

III OPEN CALL FOR START-UPS CM MÁLAGA

Date: 17th and 18th June of 2024

Location: CM Málaga, FYCMA – Trade Fairs and Congress Center of Malaga (Málaga, Andalusia, Spain)

Format: presential

Registration: before the 5th of May at 23:59

CM MÁLAGA, Culture & Museums International Tech Forum

A commitment to enhance the implementation of technological and innovative solutions in the realm of culture, elevating it to a new dimension where it is sustainable, accessible, and further enhances its position as a driver of economic and social development.

START-UP

Independent organisation of new or young age, with high growth potential and with the objective to create, improve and expand a scalable, innovative, technology-based product, with high and fast growth.

OBJECTIVE

To promote digital entrepreneurship in the cultural sector, to give national and international visibility to companies with innovative solutions applicable to the cultural sector, to create an international community to promote and consolidate the growth of cultural management based on technological innovation, and to increase the competitiveness of cultural enterprises through innovation strategies.

PARTICIPATION REQUIREMENTS

1. Seeking investment
2. Being no more than 5 years old from its incorporation date (as of January 1,2024)
3. Correct completion of the form
4. Not having previously benefited from this award

SELECTION PROCESS

INSCRIPTION (15th April – 5th May 23.59h. 2024)

Interested start-ups must **complete the pre-registration** on the official website of CM Malaga. After pre-registration, they must access the private area of the platform where they will need **to fill out the specific form**.

EVALUATION PHASE (6th May – 13th May 2024)

The evaluation committee will study, assess, and select the 3 finalist start-ups that will attend CM Malaga 2024. The organization will contact the finalist start-ups starting **from May 16, 2024**. To retain the right to the benefits acquired, they must **confirm or decline before May 21, 2024**. If any of the finalists cannot participate or do not confirm before the deadline, they will lose this right, and the organization reserves the right to contact the next highest-rated start-up(s).

EVALUATION COMMITTEE

The **evaluation committee** is composed of one representative from each of the following entities

- Andalucía TRADE
- Apuntes de arte
- Association of Museologists and Museographers of Andalusia (AMMA)
- ElektrART
- ICOM Spain
- La Térmica
- Malaga City Council
 - Urban Digitalization and Innovation Area
 - Culture Area
- Malaga Provincial Council
- National Hub for Digital Content
- University of Málaga (UMA)

Technical Secretariat: Trade Fairs and Congress Center of Malaga (FYCMA)

EVALUATION CRITERIA

The criteria that the evaluation committee will use to assess the submitted proposals will be as follows:

- Impact of the solution in the cultural sphere
- Market viability
- Reach and impact on audiences: cultural tourism, museums, institutions, and the cultural sector in general.
- Suitability of the human team, considering diversity, complementarity, and experience, among others.
- Improvements or innovations for the accessibility of users with any functional diversity to bring them closer to the cultural and museum offer.

PARTICIPATION BENEFITS

REGISTERED START-UPS

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

FINALIST START-UPS

The 3 selected start-ups will receive:

1. Package of promotional actions, visibility, and branding:
 - a. Publication of a post on the social media profiles of CM Malaga 2024
 - b. Mention in a press release
 - c. Publication on the website of CM Malaga 2024
 - d. Inclusion of their logo in the digital catalog of participants with a link to their website
2. Coverage of travel and accommodation expenses (up to two nights in a hotel in Malaga city) for 1 representative of each start-up.
3. Participation on CM MÁLAGA 2024:
 - o Presence in the exhibition area with a 4m2 information point, turnkey.
 - o 2 registrations for CM Malaga as a professional visitor, with access to the exhibition area and forums.
 - o 1 invitation to the institutional agenda of CM Malaga 2024
 - o 1 access to the networking agenda to arrange B2B meeting with visitors and exhibitors.

WINNER START-UP

The winning application will benefit from:

1. Cash prize of 500€¹
2. A package of promotional actions, visibility and branding:
 - a. Publication of a post on the social media profiles of CM Malaga 2024 as the winner.
 - b. Mention in a press release as the winner.
 - c. Publication on the website of CM Malaga 2024
 - d. Inclusion of their logo in the digital catalog of participants with a link to their website.
3. Participation on CM MÁLAGA 2025:
 - o Presence in the exhibition area with 4 m2 information point, turnkey.
 - o 4 registrations for CM Malaga as a professional visitors, with access to the exhibition area and forums.
 - o 1 invitation to the institutional agenda of CM Malaga 2025.
 - o 1 access to the networking agenda to arrange B2B meetings with visitors and exhibitors.

¹ Subject to current withholdings

KEY DATES

The execution of this call will unfold according to the following dates:

- Submission of candidacies: until May 5, 2024, at 23:59 hrs.
- Evaluation, deliberation, and jury decision: from May 6 to May 15, 2024.
- Notification of selected proposals: starting from May 16, 2024.
- Deadline to confirm participation in the event: before May 21.
- The award ceremony will take place within the scheduled events of the event.

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ⁱ Participation in this competition implies full acceptance of these terms and conditions.