

# Terms Air Traffic Management Business Ideas Contest

Call Open until December 31, 2022

**ENAIRe** 



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# 1. The Organization

ENAIRe Organization is the company of the Ministry of Transport, Mobility and Urban Agenda that manages air navigation in Spain. It provides aerodrome control services at 21 airports, including those with the highest traffic, and en-route and approach control through five control centers: Barcelona, Madrid, Gran Canaria, Palma and Seville. In addition, 45 air traffic control towers receive communication, navigation and surveillance services from ENAIRe.

CRIDA (AIE ATM Research, Development and Innovation Reference Center) has the mission of improving the efficiency and performance of the Spanish air traffic management system through the development of ideas and R&D projects that provide measurable solutions through system performance indicators, all considering the Spanish system as an integral part of a global system.

CRIDA is a fundamental support in ENAIRe's R&D&i activities and one of the activities it has delegated is to promote open innovation as a means of solving the future challenges posed by the evolution of the ATM (Air Traffic Management) system. . CRIDA and ENAIRe are committed to open innovation as a fundamental lever to maintain their position as an international benchmark.

Being aware that the business of providing air navigation and air transport services is not known by the general public, it is necessary to handle different initiatives, among which is this contest of ideas.

For the execution of this ideas competition, CRIDA has the support of Peninsula Corporate Innovation, SL, a company specialized in carrying out entrepreneurship programs<sup>1</sup>.

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<sup>1</sup> Peninsula Corporate Innovation SL is the company awarded the "Open Innovation Support Technical and Administrative Specifications" published on the Public Sector Contracting Platform on 03-06-2022 with File Number 2022-01.

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## 2. The Competition

CRIDA Contest launches this year the 1st edition of **the Air Traffic Management Business Ideas Contest**.

The objective of this contest is to promote entrepreneurial initiative and promote the transformation of business ideas into real companies.

To this end, this contest aims to promote and develop ideas in the initial phases. Ideas that take advantage of business opportunities in any sector of activity are admitted, as long as they focus on the provision of air traffic/air transport services.

Since this is a motivational initiative for bachelor's/master's students, graduates, doctoral students and potential entrepreneurs, the ideas presented must not have been launched at the time of submitting the application.

This contest will provide business counseling to participants with the aim of improving their innovative ideas and will award various cash prizes to the best ideas.

## 3. Conditions of participation

All those who meet the following requirements:

- In the case of an individual, they must be at least 18 years old on the closing date of the registration for the contest.
- In the case of a legal person, it must be considered a micro-enterprise according to Regulation (EU) No. 651/2014 of the European Commission.
- Duly fill in the information required in the registration form, within the period established in these rules.
- Submit an original project that does not violate the industrial or intellectual property rights of third parties and that does not transmit or disseminate illegal, defamatory, offensive content or that violates the values and dignity of people.

Each participant can present one or more ideas, as long as they meet all the requirements mentioned above.

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Submission of co-owned ideas is permitted, once and when a representative is chosen and have already completed the entry form. The person who makes the registration on behalf of a group of participants will be responsible for the veracity of the data provided and must have the authorization of the rest of the team members for the registration to be considered valid.

Each participant will be solely legally responsible for any dispute that may arise due to breach of the law regarding intellectual and/or industrial property rights.

The participants may release the necessary rights to film, photograph the presentations, use the images of the participants and the presentations for communication purposes. They also authorize the use of the material presented and obtained during the contest for the preparation and dissemination of newsletters, press releases, social networks, blogs, etc., for promotional and communication purposes.

The organization of the Air Traffic Management Business Ideas Contest reserves the right to exclude from the contest all those applicant ideas that do not meet the requirements established in these rules or provide false, incomplete or without the corresponding authorization, in especially, discarding those ideas that have no potential application in the field of the provision of air traffic/air transport services.

## 4. Documentation to be submitted

Each participant must submit their business idea following the structure of the "**Business Model Canvas**", a design tool for new business models created by Alexander Osterwalder in 2009 and which has become the main tool used by early-stage entrepreneurs to validate their business ideas.

To do this, we have enabled a form on the contest website, where each participant can send information about their business idea.

## 5. Evaluation criteria

The Selection Committee will assess the business ideas received according to the following criteria:

- Degree of innovation, differentiation and originality of the idea presented.
- Value generation.

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- Realism of the concept raised in the environment where it is intended to be developed.
  - Validation of the proposed market.
  - Economic viability.
  - Growth potential.

To offer maximum transparency to the participants, the following questions will act as a guide for the evaluation carried out by the Selection Committee.

**Value proposition (40 points)**

Has the problem or need that the product/service solves been defined?  
Have each product/service customer segment been considered?  
Are the characteristics of the product / service well defined?  
Has competitive advantage been correctly defined?  
Is the value of the product/service greater than its cost?

**Customer segment (5 points)**

Has it been adequately defined to whom value is offered?  
Does the definition of customers fit with the product/service?

**Channels (5 points)**

Is it understood how the product/service will be delivered to the customer?  
Are the chosen channels profitable and effective?  
Do the chosen channels offer a good experience to customers?

**Customer relationship (5 points)**

Has the relationship to be established with customers been defined?  
Does the relationship match the type of message the company wants to convey?

**Sources of income (10 points)**

Has a main source of income been defined?  
Have secondary sources of income been considered?  
Do the sources of income fit with the business you are considering?

**Key resources (5 points)**

Have all the resources necessary to carry out the activity been taken into account?  
Have the quantities, types and necessary intensity of each one been defined?

**Key activities (10 points)**

Have the types of activities to be taken into account to fulfill the value proposition through the selected channels been defined?  
Do the defined activities fit with the product/service?

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Are the activities easily scalable?

**Key partners (5 points)**

Have the appropriate partners been identified?

Are strategic alliances proposed that add value with these partners?

**Cost structure (5 points)**

Have the fixed and variable costs of the business been identified?

Is the chosen approach the most appropriate?

**Fit (10 points)**

Is there a fit between the business idea and the competition?

Apart from the questions on the form, 0 to 10 additional points will be offered to review aspects that are left out of the form, such as the fit of the business idea in the contest.

The score for each idea will be obtained from the sum of the points obtained in each block and may range between 0 and 100 points. Once all the ideas have been evaluated, they will be ordered from highest to lowest score to choose the winning ideas.

The organization may consider the disqualification of an idea if it obtains a null grade in any of the blocks or a total score of less than 50 points.

The evaluation will be confidential and will not be shared with the participants.

## 6. Selection Committee and Jury Selection

**Committee:** is made up of a group of innovation consultants from the Peninsula Corporate Innovation SL team, who have extensive experience carrying out programs to promote entrepreneurship and who integrate profiles from the areas of strategy, business, innovation and technology.

**Jury:** It is made up of professionals from the fields of entrepreneurship and innovation in the air navigation sector, both from Peninsula Corporate Innovation SL and from CRIDA.

## 7. Phases of the contest

### 7.1 Registration

Participants must submit their applications through the form that includes the questions of the "Business Model Canvas" available on the website of the contest [enaireopeninnovation.com](http://enaireopeninnovation.com).

The deadline to complete the form is December **31, 2022 at 11:59 p.m.** (the organization reserves the right to extend the deadline).

### 7.2 Selection of ideas finalist

The Selection Committee will analyze all the proposals received and will organize them from highest to lowest score so that the Jury can choose which will be the five (5) ideas that will participate in the incubation program and which of the they will be the three (3) that will receive the cash prizes.

They will be announced on **January 31, 2023 at 12:00**p.m.

### 7.3 Incubation

The five (5) selected ideas will receive personalized support in order to improve their business ideas during the contest.

The incubation will take place between February and April 2023, where the following activities will take place:

- 1 joint videoconference session where the methodology used will be explained, in which there will be a round of questions and answers.
- 10 hours of individual mentoring by videoconference between each participant and their business mentor with the aim of preparing their business plan, which will be an evolution of the Business Model Canvas presented in the registration phase.
- Access to the virtual campus with 24 content modules on entrepreneurship.



## 7.4 Selection of the winning idea

At the end of the incubation phase, the Selection Committee will analyze the business plans of each of the five (5) finalist ideas and will order them from highest to lowest score for the Jury to choose the idea. contest winner.

To be announced in **June 2023** through the contact email.

After selecting the winning idea, the winner will have a period of five (5) business days to respond to the email expressly stating their willingness to accept the prize.

## 8. Prizes

This contest will offer two types of financial prizes depending on the phase of the contest.

Of all the ideas presented, the 3 best will receive a cash prize of:

- First prize: €5,000.
- Second prize: €3,000.
- Third prize: €1,000.

After the incubation phase, the participant who has created the best viable and interesting business plan for CRIDA will receive an economic award of €10,000 in cash. This idea may have received any of the aforementioned financial awards as first, second or third prize.

All prizes will be awarded by Peninsula Corporate Innovation SL by bank transfer, on behalf of CRIDA, and their amounts will be subject to withholding, the responsibility of the representative of each winning idea.

If any idea rejects its prize, the prize may be offered to the idea that has been in the position directly below in each evaluation phase.

The prizes may be void if the Jury so decides.

## 9. Acceptance of the bases

The contestants, by their mere participation, declare to know and fully accept these bases. All contestants expressly waive the possibility of challenging any of the decisions of the Selection Committee and the Jury.

Any participant may be excluded from the contest for violating any of the rules contained in these rules.

## 10. Intellectual Property

Contest participants will be responsible for their idea and will maintain the intellectual or industrial property of their submitted ideas at all times.

## 11. Duty of information: data protection

In accordance with the RGPD and the LOPDGDD, Peninsula Corporate Innovation SL will process the data provided in order to be able to manage your registration and participation in the Contest, communicate the results on the website of the Contest, Peninsula and CRIDA and its subsidiaries or partners, and on their respective social networks. Provided that you expressly authorize us, the person responsible for the treatment will proceed to take and disseminate the image of the winner on its website, social networks, and/or other existing means of communication.

In any case, the interested parties may exercise their rights of access, rectification, deletion and others recognized by law, by sending their request in writing to the email address [info@peninsula.co](mailto:info@peninsula.co), or by post to the address Pier01, Tech Barcelona – Office SA1 Plaça de Pau Vila, 1 – 08003 Barcelona.

In case of requests for rights, the data controller will carry out the appropriate and necessary inquiries to verify and ensure your identity.

If you feel your rights have been violated regarding the use of your personal data, you can file a claim with the competent Data Protection Control Authority (Spanish Data Protection Agency), through its website: [www.aepd.es](http://www.aepd.es). You can request more information about the processing of your personal data, to the email [info@peninsula.co](mailto:info@peninsula.co). For more information, access the privacy policy available on the Contest website.