



# ICC'2012 – Call for Participation

## Background

The goal of the 2012 International Create Challenge (ICC'2012) is to foster the creation of start-ups within the framework of Human & Media Computing. ICC'2012 is an initiative supported by the National Centre of Competence in Research (NCCR) on Interactive Multimodal Information Management (IM2, [www.im2.ch](http://www.im2.ch)), via its association (AIM2), and the Idiap Research Institute (Idiap, [www.idiap.ch](http://www.idiap.ch)).

ICC'2012 is a free of charge 3-week immersive technology transfer accelerator program giving entrepreneurs the unique opportunity to develop their original idea towards a “Minimum Viable Product” (e.g., demonstrator, product prototype) in collaboration with groups of entrepreneurs and researchers.

ICC'2012 combines the availability of state-of-the-art technologies, cutting edge research, mentor-led coaching, and micro-seed investment. The winning team(s) will share global award amounting to more than 200'000 CHF. ICC'2012 can accommodate up to 30 participants, ideally split into teams of 2 to 4 people.

## Application

By opening this call for participation, AIM2 and Idiap seek to attract highly motivated “entrepreneurs” to create or join a team, develop their original idea towards a “Minimum Viable Product”, eventually resulting in the creation of a company.

Participants can apply as the representative of a group (to be briefly described) or as individuals interested in joining an initiative.

The call is split into two successive competitive steps:

### Step 1: People

Applicants should submit their CV (max 2 pages, one sided) and a cover letter (max 1 page, one sided) explaining their motivation. An Evaluation Committee will select the participants/teams based on:

- Quality of CV and expertise in the field of “Human & Media Computing”
- Motivation to develop ideas, create/join a team, and share skills.

The successful applicants will have the opportunity to network/interact through the ICC'2012 Web Platform ([www.createchallenge.org](http://www.createchallenge.org)). If necessary, they will also have access to the IM2 and Idiap Technology Portfolio if needed to exploit their initial idea.

## **Step 2: Projects**

The successful applicants will have to setup a team of 2 to 4 people, which will submit a detailed work plan (max 5 pages, one sided) further discussing their project, with a clear description of the (business) opportunity, the challenge, and the development approach. Ideally, projects should exploit Information and Communication Technologies (ICT) as available within IM2 and Idiap.

### **Application process**

Only complete applications successfully submitted online via the ICC'2012 platform will be considered ([www.createchallenge.org/submission](http://www.createchallenge.org/submission)). Receipt of submission will be acknowledged by email.

### **Selection process**

An independent Evaluation Committee of experts in the field of Human & Media Computing will be in charge of the selection procedures.

### **Commitment and duration**

Successful teams commit themselves to participate in the ICC'2012, which will take place from 1 to 21 September 2012 at the Centre du Parc in Martigny, Switzerland ([www.hotelduparc.ch](http://www.hotelduparc.ch)). Selected participants will have their living expenses (housing and meals, except drinks) fully covered by ICC'2012.

At the end of ICC'2012, the best projects/prototypes/teams will be awarded between 20'000.- and 150'000.- CHF, depending on their decision (or not) to create their company locally by integrating the IdeArk Incubator ([www.ideark.ch](http://www.ideark.ch)).

### **Eligibility**

Applicants must be skilled developers, researchers, designers or entrepreneurs. Projects should exploit Information and Communication Technologies as available within IM2 and Idiap.

### **Important Dates**

- Step 1 deadline: 30 May 2012 (11:59pm CET)
- Step 1 notification of decision: 8 June 2012
- Step 2 deadline: 15 July 2012 (11:59pm CET)
- Step 2 notification of decision: 30 July 2012
- Start of the ICC'2012: 1 September 2012 for a duration of 3 weeks (end 21 September).
- Closing ceremony, award announcement and press conference: 21 September

### **Contact and information**

Questions should be directed to [icc@idiap.ch](mailto:icc@idiap.ch).