



INTERNATIONAL CREATE CHALLENGE – ICC'2012

Terms and Conditions

Objectives of the Program

To foster the emergence of projects leading to the creation and development of new companies in the field of Human & Media Computing, the National Centre of Competence in Research (NCCR) on Interactive Multimodal Information Management (IM2, www.im2.ch) via its association (AIM2), the Idiap Research Institute (Idiap, www.idiap.ch) and the associated partners organize the “International Create Challenge” (ICC'2012, www.createchallenge.org).

ICC'2012 is a free of charge 3-week immersive super accelerator program giving “entrepreneurs” the unique opportunity to develop a prototype of commercial product based on a mere idea, a piece of code or a technology. The best projects will be rewarded by financial and logistical support together with an appropriate coaching dedicated to the creation and/or development of a start-up.

ICC'2012 has the following objectives:

1. Create several “Minimum Viable Products” (MVPs)
2. Foster the creation of new companies in the research and technology areas of both the NCCR IM2 and the Idiap Research Institute
3. Support one or more projects by providing financial and logistical rewards
4. Coach entrepreneurs during the development of their idea.

Applications

ICC'2012 will take place 1-21 September 2012 at the Centre du Parc (www.hotelduparc.ch) in Martigny, Switzerland. Highly motivated applicants will be selected based on the information uploaded via online forms available on the ICC'2012 platform (www.createchallenge.org/submission). Only complete applications successfully submitted will be considered. Receipt of submission will be acknowledged by email. The call for participation is split into two successive competitive steps:

Step 1: People

The objective of the first step is to select applicants based on their CV, experience, motivation and development ideas in the eligible areas. Applicants must submit their CV (max 2 pages, one sided) together with a cover letter (max 1 page, one sided) explaining their motivation. Only successful applicants of step 1 will have the opportunity to participate in the second step.

Step 2: Projects

The objective of the second step is to select projects/teams based on a full proposal. Applicants must setup a complementary team of 2 to 4 people (e.g. developer, entrepreneur, designer, researcher) that will take part to ICC'2012 and 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.



The data submitted by applicants will be treated confidentially and organizers reserve the right to verify all information submitted by applicants.

Important Dates

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

Eligible Research and Technology Areas

Projects should exploit Information and Communication Technologies (ICT) as available within IM2 and Idiap.

Selection Criteria

For Step 1, applicants must be over 18 and will be selected based on their expertise deduced from their application (no face to face interview) in one or more of the following areas:

- Software development and programming
- Web design and graphic arts
- Entrepreneurship and business leading

For Step 2, projects will be selected based on their potential to become a commercial product and how well they fit into the eligible research and technology areas. Projects/teams that already exist as a company will not be considered.

Selection Process

An independent Evaluation Committee of experts in the field of Human & Media Computing will be in charge of the selection process according to the above mentioned Selection Criteria. The Evaluation Committee is composed of 7 members:

1. One representative of the Foundation The Ark
2. One representative of IdeArk
3. One representative of the Idiap Research Institute
4. One representative of the AIM2 Association
5. Three external independent experts

ICC'2012 can accommodate up to 30 participants, ideally split into 10 teams of 3 participants. The Evaluation Committee reserves the right to select a smaller number of participants and possibly none if it estimates that the submitted applications don't meet the above mentioned Selection Criteria. The decisions of the Evaluation Committee shall be without appeal and its deliberations are confidential.



Endowment

At the end of ICC'2012, the best projects/prototypes/teams will be granted different endowments:

The best 3 teams will be awarded:

1. CHF 10'000 cash
2. CHF 10'000 of seed funding in return of 10-15% of the created company

In addition, should one of these teams decides to create a company locally by integrating the IdeArk Incubator, it will be awarded (In case of tie, the highest ranked teams will be selected):

3. CHF 10'000 in the form of a The Ark Grant (The Ark rules applying, www.theark.ch)
4. CHF 40'000 in the form of a 3 year interest free loan
5. Coaching and logistical support/services, provided by the IdeArk Incubator, helping the successful candidate to lead its project to the marketing phase.
6. Office space (25 m²) during 2 years on the IdeArk Incubator site.

The total value of the endowment is estimated to over CHF 200'000, but may vary according to the proposed services. In order to benefit from the full endowment, in particular the above mentioned points 3 to 5, the successful candidates shall create their companies and perform most of their activities on the IdeArk Incubator site.

Coaching of the successful candidates is provided by the IdeArk Incubator. Coaching and logistical support/services are available to the successful candidates upon appointment, but will be progressively activated during the project development in accordance with the IdeArk Incubator rules. No refunds or substitutions of endowments are permitted. Services must be used within 3 years upon appointment.

Jury

The ICC'2012 Jury is composed of committees involved in an award. The Jury will appoint a Chairman of the Jury.

- The IdeArk prize is awarded according to IdeArk rules and conditions ("Règlements Prix IdeArk")
- The Ark Grant is awarded according to The Ark rules and conditions
- Seed funding is awarded according to Invest Funds rules and conditions

The Jury reserves the right to award no endowment if it considers that no project/team is deemed viable. The decisions of the Jury are taken by majority vote. In case of a tie the Chairman of the Jury has the casting vote. The Jury is independent and sovereign. The decisions of the Jury shall be without appeal and its deliberations are confidential.

Awards Ceremony

The leaders of the awarded projects will be personally notified on the last day of the ICC'2012 (21 September 2012). Results are kept confidential until the Awards Ceremony that will take place the same day on the IdeArk site in Martigny, Switzerland.



Participation Fees

ICC'2012 is free of charge for the successful applicants. ICC'2012 will fully cover their living expenses (housing and meals, excluding drinks). Participants shall be responsible for any additional costs, in particular submission costs and travel costs to/from Martigny. No requests for refunds will be accepted.

Applicants' commitment

Applicants undertake to guarantee the sincerity and veracity of the information they submit. Any inaccuracies or omissions that may lead to an erroneous evaluation will result in the cancellation of the application. Successful candidates undertake to stay and work on their project at Centre du Parc, Rue Marconi 19, 1920 Martigny, Switzerland from 1 to 21 September 2012. They also undertake to participate in the Award Ceremony (21 September) according to instructions they will be provided with. The unjustified absence of the leader(s) of the awarded projects/teams will result in disqualification of their project. Successful applicants undertake to participate in public relations and news events relating to ICC'2012. Award winning teams authorize the organizers to refer to their names and projects for public relations and communication purposes.

The Jury reserves the right to withdraw any award, should irregularities be proven. Organizers reserve the right to modify, shorten, extend or cancel ICC'2012 if required by circumstances. Responsibility of the organizers cannot be held thereby.

Intellectual property

Applicants certify to hold the legitimate intellectual property rights relating to the projects they submit, and they shall be responsible for managing the intellectual property rights with the involved institutions (employer, partner, and so forth). Organizers claim no intellectual property rights relating to the submitted projects and their responsibility cannot be held thereby.

Participation in ICC'2012 requires acceptance without restriction of these Terms and Conditions.

General Information

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