



MCE
4X4
2024
9. OTTOBRE. 2024

MCE4X4 REGULATIONS 2024

INTRODUCTION

Mobility Conference Exhibition (hereinafter referred to as "**MCE4x4**") is the event organized by Assolombarda, Unione Industriali di Torino, Confindustria Genova, Camera di commercio di Milano Monza Brianza Lodi, Camera di commercio di Torino and Camera di Commercio di Genova (the "**Organizers**") dedicated to innovation in the world of mobility and smart cities with the involvement of projects and proposals from innovative companies already duly established (the "**Startups**").

MCE4x4 ends with a closing event (the '**Final Event**'), which will be held online on **9 October 2024**.

MCE 4X4 foresees 3 moments (the 'moments') of Startup involvement (times can be found on the dedicated page of mce4x4.mobilityconference.it/):

- **Digital Future Pitch:** a session in which each winning startup will be able to present its initiative by presenting its elevator pitch to the audience in videoconference mode (approximately 5' each, of which 4' presentation + 1' of Q&A, if any) via a slide with a predefined template.
- **Digital Tandem Meeting:** in-depth one-to-one calls (approximately 15' each) between start-ups and excellent companies in the transport and mobility industry that request them, as well as between excellent companies among themselves.
- **Digital Exhibition:** a virtual space offered free of charge to start-ups within the MCE 4X4 website and the platform that will host the event.

Start-ups that will participate in MCE 4X4 are selected through a competitive process (hereinafter referred to as '**Call**') whose steps, terms and conditions are described in these Rules and Regulations.

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PARTICIPATION REQUIREMENTS

The Call is open to start-ups that operate or are relevant to or apply in the mobility sector and, in particular, in one of the following areas ('thematic areas')

- **MCE4x4 PEOPLE:** Green solutions that improve transport systems and services for people in mobility, including innovative connectivity systems, reception, digital documents, payment systems, power banks, multimodal platforms, mobility sharing systems and corporate pooling of traditional vehicles and alternative means of micro-mobility (e.g. bike sharing); solutions that improve social inclusion, mobility of people with disabilities, children, elderly, families, frail persons; solutions for m-health, i.e. healthcare in mobility; assistive technologies and human-machine interfaces dedicated or applicable to mobility; urban travel tech; infotainment
- **MCE4X4 DEEP TECH:** Artificial intelligence applications for mobility and corporate fleet management of traditional or micro-mobility vehicles; solutions for cybersecurity of systems that manage mobility and transport, personal, corporate, public; AI of the connected car and IOT systems; solutions for smart city infrastructures; systems for secure data management and collection in mobility; software for personal data protection in sharing mobility; open data and AI for traffic flows; in general, software, systems, products applicable to data management and security of transport systems and people and goods in mobility.
- **MCE4X4 ENERGY:** New energy vectors for mobility, technologies for electric engines and the green hydrogen chain; energy efficiency solutions for mobility; new types of fuels (e.g. SAF Sustainable aviation fuel); biofuels; innovative batteries; energy optimisation software for smart homes/cities; traditional or innovative engines and means of transport that can improve energy efficiency or harness clean energy for transport; sustainable micro-mobility solutions (e.g. e-bikes) for individuals and companies.
- **MCE4X4 LOGISTICS:** Technologies, services, solutions to improve the efficiency, environmental impact and cost system of goods movement; new frontiers of delivery means (drones etc.); automation; logistics App; collaborative platforms; document dematerialisation (smart contracts); contract logistics and green logistics solutions; bike-mobility solutions (e.g. cargo bikes); zero impact delivery platforms; Fleet & Freight Management solutions

To participate in the Call, the proposer must present its innovative solution, product or service, with reference to the specific Challenge above, according to the terms, conditions and deadlines set out in these Rules.

Participation in the Call is free of charge.

Participation in the Call is restricted to Start-ups only, i.e. companies established in any legal corporate form and **having their registered office or operational headquarters in Italy and/or in an EU country and/or in any other non-EU country.**

All employees of the Organisers as well as those of the companies involved in any capacity in the organisation of the Call are excluded from participating in the Call.



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SUBMISSION OF APPLICATIONS

Startup applications can be submitted from **9 April 2024** until **9 June 2024 at 23.59**.

The Organisation reserves the right to extend the deadline for the Call.

It is necessary, under penalty of ineligibility, to submit your application via the online form on the dedicated website mce4x4.mobilityconference.it.

The application is considered complete and will therefore only be processed if the online form on the website is duly completed and submitted. Applications sent by email or in any other form will not be accepted unless specifically indicated by the Organisers.

The same Startup may not submit several Projects in different thematic areas and shall therefore select the thematic area deemed most relevant for it.

When registering, the participant will also be required to upload the documents listed below:

One or more files (in ppt/word/pdf and/or video formats) containing:

- description of the start-up, including a description of the skills possessed and/or the core business;
- description of the Project;
- description of the needs to be met;
- description of the business unit/practice/area you want to innovate;
- description of the innovative element and/or technology and/or methodology and/or innovative approach that is to be implemented or is implemented in the Project;
- if provided, a description of the Project's business plan.

In order to participate in the Call, otherwise the participant must fulfill the following conditions:

- indicate, when registering, the main contact person of the applicant project, if the application is submitted by a company;
- submit all documents drafted in Italian or in English, it being understood that the Final Event and the materials required for its preparation must be in Italian or in English;
- having uploaded the above-mentioned documentation by following the instructions published on the Website;
- having read the information on the processing of personal data pursuant to Article 13 of Regulation (EU) 2016/679, which can be viewed when registering for the Call;
- having read and accepted the conditions set out in these Rules.

By registering for the Call, the participant accepts the following rules and regulations and the irrevocable judgment of the MCE 4x4 Selection Committee, whose members are selected by the Organisers.

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EVALUATION AND SELECTION PROCESS

Projects entered in the Call will be evaluated by a committee according to the criteria set out below.

At the end of the registration phase, as per the above-mentioned deadlines, an initial check of a formal nature will be carried out, aimed at verifying the documentary conformity of the Projects submitted.

From among all the Projects submitted, the Organisers will select 16 (sixteen), no. 4 winning Startups for each thematic area, at their sole discretion, in an impartial manner, guaranteeing equal treatment and opportunities for all participants and adhering to the evaluation criteria below.

SELECTION CRITERIA

Startup applicants will be assessed in successive selection phases, the first of which will be carried out according to the following general exclusion criteria:

- Insufficient documentation (unclear or unreadable minimum material required to participate in the Call)
- Proposal out of scope (start-ups not in line with the required subject areas)

Each start-up will then be analyzed on the basis of these criteria:

- innovative potential of the start-up compared to the existing
- quality and sustainability of its business model
- quality and comprehensiveness of its team
- level of technological development
- presence of an application of the technology proposed by the Startup (beta / exponential prototype)
- presence of possible synergies and perspectives for collaboration between the Startup and other companies participating in MCE 4x4
- Sustainability in terms of the positive impact generated by the solution on people and/or the Planet
- Presence in the team of at least one member with in-depth knowledge of Italian or English



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PARTICIPATION IN MCE 4X4

By submitting their application to MCE 4x4, the Startups undertake, should they prove to be winning Startups, to participate in the MCE 4x4 event on **9 October 2024** via the video-conference platforms that will be communicated by the Organisers. Should this commitment be breached, the Organisers reserve the right to exclude the winning startup from the Final Event.

ORGANISERS

Assolombarda, Unione Industriali di Torino, Confindustria Genova, Camera di commercio di Milano Monza Brianza Lodi, Camera di commercio di Torino and Camera di Commercio di Genova (the '**Organisers**') are jointly promoting, with the support of The Good in Town S.r.l. and Rainmakers S.r.l, as Advisors, the Call for Startups in the mobility and smart city sector.

AWARDS

An indicative number of 16 Startup winners:

- You will be able to present your idea through a **pitch** of 4 minutes in front of the virtual audience of entrepreneurs and managers attending the Final Event, followed by a Q&A session;
- You will be asked to meet free of charge via video call excellent companies operating at various levels in the different mobility sectors through the **Digital Tandem Meeting** formula, i.e. individual in-depth meetings during the Final Event;
- Every Startup will have a reserved space online to promote itself through the MCE 4x4 Digital Exhibition within the platform that will host the event. More operational details will follow for selected projects only.

Further awards may be added by the organizers during the course of the event.

SELECTION COMMITTEE

The Selection Committee that will choose the winning start-ups to participate in the Final Event of MCE 4X4 will be composed of judges chosen from among representatives of the Organisers, who will judge according to the selection criteria listed above.

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PROCESSING OF PERSONAL DATA

For the processing of personal data, please refer to the information contained in the Mobility Conference Exhibition website: <https://mce4x4.mobilityconference.it/privacy-policy/index.html>

The personal data provided by the Startup for the participation in the Call will be processed by the Organisers and the partners of the Project, including The Good in Town S.r.l. and Rainmakers S.r.l., as Data Controllers, for registration, participation, analysis, selection and any other activity necessary for the purposes of the Call. The data provided will also be processed, in addition to the purposes for which they are collected, to provide information on regulatory and procedural updates and to communicate the activity of training workshops and specialist assistance promoted by the Organisers.

By participating in MCE4x4 and, if the Startup is selected, the Startup authorises:

- the use of the founders' name, the startup's company name, image and identifying marks within the promotional materials of MCE4x4;
- publication of the start-up's name and a brief description of it on MCE 4X4's communication channels.
- the possible publication of the start-up's video pitch and an in-depth description thereof on the MCE4x4 website

In any case, the responsibility for protecting the intellectual property or other rights of the projects remains with the start-up.

RIGHTS RELATING TO THE CALL

The Organizers reserve the right to cancel, modify or suspend, in whole or in part and at any time, the Call, as well as any of its contents, aspects or selection criteria, or to select a smaller number of Winning Startups than initially envisaged, at their sole discretion and subject to notification of the changes on the Website.

TERMS AND CONDITIONS

By submitting an application to the Call, the Startup unconditionally and irrevocably accepts the following Rules and Regulations, as well as the decisions that will be made regarding the selection of the Startups and the definition of the winners of the Call.

Furthermore, by participating in the Call, the Startup, aware of the criminal sanctions provided for in Article 76 of Presidential Decree No. 445 of 28.12.2000, for the cases of falsity in deeds and mendacious declarations indicated therein, declares and warrants, pursuant to Presidential Decree No. 445 of 28.12.2000, as amended, that the Startup, or any innovative idea or element or other intellectual property right it proposes, is an original creation and does not infringe any patent for industrial invention or utility model, designs and drawings, or any other intellectual property right it may have. 445, as amended, that the Startup, or any innovative idea or

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Torino



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COMMERCIO
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DI TORINO



Camera di Commercio
Genova

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element or other intellectual property right proposed by it, is an original creation and does not infringe any patent right for industrial invention or utility model, designs and models, copyrights, including any related rights, trademark rights, rights on secret knowledge (know-how) and any other intellectual and/or industrial property right of third parties and that the content is not illegal. The Startup also guarantees that its initiative has not been created in violation of any contractual obligations with third parties.

APPLICABLE LAW AND JURISDICTION

This initiative falls within the cases of exclusion referred to in Article 6, letter a) of Presidential Decree no. 430/2001 ("Competitions organized for the production of literary, artistic or scientific works, as well as for the presentation of projects or studies in the commercial or industrial field, in which the awarding of the prize to the author of the chosen work is in the nature of consideration for work or represents recognition of personal merit or encouragement in the interest of the community").

The Call, the Rules (including the Terms and Conditions) and any rights arising therefrom shall be governed by Italian law, and all disputes arising in connection therewith, including those pertaining to their interpretation, shall be the exclusive jurisdiction of the Court of Milan.

DEADLINE

Submission of Startup Applications

From 9 April to 9 June 2024 at 23.59

Selection and Announcement of the 16 Winning Startups

By 30 July 2024

MCE 4X4 Final Event

9 October 2024

CONTACTS

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