

II OPEN CALL FOR START-UPS CM MÁLAGA

CM MÁLAGA, Culture & Museums International Tech Forum

A commitment to promote the implementation of technological and innovative solutions in the field of culture to raise its bar through a new dimension of sustainability and accessibility, further enhancing its position as a driver of economic and social development.

Web: <https://cmmalaga.fycma.com/call-for-startups/>

START-UP

Newly created or 'on early stage' independent organization with high growth potential and the objective of creating, improving, and expanding a scalable, innovative, technology-based product with high and rapid growth.

OBJECTIVE

The main objective of this call is to promote digital venturing within the cultural sector, confer national and international visibility to companies that present innovative solutions for the cultural sector, create an international community that promotes and consolidates the growth of cultural management based on technological innovation, and improve the competitiveness of cultural companies through innovation strategies.

The guiding theme of this edition is design. Design applied to culture has found a growing space of expansion for professionals in this discipline. Therefore, design is understood as a key element in the user's experience of culture.

In this call, proposals related to design are especially relevant. Consequently, any discipline that requires creativity, as long as it is closely linked to technological content, will be accepted.

CATEGORIES

In this year's edition, the following categories are convened:

- ☐ Best technology start-up with a solution aimed at cultural tourism.
- ☐ Best technology start-up with a solution aimed at museums, institutions, and cultural entities.
- ☐ Best technology start-up with a solution aimed at the cultural sector, with official headquarters in the invited country.¹

More than one category may be submitted, considering all the requirements are met and fit into them.

¹ Subject to this entity's participation in the event

PARTICIPATION REQUIREMENTS

1. Being a start-up, with a maximum age of 42 months (3 and a half years) as of January 1st, 2023.
2. Being an incorporated company.
3. In the category *Best technology start-up with a solution aimed at the cultural sector, with official headquarters in the guest country*, the entity must have its social headquarters in the guest country of the CM Málaga 2023 edition.
4. Working in the cultural segment, with innovative capacity both nationally and internationally.
5. Offering solutions to the main future challenges that culture management faces -in general- and museums and cultural spaces -in particular.
6. Embodying a profile that fits any of the following sectors (All of them related to cultural tourism, museums and emerging cultural spaces):
 - a. Artists
 - b. Cultural and creative industries
 - c. Tech companies specialized in culture.
 - d. Providers of products, technological coverage, and services
7. Completing the registration form.

SELECTION PROCESS

REGISTRATION (2nd March – 26th April 23.59 h. 2023)

Interested start-ups must **complete the pre-registration** on the [official website of CM Malaga](#). After the pre-registration they must access the private area of the platform where they must **complete the specific form**.

EVALUATION PHASE (28th April – 12th May 2023)

The evaluation committee will study, deliberate in a joint meeting, and choose by agreement of the members present the **winners of each category**. The start-ups presented will be notified of their status as of May 15th, 2023.

The **winning** entities must confirm their attendance at CM Malaga before **May 22nd, 2023**. Given the case that the organization does not receive a response from the winners, as well as if they decline to attend the event in person, all the benefits (including the cash prize) will go to the **1st finalist** of the category. The organization will contact the finalist/s, who must confirm their attendance before **May 29th, 2023**. If the organization does not receive a response from the finalist/s, as well as if they decline to participate in person in the event, the category/ies will select no winner.

The evaluation committee is made up of one person representing each of the following entities:

- Acción Cultural Española (AC/E)
- Designers of Andalusia (ADD)
- Apuntes de Arte (Art Notes)
- Association of Museologists and Museographers of Andalusia (AMMA)
- Malaga City Council
 - Area of Innovation Urban Digitalization
 - Tourism Area
- Guest City ²
- Sur Newspaper
- Malaga Provincial Council
- ElektrART
- FINNOVA Foundation
- Junta de Andalucía:
 - Consejería de Turismo, Cultura y Deporte.
 - Andalucía Emprende, Andalusian Public Foundation. Regional Ministry of University, Research and Innovation
 - Andalusian Knowledge Agency. Regional Ministry of University, Research, and Innovation
- Digital Content Pole
- University of Malaga (UMA)

Technical Secretariat: Palacio de Ferias y Congresos de Málaga (FYCMA)

EVALUATION CRITERIA

The committee of experts will evaluate and assess the proposals submitted, based on, but not exclusive of, the following requirements:

- Impact of the solution in the cultural field.
- Design of the idea and its implementation.
- Scope and repercussion of audiences: cultural tourism, museums, institutions and the cultural sector in general.
- Innovation and use of disruptive technologies.
- Adequacy of the human team.
- Internationalization plan of the entity/project.
- Completion of the form fields.
- Improvements or innovations for the accessibility of users with some functional diversity to bring them closer to the cultural and museum offer.

² Subject to this entity's participation in the event

PARTICIPATION BENEFITS

REGISTERED START-UPS

All start-ups registered in the call and meeting the requirements will benefit from a pass as a professional visitor, with access to the exhibition area and forums.

WINNING START-UPS

The 4 selected startups will receive:

1. 500€ cash prize.
2. Package of promotional actions, visibility, and branding:
 - a. Publication of a post on the social media profiles of CM Malaga 2023.
 - b. Mention in a press release
 - c. Publication on the CM Málaga 2023 website.
 - d. Inclusion of its logo in the digital catalog of participants and link to its website.
3. Coverage of travel and accommodation expenses (up to two nights in a 4* hotel in the city of Malaga) for 1 representative of the startup.
4. Participation in CM MÁLAGA 2023:
 - o Presence in the exhibition area with an information point of 4 m2, turn-key.
 - o 6 registrations at CM Málaga as a professional visitor, with access to the exhibition area and forums.
 - o 1 invitation to the networking lunch (June 19th).
 - o 1 invitation to the networking dinner (June 18th)
 - o 1 access to the networking agenda to arrange B2B meetings with visitors and exhibitors.

KEY DATES

The execution of this call will be carried out on the following dates:

- 📅 Submission of applications: from March 2nd, 2023, until April 26th, 2023, at 23:59h.
- 📅 Evaluation, deliberation, and jury's decision: from April 28th, 2023, to May 12th, 2023.
- 📅 Notification of selected proposals: from May 15th, 2023.
- 📅 Deadline to confirm participation in the event: before May 22nd, 2023. If no response is received, the organization reserves the right to select the entity that comes in second place.
- 📅 The awards ceremony will take place within the framework of the events planned for the event.