed contract (see point 7 below).

2. Proof of data - if you are answering a sectoral/open challenge OR bring additional data for a data provider challenge

(i) Please evidence your permission to access the dataset you will be using from your data provider for the duration of the project. Acceptable evidence includes:

- Copy of (the relevant part of) an existing contract with dataset providers that includes access rights to the proposed dataset.
- Any declaration which the applicant can demonstrate confirmation of access rights, for example, automatically generated email received once data access has been granted.
- API access key or credentials.

If you are accessing multiple private datasets provided by different organizations, a contract for each different organization needs to be provided.

If the documentation is not in English, we kindly ask you to highlight the relevant information in the original version and append an English translation. The translation does not have to be by a professional translation service or notary. Please submit one document with the original and the translation.

If your evidence takes another form please contact negotiation@datapitch.eu for confirmation we can accept it.

(ii) Please complete your record of self-supplied data [here](#). This will be assessed by our legal team who may require further information from you.

In addition we must be informed of:

(iii) The name of a contact person for each organization providing the data.

(iv) The hosting relationship of the data during the acceleration period.

- a.) hosted by the data provider and accessed via API.
- b.) hosted by the data provider with software running in the data provider premises.
- c.) hosted by you in your premises
- d.) hosted in a commercial cloud (e.g. AWS)
- e.) You require Data Pitch to host the data for the acceleration period.

Please send electronic versions of your documents in English to Anna Hammond A.L.Hammond@soton.ac.uk by 23rd November 2018. We will aim to give you feedback as they arrive. You will be asked to send us hard copies of all documents alongside the signed contract (see points 7 and 8 below).

3. **Bank account information**

If negotiations are successful, **Data Pitch will require bank account information of where to transfer the funding.** Please fill out this bank information template.

http://ec.europa.eu/budget/library/contracts_grants/info_contracts/financial_id/fich_sign_ba_gb_en.pdf

The bank information document will have to be signed (and, if applicable, stamped) by the legal representative of your company. Please use CAPITAL LETTERS and LATIN CHARACTERS when completing the form.

This form needs to be checked, verified and stamped by a representative from your bank. Without this, it will not be a valid form, and you will not be paid.

Please send an electronic version of this document to **Anna Hammond** A.L.Hammond@soton.ac.uk (see point 7 below) by **23rd November 2018**.

4. **Work plan**

You will shortly be assigned **advisor** who will work with you on finalising your **work plan**. You can find a template [here](#) - please make a copy for yourself. A first draft should be submitted to your advisor by **23 November 2018**. The final version must be agreed with your advisor and, if appropriate, your data provider, by **25th January 2019**.

5. **Contract**

After validating your company's identity and receiving the Work Plan you will be invited to **sign a contract to formally join Data Pitch**.

The terms of the contract are the same for every company accepted into Data Pitch and **cannot be negotiated**.

The signed contract must be received to the address below, alongside all documents under (1), (2), (3) and (4) above by **01/02/2019**.

6. **Other documents**

Data Pitch reserves the right to solicit any other document that allows Data Pitch to assess the financial health of the SME and its sustainability during and after the accelerator period.

7. **Hard copies**

Please send the signed contract alongside all documents under (1), (2), and (3), to:

**Anna Hammond
University of Southampton
Highfield Campus, University Road
Building 32, Room 3001
Southampton, UK
SO17 1BJ**

Kindly understand that all deadlines mentioned in this email are non-negotiable. We are bound by Horizon 2020 regulations to follow the protocol explained above and are not in a position to agree to any changes or delays. **If deadlines are not met, we will have to declare negotiations have failed and your project will not be funded.**

If you have any queries or concerns, please email us at negotiation@datapitch.eu.

8. Upcoming events

We want you to be part of the Data Pitch community which will require attendance at some great events taking place throughout 2019. We will send further information to you as the timetable emerges.

Congratulations again for reaching this stage. We look forward to working with you and will try our best to make this process as smooth as possible.

Yours sincerely,

DATA PITCH team