

Madrid Open Innovation Challenge 2025 - Participation Rules

1. Introduction

Fundación EIT Digital Spain (from now on, EIT Digital), with its Headquarters in: Campus Montegancedo, IMDEA SW Building, 28223 Pozuelo de Alarcon, Spain and email: madrid@eitdigital.eu, is the promoter of the Madrid Open Innovation Challenge 2025 launched by the members of the EIT Digital Corporate Innovation Club.

EIT Digital wants to encourage innovation and entrepreneurship in the field of digital technology, enhancing economic growth and social development in the Community of Madrid. The Madrid Open Innovation Challenge 2025 is therefore aimed at promoting innovative digital projects and giving concrete support to innovative startups.

EIT Digital Corporate Innovation Club is a club of EIT Digital's largest corporate partners, such as Bosch, Indra, Egis Pharma, T2, A2A, and ST Microelectronics. Members meet roughly every quarter to share ideas regarding innovation, corporate - startup relations, corporate venture funds and to network with each other.

EIT Digital's role within Madrid Open Innovation Challenge 2025 is to coordinate the necessary activities to ensure that the innovative startups participating in these challenges (from now on, Participant(s)) can present their solutions to the EIT Digital Corporate Innovation Club members.

The Madrid Open Innovation Challenge 2025 is an initiative in the framework of the "[Madrid TechConnect](#)" project, ref: OI2024-EITD, financed in accordance with Order 5959/2024, of 26 December, of the Regional Minister of Education, Science, and Universities, which establishes the 2024 Call for Grants to Promote Technological Innovation and the Transfer of Technology to the Productive Sector, included in the priorities of the Regional Strategy for Smart Specialisation (S3) of the Community of Madrid, through Technological Innovation Link Entities. Co-financed by the Community of Madrid (30% of the project cost) and the European Regional Development Fund under the ERDF Operational Programme 2021-2027 (20% of the project cost)¹.

¹ Order 5959/2024, of 26 December, of the Regional Minister of Education, Science, and Universities, which establishes the 2024 Call for Grants to Promote Technological Innovation and the Transfer of Technology to the Productive Sector, included in the priorities of the Regional Strategy for Smart Specialisation (S3) of the Community of Madrid, through

2. Participants

Who can apply:

- Any person who represents the company in front of third parties or has a special power of attorney to represent such company (e.g.: CEO, Founder or employees).

Requirements:

- The company must be incorporated into or have an operating unit in the Community of Madrid.
- The company must be active (registered in the Mercantile Registry and with operational VAT).
- The solutions must show product maturity and have a functional MVP (Minimum Viable Product).
- The company answering the challenge must be SMEs (including startups).
- There must be at least one active founding person with the capacity to develop and scale the MVP.

3. Timeline and Duration

The Call for the Madrid Open Innovation Challenge 2025 is officially open from 17 April 2025.

Timeline for submitting solutions:

- **Opening:** 17 April 2025
- **Closing:** 25 May 2025

The Solutions Showcase Event will take place between 2 and 6 June 2025 in a location that will be duly communicated to the participants.

4. How to participate

To apply, it is necessary to fill out the form on the initiative's page: <https://www.eitdigital.eu/eu-collaborations/link-entities> and submit all the required attachments, where needed.

Send your request by filling out the form with the requested information and documents:

1. Name*

Technological Innovation Link Entities: https://www.bocm.es/boletin/CM_Orden_BOCM/2025/01/02/BOCM-20250102-20.PDF

2. Surname*
3. Email*
4. Mobile phone*
5. Job title*
6. Organization*
7. Company Identifier (VAT or CIF)*
8. Country of incorporation of your organization*
9. Type of Organization*
10. What is the industry/sector of your organization?*
11. For which challenge do you want to apply?*
12. What is your solution to the challenge you have selected?*
13. What is the current Technology Readiness Level (TRL) of your solution? *
14. Additional Information (Where documents can be attached if needed)
15. How did you hear about this activity?
16. Data privacy and consent: Check box for consent to be contacted*

The form's Asterisk Mark (*) indicates the question is mandatory.

Each Participant is required to specify the challenge they aim to address with their innovative proposed solution.

Participants can present solutions to more than one challenge, with a maximum of one solution per challenge for each participant.

Participants shall also send the following required documents:

- Certificate of incorporation of the company in Madrid
- VAT registration document.
- Participants with an operating unit in the Community of Madrid need to provide information to prove the existence of this operating unit.

5. Challenges

The challenges available in the webpage <https://www.eitdigital.eu/eu-collaborations/link-entities> are the following:

- Challenge 1:
 - **Challenge Proposer:** T2 (Slovenia)
 - **Challenge Title:** AI for People-Centric Smart Cities
 - **Challenge Description:** Most smart city solutions focus on optimizing infrastructure, traffic, and energy, but what if we designed cities that actively improve the daily well-being of their residents in real time?

This challenge seeks AI-driven solutions that leverage real-time urban data (from IoT sensors, wearables, public services, and social dynamics) to dynamically adapt the urban environment and enhance quality of life.

- **Three possible focus areas:**
 - Real-Time Personalized Urban Experience: AI systems that optimize individual commuting routes or public space recommendations based on environmental and personal well-being data (e.g., suggesting the least stressful walking route or adjusting street lighting dynamically for comfort and safety).
 - Adaptive Public Spaces: AI models that analyze real-time movement, crowd density, and air quality to dynamically reconfigure urban spaces (e.g., automatically adjusting flexible-use streets, pedestrian areas, green zones, etc.)
 - Urban Well-Being Index: AI-powered, privacy-preserving models that measure and predict well-being levels in city districts based on noise, pollution, weather, social activity, and mobility patterns—enabling cities to intervene proactively.
- **Primary Goal:** The end goal is to create AI-driven urban environments that actively respond to human needs in real time, making cities healthier, happier, and more adaptable to the well-being of their residents.

- Challenge 2:

- **Challenge Proposer:** Bosch (Hungary)
- **Challenge Title:** Optimizing Energy Efficiency with Smart Temperature Regulation
- **Description:** Explore the feasibility and efficiency of synchronizing the internal temperature regulation of the Bosch Budapest Innovation Campus with external weather conditions. The primary objective is to enhance energy efficiency and improve employee comfort by dynamically adjusting the heating and cooling systems based on real-time and forecasted weather data.
- **Problem Statement:** Sudden changes in external weather conditions can significantly affect the internal temperature of the campus. Rapid increases or decreases in temperature can result in delays in the adjustment of internal heating or cooling systems, leading to employee discomfort and inefficient energy usage. This challenge aims to address these issues by integrating external weather data into the campus's temperature management system.
- **Objectives:**

- **Energy Efficiency:** Assess whether synchronizing internal temperature regulation with external weather conditions can lead to significant energy savings.
- **Employee Comfort:** Enhance employee comfort by ensuring a stable and optimal internal temperature, irrespective of external weather fluctuations.
- **Climate Forecast Integration:** Utilize climate forecasts to anticipate and prepare for sudden weather changes, ensuring a proactive approach to temperature management.
- **Weather Forecast Integration:** Utilize municipal weather forecasts, which provide predictions up to 48 hours in advance. This data will be crucial in preparing the campus's temperature management system for sudden changes in weather, such as extreme cold or heat.
- **AI and Energy Savings:** Implement artificial intelligence to analyze and correlate external weather data with internal temperature requirements. The AI system will optimize energy usage by dynamically adjusting heating and cooling settings based on real-time and forecasted weather conditions.
- **Interface and Software:** The challenge involves integrating the temperature regulation system with software from a German company, DMS AG, and Bosch Rexroth. The PWA (Progressive Web App) display software from Bosch will be used to visualize and control the system. Additionally, the system will include a shading controller to adjust blinds based on sunlight intensity.
- **Correlation Analysis:** Conduct a thorough analysis of the correlation between external temperature and internal campus space temperature. This will involve collecting and analyzing data to determine the most efficient ways to synchronize the two.
- **Primary Goal:** The goal of this challenge is to calculate potential energy savings by implementing the new temperature regulation system. This will involve detailed analysis and comparison of energy usage before and after the integration of external weather data.

6. Notifications

The EIT Digital team will reply within the week of 19 May, and while the call for Madrid Open Innovation Challenge 2025 is open, the team will follow up after the participant submits the solution:

- To indicate whether it meets the eligibility criteria.
- To ask for additional information if needed
- To check if participants have specific questions about the challenges.
- To notify participants if they have been selected to present their solutions to EIT Digital's Corporate Innovation Club members.

Participants who do not meet the requirements or do not receive a follow-up email from EIT Digital will not qualify to participate in the event.

7. Solution Showcase Event

The Solution Showcase Event will take place during the EIT Digital Corporate Innovation Club between the 2-6 of June, in a location that will be duly communicated to the participants.

The Participants contacted will have to:

- Present their solutions to the EIT Digital Corporate Innovation Club through a 3-minute pitch.
- Ensure their availability to physically attend the Solution Showcase Event. Those Participants who cannot attend physically shall contact EIT Digital, which may eventually accept a representative of the Participant or an online presentation instead.

Following the presentation, EIT Digital Corporate Innovation Club members will have the opportunity to ask questions to the Participants.

EIT Digital Corporate Innovation Club members will also provide feedback to the Participants, based on the following criteria:

1. Team skills, industry knowledge, project feasibility
2. Product/service development stage
3. Degree of innovation and defensibility
4. Competitive context and positioning
5. Alignment with market and customer needs, and the size of the market
6. Business potential of the idea
7. Project impact on future challenges

8. Disclaimers

If, for any reason, the initiative cannot be carried out as planned, EIT Digital reserves the right, at its complete discretion, to modify or cancel the initiative, without any liability on the part of EIT Digital, and without any prior notice.

It is the Participant's responsibility to send the correct documentation and solution by the appropriate medium and within the deadline. EIT Digital is not obliged to request corrections or extra documentation.

EIT Digital will not allow comments or opinions, images, videos or inappropriate graphic materials that are offensive, injurious, discriminatory or that may violate the rights of third parties.

The opinions and points of view expressed only commit the author and do not necessarily reflect those of EIT Digital nor EIT Digital Corporate Innovation Club. Neither EIT Digital nor EIT Digital Corporate Innovation Club can be held responsible for them.

9. Intellectual Property Rights

The Participant warrants that the proposed solution, attached documents or any other material delivered within the event does not infringe any proprietary rights of third parties, including but not limited to copyright and patent rights.

The Participant will indemnify, defend and hold harmless EIT Digital, its employees, agents, and the EIT Digital Corporate Innovation Club members from any losses, damages, claims and expenses (including court costs and reasonable attorney's fees) that arise out of or result from the Participant's breach of the abovementioned warranty.

By filling in the form to participate in the Madrid Open Innovation Challenge 2025, participants accept that their proposed solutions and/or extracts of it may be shared publicly, whether on social media or other means.

Participant authorizes EIT Digital to use the word / figurative mark of other intellectual property rights of the Participant for advertising and promotional purposes within the Madrid Open Innovation Challenge 2025.

EIT Digital does not intervene and/or participate in any manner in negotiations to implement the solutions or in topics related to intellectual property, which is the exclusive responsibility of the company that poses the challenge and the Participant that presents the solution.

10. Data Use and Privacy Statement

By filling in the form to participate in the Madrid Open Innovation Challenge 2025, Participant accepts that their personal data will be used by EIT Digital in the organization and implementation of Madrid Open Innovation Challenge 2025.

The Participant acknowledges that photos might be taken and videos recorded during the Solutions Showcase Event and publicly shared on social media channels such as LinkedIn, Instagram, Youtube, X of EIT Digital and/or EIT Digital's Corporate Innovation Club members. Photos and videos can also be used for reporting purposes.

11. Responsibilities

To the maximum extent permitted by law, and except as otherwise provided in these Participation Rules of Madrid Open Innovation Challenge 2025, under no circumstances and under no legal theory, whether in tort (including negligence) contract or otherwise, shall EIT Digital be liable to the Participant for any special indirect, punitive, incidental or consequential damages resulting from or arising out of or relating to Madrid Open Innovation Challenge 2025, even if EIT Digital has been informed of the possibility of those damages.

13. Applicable rules

The initiative and these regulations are governed by Spanish law.

Participation in the Madrid Open Innovation Challenge 2025 supposes the express and total acceptance of these participation rules.

Any conflict that may rise or be connected to these Participation Rules shall be resolved by the Courts of Madrid, Spain.

Madrid, 07/03/2025