
Distrito Turismo

Distrito Digital

Legal terms

September 2021

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1. Introduction

Distrito Turismo is an initiative by the *Sociedad de Proyectos Temáticos* of the Autonomous Region of Valencia (hereinafter SPTCV), operating under the name *Distrito Digital Comunitat Valenciana*. The said initiative is on the look-out for solutions and/or services that can respond to the numerous challenges facing the Tourism sector which have been identified in a variety of forms and detailed below. *Distrito Turismo* is launching this Open Innovation CTA with the aim of promoting collaboration and synergies between both national and international start-ups and/or SMEs with *Distrito Digital* in order to tackle the various challenges facing the tourism sector.

Distrito Digital Comunitat Valenciana, works with the objective of generating and promoting innovation, wealth and employment projects in the field of new technologies, and promoting the change of the traditional production model towards the digital economy in the Valencian Community. *Distrito Digital Comunitat Valenciana* has selected the JVC made up of Barrabés.biz and Globaldit to operate and manage this open innovation program in Tourism.

2. Aims

The *Distrito Turismo* initiative has the following aims:

- To nurture and attract talent and boost the business community through open innovation in the tourism sector.
- To innovate in the field of the tourism sector, generating new processes, systems, and products that will help to overcome both current and future challenges.
- To innovate in the value propositions offered by businesses and to accompany them in their journey of transformation, helping them to identify new trends in the sectors in which they operate and to innovate in the provision of services and products.
- To boost the competitiveness of the tourism sector through solutions or services.
- To support and motivate entrepreneurs so that they can transform their successful businesses, increasing their scope, growth, business model, and scalability.
- To work with the entrepreneurial ecosystem and develop an innovative culture that the said ecosystem can then feed into, consolidating the network around the main players in the tourism sector.

- To transfer digital solutions from *Distrto Digital* to the tourism sector in the Valencia Region as a whole.
- To create value in the ecosystem on the basis of an innovation methodology that can be assimilated, systematized, and replicated.
- To identify both start-ups and business solutions at an international level and enable them to be implemented at the *Distrto Digital* facility in Alicante.

3. Challenges

The *Distrto Turismo* open innovation programme is seeking solutions or services that respond to the challenges facing Tourism in its different forms. The solutions will be supported by Mastercard, Pangea – The Travel Store, Nateevo Digital, and ForwardKeys for a period of 6 months, and subsequently a test pilot will be developed through one of the programmes on offer. Likewise, collaboration between the *Distrto Digital* entrepreneurial ecosystem, businesses operating in the tourism sector, and those destinations within the Autonomous Region of Valencia that are participating in the *Distrto Turismo* open innovation programme will be promoted. This CTA is seeking solutions for the following challenges:

a. Mastercard

How can we use data to make tourist destinations more sustainable?

Mastercard's challenge responds to the strategic line proposed by Distrto Digital within the thematic block of Smart destinations "To make cities more livable facing the new tourism situation."

b. Pangea – The Travel Store

How can we digitalize travel agents' chain of value?

The challenge of Pangea - The Travel Store responds to the strategic line proposed by the Digital District within the thematic block of Tourism Sector "Improving and optimizing operational and administrative processes."

c. Nateevo Digital

How can we improve customer loyalty in the hotel sector?

Nateevo's challenge responds to the strategic line proposed by the Digital District within the thematic block of the Hotel Sector "Adapting to the new rules and protocols after the pandemic, to protect the most vulnerable clients and improve the competitiveness of the hotel sector or provide facilities in its operative."

d. ForwardKeys

How can we track new trends in air tourism so as to help destinations in their decision-making?

The ForwardKeys challenge responds to the strategic line proposed by the Digital District within the thematic block of Tourism Sector Sectors related to tourism in the field of urban services.

In addition to the challenges presented, the companies -Banco Santander, Esri España, Heineken, IBM, P&M Partners, Microsoft Ibérica, SAP ESPAÑA, PANGEA, ESA BIC FINLAND, Fundación Tecnalia, Segittur, TELEVES CORPORATION, IDC RESEARCH ESPAÑA SL, GRUPO PIKOLIN, ForwarKeys, Mastercard and Nateevo Digital- collaborate in any of the ways described below: Creation of a challenge and Proof of Concept, Evaluation committee and selection of the startups presented, Speaker at any of the program milestones or events, Collaboration in the Mentoring program of selected startups, Product or service provider, Communication support throughout the program, Brand and institutional support to Distrito Turismo.

4. Audience

For this programme, *Distrito Digital Comunitat Valenciana* is looking for start-ups or SMEs that:

- (i) Are incorporated as a legal entity.
- (ii) Have a product or service on the market and can demonstrate traction, whether through turnover, customers, or other indicators. Proposals that are yet to complete validation of the product-market match and/or that have not so far generated any sales will also be considered.
- (iii) Have a solid working team.
- (iv) Offer innovative solutions tailored to the needs of the tourism sector.
- (v) Are in alignment with one or more of the use cases proposed in this CTA.

We are also seeking new lines of businesses that operate in start-up mode¹ and that meet the above requirements.

¹ Operation in 'Start-up mode': innovative lines of business, with a high technology component, specialist professionals in different sectors with fluid customer contacts, flexible developments, continuous prototyping, etc.

This programme is conceived as having international aspiration and scope.

5. Innovation programme

The start-ups or SMEs selected on the basis of the level of development established in the registration form can take advantage of one of the two programmes organized by *Distrito Turismo*:

- **Open Innovation Programme**: This is aimed at launching pilots with an agile collaboration structure within which to co-create proofs of concept with the participating businesses. The launch of this process will involve some prior sessions to provide training and to define the scope of the test pilot.
- **Fine-tuning Programme**: Monitoring programme for solutions that are less mature in order to accelerate their growth so that they can ultimately reach the pilot stage with the participating businesses.

Once all applications have been received, the *Distrito Digital de Comunitat Valenciana* technical team will allocate each application to one programme or the other, in accordance with the principles described in the registration form and after having first informed and obtained the agreement of the applicant.

In addition to the *Distrito Turismo* Open Innovation and Fine-Tuning programmes, the chosen start-ups or SMEs will be eligible for benefits allowing them access to *Distrito Digital Comunitat Valenciana* and its activities as from the commencement of the proof of concept.

In the event that the selected startups achieve the signing of contracts within the framework of the *Distrito Digital*, they will accrue in favour of *Distrito Digital* 12% of the total amount of the contract or fundraising generated as a result of this program during the first 3 years, from that begin to generate income or from the beginning of the activity related to it.

6. Selection criteria

Assessment of applications and evaluation of partners

The professionals who will be judging the projects will take the following criteria into account when assessing the applications received to participate in the programme:

Business model and innovation

Value proposition

- The project's capacity to deliver a product or service to users, identifying a need that is not being fulfilled on the market.
- The economic and social impact of the project, as well as its international reach.
- Its viability, from the point of view of co-operation, and its agile implementation in the short-to-medium term by *Distrigo Digital* and/or the participating businesses, together with its contribution to value in general.

Level of innovation

- The innovation of the project, considering on the market both the improvement of a product/service and the offer of a new product/service that is clearly differentiated and that improves on the pre-existing solutions. Technological innovation or business-model innovation will also be taken into account. Specifically, the way the project uses technology will be assessed, and credit will be given for projects with a solid technological basis.

Viability

- The traction of the start-up or SME, taking into account aspects such as turnover, sales growth, profitability, and/or the power to attract new customers.
- The coherence of the start-up's costs structure, along with its forecast revenues and its economic and financial profitability.
- The expected ROI and any additional investment required for the project, which will also require a risk analysis.

Level of development

- Projects for the Open Innovation programme must have at least one functioning MVP (Minimum Viable Product).
- Experience in joint product development (e.g. working with universities and other businesses); experience as a supplier, (e.g. selling consultancy services or part of its development to another company), and the reasons for co-operating with a corporation will be taken into account.

Market and sector

Relevance of the project

- As described at section three of 'Audience' in these Competition Rules, the sector this initiative is aimed at is that of the projects addressing the challenges set for the tourism sector. Both partial and complete responses to the use cases

envisaged will be taken into consideration, but complete responses will be prioritized over partial responses.

Market potential

- Identification of the customer segments for the project.
- The current and potential market for the project, as well as the business volume that it can generate.

Entrepreneur / Task force

Suitability of the task force

- The experience, qualifications, and technical and administrative skills of the team behind the solution.

Motivation and interest

- The participation, commitment, and dedication of the task force to making it a reality and to taking full advantage of the services offered by *Distrito Digital Comunitat Valenciana*.
- Its willingness and ability to form part of *Distrito Digital* following the completion of the *Distrito Turismo* Open Innovation programme.

Selection Day

Communication

- Clarity and conciseness in the presentation of the project.
- The ability of the task force to stimulate and sustain the interest of the audience when they present their project.

Motivation to participate

- The interest and attitude of the task force towards their project and to the possibilities offered by *Distrito Turismo*.

Viability of developing the conceptual pilot within the framework of *Distrito Turismo*

The team of the project selected to develop the conceptual pilot must have sufficient available capacity during the programme to develop the pilot.

7. Application process

Candidates must complete their application for admission to the programme by registering and supplying the necessary information using the online form available at <https://distritoturismo.com/> for the *Distrito Turismo* CTA.

All candidates must accept the privacy policy and the terms and conditions in order to be eligible for the programme.

8. Calendar

The key dates and deadlines for the 2021 edition of the *Distrito Turismo* programme are as follows:

Application period

Applications open on the day this document is published (16 September 2021) and close at 13:59 h (GMT + 2) on 28 October 2021.

Any applications received after the deadline will be rejected.

Selection period

The selection period during which projects will be considered will run from the close of applications to the middle of November 2021, when those start-ups that have been selected will be notified of the decision so that they can take part in the next stage, which will be the *Distrito Turismo* programme Selection Day.

Following the Selection Day, which will be held in early December, *Distrito Digital Comunitat Valenciana* will spend around one week deliberating before notifying those projects that have been selected to proceed to the conceptual pilot stage.

Activation of the conceptual pilot period

Projects selected following Selection Day will undertake the conceptualization of the pilots for approximately three months, starting in early January 2022 and ending in late March 2022. This entire process will be conducted in person, although some of the activities/sessions may be carried out online. The results of the pilot conceptualizations will be presented on Demo Day, which will be held in private, and *Distrito Digital Comunitat Valenciana* will decide what it chooses to communicate of the results for this period.

Demo Day

Following the conceptual development period for the pilot, participating projects will be presented at a Demo Day, which is expected to be held in April 2022, either online or in person, or a mix of the two, depending on the situation and the social-distancing measures in place. The Demo Day will be attended by the finalist businesses in the programme, investors, and leading figures in the entrepreneurial ecosystem, by invitation, and the results of the programme will be showcased.

Note

The key dates and deadlines may be adjusted by *Distrito Digital Comunitat Valenciana* in order to optimize the performance of the programme. Any such changes will be notified to the participants by e-mail or on the website.

9. Assessment of the project and selection process

The pre-selection of projects will be carried out by the professionals sitting on the evaluation committee. Once the projects have been assessed, a maximum of 24 solutions will be selected to take part in the Selection Day, where between 4 and 12 solutions will be chosen for activation of the open innovation programme. In accordance with the solution's level of maturity, a conceptual pilot will be activated or an acceleration process will be commenced by experts so as to be able to progress to pilots in a short period of time.

a. Assessment of the application

On the basis of information accompanying the applications that have been made, all applications will be assessed by the Evaluation Committee.

b. Evaluation by Distrito Digital Comunitat Valenciana

The Evaluation Committee will select up to a maximum of 24 solutions to take part in Selection Day, if they choose to accept.

c. Selection Day

All selected projects will take part in Selection Day, which will be held in early December 2021. The selected projects will execute a specific agreement additional to these Competition Rules for each project, which will govern the special conditions of their participation in the programme. This agreement will be executed with each one of the start-ups and is pre-defined by *Distrito Digital Comunitat Valenciana*. Projects will only be allowed to take part in the programme once they have signed the agreement, which should take place in a period of approximately 2 weeks, so that they can progress to the activation of conceptual pilots stage.

10. Benefits of taking part in the programme

Subject to the agreement signed with each start-up and/or SME selected, they will benefit from the following services:

Activation of the conceptual pilot

Once *Distrito Digital Comunitat Valenciana* has selected and agreed the framework relationship, it will be deemed to be ready to activate the conceptual pilots, both for the open innovation programme and for the Fine-Tuning, in accordance with the dates agreed for their activation.

The estimated timeframe is 3 months, during which time *Distrito Digital Comunitat Valenciana* (in collaboration with the selected projects and by way of agile methodologies) will carry out the activation of the conceptual pilot. These sessions will be performed online, and may be performed in person provided that social-distancing measures allow this.

The relationship model between *Distrito Digital Comunitat Valenciana* and the start-ups will be deemed by default to be one of co-creation, which shall be understood to mean the co-innovation of the solution supplied by the start-up or project for the purpose of responding to the challenge that the corporation has set.

For this purpose:

- The activation stage will begin with some preliminary training in which a mentor will be made available to participants for the performance of one-to-one mentoring sessions, and so that the start-up can achieve its stated aim.
- The scope of the conceptual pilot will be defined between the parties.
- There will be some initial sessions at which the start-ups and the teams from each corporation or institution will jointly begin the co-creation of the solutions. During these sessions, the *Distrito Turismo* team will impart training pills in agile methodologies, which will then be followed during the rest of the stage. If the parties find that there is not enough of a fit between them, they can agree to walk away there and then.
- Following these sessions, 5 sprints will be carried out (where a sprint is a period of time lasting around 2 weeks) during which the tasks defined by the team will be reviewed (where team means the start-up, the corporation, and the *Distrito Turismo* team) in order to reach Demo Day in due time and manner with the best solution taking into account the scope defined at the start.

- In addition, throughout the whole programme, participants (start-ups, SMEs, partners) will be able to take part in the various activities that will be scheduled, both in person and virtually, with the aim of promoting networking and sharing knowledge, as well as the tourism ecosystem to bring together investors, partners, and major corporations within the sector, either from the network of the members of the JVC or from the enterprises identified in the previous stage.

Access to the ecosystem

Participating start-ups will multiply their chances of attracting customers and finance thanks to (i) the higher visibility of the project, and (ii) their ability to access top-ranking corporations and public institutions through their participation in the programme. Furthermore, the opportunity to be based at the *Distrito Digital* hub will enable alliances and collaboration with the ecosystem.

Positioning within the Valencia Region, a hub of tourism innovation

Distrito Digital Comunitat Valenciana is a traction agent that is generating value in different vertical sectors, including Tourism. It aims to respond to the global and strategic challenge facing Spain to position itself in Europe as a top-ranking Tourism Innovation hub, encouraging the collaboration of the *Distrito Digital* ecosystem, activating Open Innovation programmes, and attracting relevant players in the tourism industry. Furthermore, belonging to this Innovation hub will ensure the acceleration of collaboration models between businesses from different sectors, the possibility of testing for the arrival of *Next Generation* European funds in the sector through the Open Innovation programme, and boosting proofs of concept between start-ups, businesses participating in the programme, and the numerous tourist destinations in the Valencia Region that are supporting this project.

Corporate image

Selected projects will include the *Distrito Digital Comunitat Valenciana* logo (as it appears in this document) and the tag 'A partner of *Distrito Turismo – Distrito Digital Comunitat Valenciana*' on their website and other corporate materials.

11. Duties of the projects selected

The selected start-ups benefitting from the provision of services by *Distrito Digital Comunitat Valenciana* are required to make certain undertakings which will be specified in each one of the agreements executed with the entities setting the challenges. These will include at least the following:

- 1) Entities must develop and operate the project selected exclusively through the person or business who/that has presented the solution in accordance with these Competition Rules governing their participation in the programme.
- 2) Entities must take part in the programme in accordance with the rules and instructions provided for this purpose by the programme leaders, and they must participate in the activities organized within the framework of the programme.
- 3) Entities must put together a task force for the performance of the project that will be able to ensure that it goes ahead, and the team composed of the partners and task force linked to the project must remain stable.
- 4) Entities must not have any links, whether direct or indirect, to any other persons or entities performing activities that directly compete with those of the project.
- 5) The entities owning the projects selected must allow access to any documents or information that *Distrito Digital Comunitat Valenciana* may request with regard to the development of the pilot.

12. Right to information and to follow up the project

In order to monitor the project and ensure that the *Distrito Turismo* open innovation programme is being fully taken advantage of, regular reports on how the projects are progressing must be supplied to *Distrito Digital Comunitat Valenciana* during the lifetime of the agreement governing participation by the projects selected for the programme.

13. Protection of personal data

In the event that the participant or entrepreneur is a natural person (hereinafter the 'Interested Party'), any personal data (hereinafter the 'Data') they supply to *Distrito Digital Comunitat Valenciana* (hereinafter '*Distrito Digital*') as part of the *Distrito Turismo* programme (hereinafter the 'Programme') shall be processed by *Distrito Digital* in its capacity as data controller for the purpose of administering their participation in the Programme.

Interested Parties may, in respect of their data and as against *Distrito Digital*, exercise their rights to view, correct, delete, or object to the said data, to restrict data-processing, to request data-portability, and to not be the subject of automated individual decisions but rather seek human intervention in decision-making, by sending an e-mail to info@distritoturismo.com or by post addressed to Avinguda de Jean Claude

Combaldieu, s/n, Alicante (03008), with express reference to 'Distrito Turismo' and supplying a copy of your ID Card or other official ID document.

Distrito Digital shall process the said personal data for as long as they remain necessary for the purpose for which they were collected and after that they shall be held securely blocked for as long as any liabilities in which *Distrito Digital* may incur are not time-barred. You can also file a claim before the Spanish Data Protection Agency (www.aepd.es).

14. Intellectual and industrial property rights

By filing their application, applicants warrant as follows:

> That the projects are the original work of their authors, or that they hold all pertinent rights to use them, or both.

> By taking part, participants accept that the work and the creations resulting from the projects are in accordance with Royal Legislative Decree 1/1996 of 12 April approving the Spanish Intellectual Property Law in its amended version, regularizing, clarifying, and harmonizing the applicable legal provisions in this matter.

> Where projects are the unified result of the co-operation of various participants, the project shall be treated as a co-operative work pursuant to article 7 of the Intellectual Property Law, with the resulting rights of the various contributors as co-authors.

> Participants authorize *Distrito Digital* to publish an abstract-summary of the projects on its official websites, and accept that visitors to the said websites will be able to access the said information in accordance with the conditions of use of the said websites.

> Participants authorize *Distrito Digital* (i) to use the names and titles of their projects indefinitely in order to refer to them on its websites or for any other purpose or event related to the *Distrito Digital* programme, and (ii) to refer to the projects in the historical archives and in any media belonging to *Distrito Digital*.

> *Distrito Digital* does not claim ownership of the information offered or over any industrial or intellectual property it may contain. Participants do not assign any industrial or intellectual property right resulting from the projects to *Distrito Digital*.

> Participants accept that no provision of this document authorizes them or gives them the right to use any industrial property owned by *Distrito Digital*, such as (specifically) commercial trade marks or logos, or any other property belonging to the firm.

15. Reservations and limitations

This document lays down the conditions and the procedure for selecting the projects that are to take part in *Distrigo Turismo*. The terms and conditions laid down in this document for the programme do not give rise to any obligation or contractual duty for *Distrigo Turismo* and its associates over the project applying for admission to the programme beyond what is stated in these Competition Rules.

The projects selected to participate in the programme will stipulate their special conditions in individual agreements with *Distrigo Digital* to govern their participation in the programme and the conceptual development of the pilot. Projects will only be deemed to have been admitted to the programme once the agreement with *Distrigo Turismo* and its partners has been signed. The task force of the project applying for admission to the programme will bear all costs deriving from taking part in the selection process, as well as the cost of travel to and from and accommodation at the place where the programme activities are to be carried out.

Distrigo Turismo reserves the right to cancel or suspend this programme, or to change any of its conditions, notifying participants of this via the platforms, by e-mail, or on its landing page. The task forces of the projects that have applied for admission to the programme shall not be entitled to make any claim in the event of cancellation, suspension, or any other change. Once the programme is up and running, *Distrigo Turismo* and its associate entities reserve the right to exclude any project where its representatives or task force do not comply with the conditions for taking part in the programme, as established in their respective participation agreements.

16. Queries and clarification

Should you have any queries or require any clarification regarding the programme or the filing of applications, interested parties may contact *Distrigo Turismo* via the following e-mail address: info@distritoturismo.com.