

#SpinUOC 2024: RULES FOR PARTICIPATION AND PROJECT GUIDANCE AND SELECTION PROCESS

The Universitat Oberta de Catalunya (hereinafter, "UOC") organizes the annual entrepreneurship and knowledge transfer conference known as #SpinUOC.

#SpinUOC is part of the UOC's **Hubbik** platform, created to promote and stimulate innovative, entrepreneurial and knowledge transfer projects designed by students, alumni, members of faculty, researchers, course instructors and administrative staff of the UOC, and linked to the University's fields of knowledge.

The #SpinUOC initiative receives support from Estrella Damm, the Ramon Molinas Foundation, ACCIO and the Secretariat for Universities and Research of the Government of Catalonia's Ministry of Business and Knowledge, with co-funding from the European Regional Development Fund (ERDF).

1. PURPOSE

- I. The purpose of these rules is to regulate the conditions for participation in the tenth edition of the #SpinUOC entrepreneurship promotion programme. This programme includes a mentoring and training process for all 'made in UOC' projects (those promoted by members of the UOC community) registered with it.
- II. The #SpinUOC programme is divided into three [3] phases:
 - A. In the initial phase, up to twenty [20] projects will be pre-selected from those submitted, in accordance with the requirements established in the rules of this call.
 - B. In the second phase, an expert jury will select, in accordance with the conditions established in this call, the eight [8] finalists that, thanks to their added value, level of development and applicability, best represent the UOC's innovative activity and ability to make this knowledge available to society.
 - C. Finally, in the third phase, the eight [8] projects selected by the expert jury, regardless of their state of development – idea, prototype, on the market or acceleration phase – will be given guidance on their business model and how to communicate their idea in relation to the presentation of their proposals at the #SpinUOC 2023 event, which will take place on 29 June 2023, subject to the health situation.

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- III. Moreover, during the #SpinUOC conference, three [3] cash prizes will be awarded in accordance with article eleven [11] of these rules.

2. PARTICIPATION CONDITIONS

- I. This call is open to all members of the UOC community and university network – students, alumni, members of faculty, researchers, course instructors and administrative staff – who have an innovative idea or project and meet the following requirements upon submission of their application:
- They are a natural person over 18 years of age.
 - They are a member of the UOC community and university network (student, alumnus, member of faculty, researcher, course instructor or member of administrative staff).
 - They have a business idea or an innovative project, regardless of its state of development (hereinafter, "the project").

3. SUBMISSION OF PROPOSALS

- I. Those interested in taking part in the call who meet the requirements set out in the section above are required to complete this [registration form](#).
- II. Registration for this call is free and implies:
- (i) Acceptance of these rules.
 - (ii) Participation in the entrepreneurial training, project pre-selection and individualized guidance (in the event that the project with which they participate is pre-selected) processes described in these rules.
 - (iii) Acceptance of the [General Terms of Participation in the Hubbik Platform's Programme](#), which are attached to these rules as Appendix II.
- III. Applications that are not submitted using the form referred to in section 1 of this article will be automatically excluded.

4. PHASE 1: START OF THE TRAINING AND GUIDANCE PROCESS

- I. Participants in this call will receive initial training on the entrepreneurial process through the [Hubbik](#) virtual incubator. The initial training consists of an online training course on generating and maturing business ideas, with an approximate duration of

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forty [40] hours. Nevertheless, participants who have previously been involved in similar training or entrepreneurship support processes will not be required to participate in this part of the initial training and guidance process, as long as they state this in the corresponding box on the registration form.

- II. Participants will have to attend two [2] blended learning group sessions, involving face-to-face or remote (streaming) attendance, which will be held in February 2024 and cover the definition of the business model and lean start-up methodology (preparation of a business model canvas) and also communication techniques (preparation of an elevator pitch).
- III. For the purposes of evaluating the project, between 22 January and 11 February 2024, participants must deliver, through the *Entrega de Documentación SpinUOC* section in the *Mentoring* space of the Hubbik virtual incubator, the following documentation:
 - A. An explanatory business model canvas.
 - B. A pitch consisting of an explanatory video of no more than ninety [90] seconds in which one or more members of the entrepreneurial team explain the main aspects of the project.
 - C. A one-page executive summary of the project, following the model provided by the UOC.

All the documentation referred to above can be consulted in Appendix I to these rules.

5. PRE-SELECTION OF PROJECTS

- I. At the end of the previous phase, the submitted documentation will be analysed and a maximum of twenty [20] projects will be pre-selected.
- II. A technical committee made up of the following members (or those designated as their replacements) will pre-select the projects.
 - Mireia Riera, Hubbik director & business developer or the person who replaces it.
 - Jordi Castells, Hubbik entrepreneurship and innovation programme manager or the person who replaces it.
 - Txell Pedreño, Hubbik entrepreneurship officer, or the person who replaces it.
 - Carlos Gómez, Hubbik entrepreneurship officer or the person who replaces it.
- III. The technical committee will evaluate the documentation submitted and select the projects that have obtained the highest weighted scores on an assessment scale specified in the sections below.

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IV. The degree to which the projects comply with the requirements will be comprehensively assessed and one [1] point will be awarded to the projects that barely meet the assessment criteria defined below, and up to a maximum of four [4] points to those that more fully comply with these criteria:

- Alignment with the UOC's fields of knowledge:
 - Business idea related to the information and knowledge society and e-learning.
 - Otherwise, exceptionally the synergies that the future company may have with any UOC research groups will be assessed.

The scoring from 1 to 4 for this criterion will be distributed as follows:

- Project not aligned with the UOC's fields of knowledge and not ICT-based: one [1] point.
- Project aligned with the UOC's fields of knowledge and ICT-based: two [2] points.
- Project aligned with the UOC's fields of knowledge, ICT-based and with an impact on society or the eHealth or e-learning/edtech sectors: three [3] points.
- Project aligned with the UOC's fields of knowledge, ICT-based and closely related to the UOC's R&I activity: four [4] points.

- Innovativeness:
 - Innovative nature of the initiative.
 - Source of knowledge on which the business project is based.

The scoring from 1 to 4 for this criterion will be distributed as follows:

- Project with no significant innovation: one [1] point.
- Project with little innovation or that replicates existing formats: two [2] points.
- Project with significant innovation: three [3] points.
- Project with significant innovation and a high technological component: four [4] points.

- Viability and transferability to the market:

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- Knowledge of the market and identification of the (material, financial, human, technical and legal) resources necessary to carry out the project.

The scoring from 1 to 4 for this criterion will be distributed as follows:

- Project in the initial phase: one [1] point.
- Project that has conducted market research: two [2] points.
- Project that has conducted market research and validated the need for the product/service with users/clients: three [3] points.
- Project that has conducted market research, validated the need for the product/service with users/clients and provides a sound business model: four [4] points.

- Project promotion team:

- Interest and dedication commitment of the promoters of the project.
- Professional background of the promoters of the project.
- Academic background of the promoters of the project.

The scoring from 1 to 4 for this criterion will be distributed as follows:

- Project with only one person: one [1] point.
- Project with a team of more than one person, but not a full team^[1]: two [2] points.
- Project with a part-time team covering every business and technological aspect: three [3] points.
- Project with a full-time team covering every business and technological aspect: four [4] points.

[1] *A full team is considered to be one that covers all the business and technological aspects of the project*

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- V. On or after 11 March 2024, the projects chosen to move to the next phase of the programme will be informed via the email address provided by the participants.

6. PHASE 2: INDIVIDUALIZED GUIDANCE FOR THE PRE-SELECTED PROJECTS

- I. The pre-selected projects will participate in a second phase involving individualized guidance or mentoring provided by an expert mentor (up to four [4] hours in duration), which will focus on developing the documents referred to in article four [4] of these rules. This second phase will take place between 11 and 31 March 2024.
- II. The main purpose of this mentorship is to address different aspects of the projects' specific needs, such as the value proposition, the channels, the income sources or the customer segments. It will also focus on areas of the pitch and the executive summary that need to be improved.
- III. Once this phase has been completed, participants must deliver, by 31 March 2024 at the very latest, through the *Delivery of SpinUOC Documentation* section in the *Mentoring* space of the [Hubbik virtual incubator](#), the following documentation:
- An evolved version of the business model canvas.
 - A descriptive pitch video of the project with a maximum duration of ninety [90] seconds.
 - A one-page executive summary of the project, following the model provided by the UOC to all participants in the [Hubbik virtual incubator](#), which is also included in Appendix I to these rules.

7. JURY

- I. The jury examining the shortlisted projects and selecting the projects that will participate in the #SpinUOC 2024 event consists of a total of a minimum of ten people linked to the UOC and the world of entrepreneurship. The profiles of the members of the jury will be chosen taking the following factors into account:
- Jury members chosen for their links to the UOC:
 - o One or two members representing the UOC's Office of the Vice Rector for Research, Knowledge Transfer and Entrepreneurship, of whom one will act as secretary of the jury.
 - o One or two members representing graduates – professionals who have completed their studies at the UOC, but who are not members of UOC staff.
 - Jury members chosen for their links to the world of entrepreneurship:

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- o At least one member from among the UOC's political, economic and social partner institutions.
 - o At least one female member with a technology-related profile.
 - o A member with a profile as an investor.
 - o A member representing each of the institutions with which the UOC has collaboration agreements for undertaking the SpinUOC, such as: GSMA, RMF, ACCIO.
- II. The exact composition of the jury will be made known before the start of the programme, and will be announced on the Hubbik website.

8. ASSESSMENT CRITERIA

- I. The aforementioned jury will evaluate the eight [8] best projects of the twenty [20] pre-selected in the previous phase, based on the assessment criteria detailed below, on a scale of 1 to 4:

- Alignment with the UOC's fields of knowledge:
 - o Business idea related to the information and knowledge society and e-learning.
 - o Otherwise, exceptionally the synergies that the future company may have with any UOC research groups will be assessed.

The scoring from 1 to 4 for this criterion will be distributed as follows:

- Project not aligned with the UOC's fields of knowledge and not ICT-based: one [1] point.
 - Project aligned with the UOC's fields of knowledge and ICT-based: two [2] points.
 - Project aligned with the UOC's fields of knowledge, ICT-based and with an impact on society or the eHealth or e-learning/edtech sectors: three [3] points.
 - Project aligned with the UOC's fields of knowledge, ICT-based and closely related to the UOC's R&I activity: four [4] points.
- Innovativeness:
 - o Innovative nature of the initiative.
 - o Source of knowledge on which the business project is based.

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The scoring from 1 to 4 for this criterion will be distributed as follows:

- Project with no significant innovation: one [1] point.
 - Project with little innovation or that replicates existing formats: two [2] points.
 - Project with significant innovation: three [3] points.
 - Project with significant innovation and a high technological component: four [4] points.
- Viability and transferability to the market:
 - Knowledge of the market and identification of the (material, financial, human, technical and legal) resources necessary to carry out the project.

The scoring from 1 to 4 for this criterion will be distributed as follows:

- Project in the initial phase: one [1] point.
 - Project that has conducted market research: two [2] points.
 - Project that has conducted market research and validated the need for the product/service with users/clients: three [3] points.
 - Project that has conducted market research, validated the need for the product/service with users/clients and provides a sound business model: four [4] points.
- Project promotion team:
 - Interest and dedication commitment of the promoters of the project.
 - Professional background of the promoters of the project.
 - Academic background of the promoters of the project.

The scoring from 1 to 4 for this criterion will be distributed as follows:

- Project with only one person: one [1] point.

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- Project with a team of more than one person, but not a full team^[1]: two [2] points.
- Project with a part-time team covering every business and technological aspect: three [3] points.
- Project with a full-time team covering every business and technological aspect: four [4] points.

[1] *A full team is considered to be one that covers all the business and technological aspects of the project*

- II. The final score of the pre-selected projects will be the average of the scores obtained in the above four [4] criteria. Once evaluated by the jury and sorted in descending order, the eight [8] finalists (and two [2] back-up projects) will be selected. These will move on to the next phase and will attend the #SpinUOC 2024 event, which will be held on 27 June 2024, in accordance with these rules.
- III. The decision will be announced on the [e-Noticeboard](#) of the UOC's e-services portal on 19 April 2024.

9. PHASE 3: PREPARATION OF THE PARTICIPANTS IN THE #SpinUOC 2024 EVENT

- I. The representatives of the eight [8] selected projects will be required to give an elevator pitch lasting at most 5 minutes during the event and will have the opportunity to take part in SpinMeetings, a networking space that will allow them to connect with professionals and stakeholders in their chosen area.
- II. The preparation of the representatives of the selected projects will consist of group and individual mentoring sessions adapted to the needs and states of development of the projects and designed in accordance with an individualized pathway. The goal is to validate the business model and plan and define the funding plan (up to 20 hours) in order to help bring the projects to fruition, prepare the final presentation to the jury and ensure that the sales potential of the SpinMeetings to be held in the networking space following the event is fully tapped (up to 10 hours per project). These sessions will take place between 19 April and 27 June 2024.

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10. AWARDING OF THE #SpinUOC 2024 CASH PRIZES

- I. During the #SpinUOC 2024 event, three [3] cash prizes will be awarded, as detailed below:
 - Prize for the best entrepreneurial project, endowed with six thousand euros [€6,000], awarded by the jury referred to in article 7 of these rules.
 - Prize for the best project with a societal impact, that is, the project that could contribute the greatest transformation and the most social progress, awarded by the Ramon Molinas Foundation and endowed with four thousand euros [€4,000].
 - Prize for the best presentation, endowed with two thousand euros [€2,000], awarded by the public attending the #SpinUOC 2023 event.
- II. In addition, the three [3] winning projects will benefit from a support programme to develop, validate and implement their business model and funding plan (valued at two thousand five hundred euros [€2,500]) provided by Hubbik.
- III. The jury's decisions regarding the three [3] winning projects will be published on the day after the #SpinUOC 2024 event on the [e-Noticeboard](#) of the UOC's e-services portal.
- IV. The eight [8] finalists will be issued with tickets for the 2025 edition of 4 Years From Now (4YFN), the entrepreneurship fair of the mobile phone industry organized by Mobile World Congress.
- V. The jury reserves the right to retract or cancel the prizes in the event of fraud or breach of these rules. Anyone committing a fraudulent act will immediately be disqualified.

11. TAX TREATMENT OF THE PRIZES

- I. The cash prizes, given that they amount to more than three hundred euros [€300], are subject to the legally applicable mandatory withholding tax and payment on account in accordance with the provisions of legislation on personal income tax (hereinafter, "IRPF").
- II. The UOC will carry out the mandatory withholding tax and payment on account of IRPF on behalf of the tax authorities and, to this end, will issue a certificate to the winner with the details of the prize, withholding tax and payment on account amounts.

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12. CALENDAR

- I. This call will comply with the deadlines and dates listed below:
 - A. Deadline for submitting proposals: **21 January 2024**
 - B. Deadline for providing the project's technical documentation (canvas + 90" pitch video + executive summary): **13 February 2024**
 - C. Notification to all the participants of the twenty [20] pre-selected projects: **11 March 2024.**
 - D. Deadline for providing the project's technical documentation (canvas + 90" pitch video + executive summary): **31 March 2024.**
 - E. Notification to the pre-selected candidates of the eight [8] finalist projects: **19 April 2024.**
 - F. #SpinUOC 2023 event: **27 June 2024.**

13. OBLIGATIONS OF THE PRIZE WINNERS

- I. The winners of the aforementioned prizes are subject to the following obligations:
 - Certify before the UOC their fulfilment of the requirements and conditions of these rules for participation.
 - Participate in the different phases in accordance with the conditions established in these rules.
 - Submit to the UOC's precise checks that verify, where applicable, compliance with and fulfilment of the requirements for the granting of the award.
- II. In the event of a full or partial breach of the conditions established in these rules, the UOC may exclude the participant or participants, and demand a full refund of the prize money in the event they are one of the winners.

14. INTELLECTUAL PROPERTY, IMAGE RIGHTS AND CONFIDENTIALITY

- I. By accepting these rules and in accordance with the [General Terms of Participation in the Hubbik Platform's Programme](#) which are attached to these rules as Appendix II, the participant guarantees to the UOC that they are the author and owner of the intellectual property rights of the project documentation and the explanatory video, as well as of the photograph they have submitted through the form on the Hubbik platform website to participate in this call, and they guarantee to the UOC that these do not violate the intellectual, industrial property or image rights or confidential information of third parties.

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- II. The participant authorizes the UOC to use this documentation and the explanatory video for the sole purpose of performing the project selection process and of deciding on the awarding of prizes.
- III. During the selection process phases, the UOC provides the participants with a series of supporting documentation and videos, which it either owns or is legally entitled to use, including, but not limited to, templates, diagrams, tutorials and guides, which participants may use to refine their project proposal. In this regard, on accepting the rules, the participants undertake to use these materials for the exclusive purpose of complying with the provisions of these rules, and to guarantee their non-disclosure and confidentiality and not to disseminate them, disclose them to third parties or make any use of them other than for the aforementioned purposes.
- IV. The participant is liable to the UOC for any claim by third parties arising from the violation of intellectual or industrial property rights and image rights with respect to the project documentation and explanatory video with which they participate in this call and regarding the documentation and supporting videos provided by the UOC. The UOC reserves the right to exclude those participants who infringe the ownership rights of the UOC or third parties.
- V. The UOC guarantees to all participants, regardless of whether or not they are finalists or selected as winners, the non-disclosure and confidentiality of all the information and documentation provided and generated by them as part of their participation in this call. This obligation will remain in force even after the final decision on the award foreseen in these rules, with the exception of information or documentation on the project that the participant voluntarily authorizes the UOC to make public on the occasion of the presentation of the project during the SpinMeetings, the presentation of the project at the #SpinUOC 2023 event and the publication and dissemination of the winning projects carried out by the UOC.
- VI. In the event that the participant is selected to present their project during the #SpinUOC 2023 event, they authorize the UOC to capture, process, record and disseminate their image and voice in the photographic and audiovisual material prepared by the UOC to promote and publicize their project proposal, and also to publish the results of this call and the #SpinUOC 2023 event.

15. DATA PROTECTION

- I. This call is governed by the personal data regulation indicated below.
- II. In compliance with Organic Law 3/2018, of 5 December, on the protection of personal data and guarantee of digital rights and Article 13 of Regulation (EU)

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2016/679 of the European Parliament and of the Council of 27 April on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter “GDPR”), the participants are informed of the following aspects.

Data controller

Fundació per a la Universitat Oberta de Catalunya
Avinguda del Tibidabo, 39-43, Barcelona

If you have any questions about the processing of personal data, you can contact the data protection officer at the email address dpd@uoc.edu.

Purpose of the processing:

- Organize, manage and decide on participation in this call of the Universitat Oberta de Catalunya (hereinafter, the "activity").
- Processing and use, within the framework of the activity, of the participant's voice and image in audiovisual recordings as part of the facilitated documentation.
- Capture, process and disseminate the participant's voice and image during the #SpinUOC 2023 event.
- Publish the full names of the eight [8] finalist projects on the e-Noticeboard of the UOC's e-services portal, for the purpose of publicizing the selected projects.
- Publish the full names of the three [3] prize winners on the e-Noticeboard of the UOC e-services portal and also in the UOC's own media and on the University's corporate profiles on social media for the purpose of disseminating, promoting and communicating the activity to publicize the winning projects.
- Assess and monitor the activity by means of statistics and satisfaction surveys related to the activity.

Additional purposes:

- If the participants so authorize, to generate, use, disseminate and publish photographic and audiovisual material produced by the UOC during #SpinUOC 2024 containing their image, full name or voice, for promoting and disseminating the activity and providing information regarding the UOC prizes on the website, as well as in the UOC's own media and on the University's corporate profiles on social media.
- If the participants so authorize, to send information related to Hubbik services and activities in addition to the latest news related to entrepreneurship.

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Legal basis

- The legal basis for the organization, management and final decision of the activity, and the publication of full names of the winners, is the performance of a contract (the rules of the call for the activity).
- The legitimate interest in evaluating and monitoring the activity through related statistics and satisfaction surveys.
- Consent for the promotion, dissemination and information relating to this call for this activity and future calls, and to send information relating to Hubbik's services and activities and latest news.

Storage period

Personal data will be kept for the duration of this call. At the end of the indicated period, the UOC will keep the personal data blocked for the period necessary to comply with the legal obligations resulting from any liability that may arise in relation to the indicated purposes. When these liabilities expire, the personal data will be deleted permanently.

Recipients:

The data you provide us by participating in this call will be communicated to third parties if necessary to comply with the legal obligations that apply in each case.

In addition, the UOC works with service providers that assist it in performing different tasks related to the processing of your personal data.

Security:

The UOC will process the personal data with absolute confidentiality. In addition, it has implemented appropriate technical and organizational measures to guarantee their security and prevent their destruction, loss, illicit access or illicit tampering. In deciding these measures, criteria such as the scope, context and purpose of the processing, the current state of the art and the existing risks have been taken into account.

Rights of data subjects:

The individuals concerned have the following rights in relation to personal data protection:

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RIGHT	What does it consist of?
Right of access	Check what personal data we have.
Right to rectification	Amend the personal data we have when they are inaccurate.
Right to object	Ask for personal data not to be processed for certain specific purposes and not to be subject to automated individual decisions.
Right to erasure	Ask that we erase personal data.
Right to restrict processing	Ask that we restrict processing of the personal data.
Right to data portability	Ask that we give you the information we have in a digital format.
Right to lodge a complaint with the supervisory authority	Lodge a complaint. Without prejudice to exercising your rights before the data controller, you may lodge a complaint with the supervisory authority at any time in order to defend your rights, through the website www.apdcat.cat .

You may withdraw your consent at any time, as well as exercise the rights of access, rectification, erasure, objection, portability and restriction, by sending an email to the UOC at fuoc_pd@uoc.edu, with the subject "Data Protection". The request must include a copy of your Spanish ID card (DNI) or equivalent identification document and the minimum content set forth in applicable legislation. If your request does not meet the specified requirements, you may be asked to amend it. There is no charge

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for exercising these rights, although a fee may be charged in the case of requests that are groundless, excessive or repetitive.

16. ACCEPTANCE OF RULES

- I. The submission of the application implies:
 - A. Acceptance of the rules of this call.
 - B. Acceptance by the participant of fulfilment of the itinerary described in these rules.
 - C. Attendance at the #SpinUOC 2023 event, which will be held on 29 June 2023.
 - D. Acceptance by the winners to provide the UOC, at the latter's request, with brief details about their project's progress during the year after the presentation made at #SpinUOC 2023, in order to maintain the relationship and collaboration, and also so that they can be published in the UOC's activities reports and other information of the UOC related to the #SpinUOC programme.
 - E. Acceptance of the [General Terms of Participation in the Hubbik Platform's Programme](#), which are attached to these rules as Appendix II.

- II. The UOC reserves the right to extend the deadlines established in this call if it deems this appropriate, or to cancel or suspend them, as long as the decision is justified for reasons of force majeure, legal obligations, or other criteria. In such a case, the UOC shall be exempt from any liability or compensation with regard to participants.

- III. The UOC may disqualify any participants who are in full or partial breach of the participation rules set forth herein.

- IV. Those selected undertake to comply with each and every one of the phases established in these rules, except in the event of a cause duly justified with supporting documents. If the Technical Committee determines that the cause of termination is not duly justified or is in bad faith or reckless, the selected person will be excluded from competing in future editions of SpinUOC and from any other entrepreneurship programmes that the UOC may organize.

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17. RESPONSE TO INQUIRIES

- I. The UOC provides participants with an online mailbox for inquiries regarding these participation rules, terms, conditions, and in general, the aspects regulated therein: spin@uoc.edu.

18. JURISDICTION

- I. These rules are governed by Spanish law.
- II. Any disputes or litigation arising from these rules and the grants awarded will be resolved by the courts of the City of Barcelona. The applicants and beneficiaries waive any other jurisdiction that may apply to them.

Barcelona, 18th October 2023

Xavier Vilajosana
Vice Rector for Research, Knowledge Transfer and Entrepreneurship

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APPENDIX 1: DELIVERABLES REQUIRED FOR THE PROJECT PRE-SELECTION PROCESS

A) CANVAS MODEL

A canvas of the project must be prepared, using one of the templates on which this tool is based to explain the business model.

Canvas: a brief guide

Aim: the canvas is a very practical, visual tool for designing business models. In a single image, we build and analyse the different parts that we must consider when developing a business project.

Working with the canvas means undergoing a process of reflection in which we clarify doubts about our business project by asking ourselves: What?, value proposition; How?, key resources, key activities and key partners; Who?, customer segments, relationships between customers and channels; How much?, cost structure and income sources.

As it is a process of reflection, each of the nine parts must be addressed by answering questions about the project.

1. Value proposition

We must solve a problem, satisfy a need. We must answer the following questions: What value do we provide to our customers? What customer problems do we help to solve? What customer needs do we satisfy? What products or services do we offer to each market segment?

2. Market segment

These are the people or organisations targeted by our proposition. We can target one or more different segments and offer one or more different products or services. We must answer the following questions: Who do we want to create value for? Who are our most important customers?

3. Channels

Our value proposition must reach our customers and for that to happen, we need communication, distribution and sales channels. We must answer the following questions: How will we spread word about our company's products and services? How do we help our customers evaluate our value proposition? How can our customers buy our products or services? How do we deliver our value proposition to our customers? What after-sale service do we offer?

4. Customer relations

We must decide what type of relationship we will establish with each of our market segments. We must answer the following questions: What type of relationship do the different market segments expect? What type of relationship will we create? How much does it cost? How are they integrated in our business model?

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5. Income sources

The cash flow that the company is expected to generate for each segment. Benefits: income – expenses. We must answer the following questions: What value are our customers willing to pay? How much do they pay now? How do they pay now? How would they like to pay? How much will the different sources of income contribute to the total?

6. Key resources

These are the assets that are needed to offer and deliver our value proposition and enable the business model to work. We must answer the following question: What key resources does our value proposition need, in terms of distribution channels, customer relations and income sources?

7. Key activities

These are the most important actions that we must carry out for our business model to work. We must answer the following question: What key activities does our value proposition need, in terms of distribution channels, customer relations and income sources?

8. Key partnerships

The network of suppliers and partners that we need for our business model to work. We must answer the following questions: Who are our key partners? Who are our key suppliers? What key resources do we get from our partners? What key activities do our partners perform?

9. Cost structure

The costs involved in starting up and operating our business model. We must answer the following questions: What are the largest costs that are inherent to our business model? What are the most expensive key resources? What are the most expensive key activities?

You will find more information about the business model canvas at [this link](#).

You can access a template for preparing the canvas at this link.

The business model canvas is provided by the organization under a Creative Commons Attribution-Share Alike 3.0 Un-ported License.

The canvas document that has been prepared must be sent before the deadline stated in these rules, using the section provided for this in the Online Incubator. Candidates will be given access to the Incubator once they have registered for the SpinUOC, within the time stated in these rules.

B) EXPLANATORY VIDEO: PITCH 90"

Candidates must record a video explaining the project with a maximum duration of 90 seconds in which they answer the following questions about the project: What problem does it address? What does it consist of? What is its most innovative feature? Who may be interested in it? The following table suggests a possible structure for organizing the video:

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Duration (seconds)	Key question	Description
5–10	Who are you?	Full name and affiliation with the UOC.
5–10	What is it?	Explain what your project is or what it is about in a single sentence.
10–15	What problem does it address?	Describe your project's context and the problem it addresses.
15–20	What does your project consist of and what stage is it currently in?	Talk about the project: value proposition, features, users and achievements. Mention your project's current phase: conceptualization, development or market launch.
1–15	Most innovative feature.	Explain your project's most innovative and differentiating feature compared with what is already available on the market (if applicable).
10	Stakeholders.	List the stakeholders or organizations outside of the UOC that may benefit from your project.
10	Why do you want to be at #SpinUOC?	Briefly explain what benefit you hope to gain from taking part in #SpinUOC (investment, collaboration, dissemination, etc).

You can use a mobile phone or webcam to make the recording, provided that the sound and image have sufficient quality. This tutorial video has some practical tips for making a good recording. The languages you can use are Catalan, Spanish or English.

The recorded video must be sent, specifying the project's name, using the section provided for this in the Online Incubator. Participants will be given access to the Incubator once they have registered, within the time stated in these rules.

The video explaining the project, as obtained from the recording, remains the candidates' property. This video for the selection process will not be made public: it will only be shared among the members who take part in the #SpinUOC selection process.

C) EXECUTIVE SUMMARY

An executive summary must be prepared that complements the information available about the project. The executive summary is a synthesis that must follow the attached one-page data sheet template (which will be delivered in an editable format). The appropriate information must be provided in each section, using only the space provided in the text boxes. The executive summary must be sent

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before the deadline given in the rules, using the space provided for this purpose in the Online Incubator, to which participants will be given access after registration.


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RESUM EXECUTIU PROJECTE #SPINUOC

Nom del projecte / Nombre del proyecto

Baseline

Logo projecte /
Logo proyecto

Resum / Resumen

Text text text

Equip promotor/emprenedor / Equipo promotor/emprenedor

-
-
-

Producte/solució Producto/solución

Text text text

Avantatges competitius / Ventajas competitivas

-
-
-

Model de negoci / Modelo de negocio

Text text text

Mercat objectiu / Mercado objetivo	Competència / Competencia
Text text text	Text text text
Fites assolides / Hitos logrados	Fites per assolir / Hitos por conseguir
<ul style="list-style-type: none"> • • • 	<ul style="list-style-type: none"> • • •

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APPENDIX 2: GENERAL TERMS OF PARTICIPATION IN THE HUBBIK PLATFORM'S PROGRAMME

This Appendix contains the General Terms that the Entrepreneur must accept in order to take part in the Hubbik programme. This is a programme developed by the Universitat Oberta de Catalunya (hereinafter, the "UOC") to promote innovative, entrepreneurial and R&I projects developed by any member of the UOC Community and other innovative projects within the sphere of education and ICTs (hereinafter, the "Programme").

The Programme comprises different phases of action in the development of entrepreneurial projects: (i) phase 1, initial generation and maturing of the business idea; (ii) phase 2, mentoring during creation and start-up; and (iii) phase 3, consolidation and growth.

The Entrepreneur is the promoter of a project (hereinafter, the "Project") and is interested in taking part in the Programme.

Participation in the Hubbik platform's programme entails endorsement and express acceptance of all the General Terms set forth herein. Subsequent selection of projects to take part in the mentoring, start-up, consolidation and growth phases will require signature of the corresponding Agreement to participate in Hubbik's activities.

1. Participation procedure

In order to take part in the Programme, the Entrepreneur must fill in the registration form on the Hubbik website, providing the necessary information concerning the Project for it to be accepted.

Nevertheless, on the basis of the information provided in the registration form, the UOC reserves the right to determine whether the Project meets the requirements for taking part in the Programme.

The information provided in the registration form must offer an accurate view of the Project and help give the necessary knowledge to enable Hubbik to gain a proper understanding for the purposes of making decisions.

2. Programme content and functioning

Subject to prior acceptance by the UOC, the Entrepreneur will receive support for his/her business project through participation in the Programme, which will include the following activities:

- Support and specific advice for identifying, defining and validating the business idea.
- Initial guidance capsules that cover the main aspects of the entrepreneurial process (generating and maturing the business idea) and others that provide training in specific business aspects (legal aspects, access to investment and communication).

The Programme will have a maximum duration of one year after acceptance of these General Terms.

3. Participation commitment

The Entrepreneur undertakes to:

- Take part in all the activities defined in Clause 1, unless prevented for justified reasons, and to show diligence and dedication in their performance.
- Inform the UOC of the status and key aspects of the Project's development, up to one year after completion of the Project.

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The UOC may exclude the Entrepreneur from the Programme in the following cases:

- Frequent absences by the Entrepreneur in the activities that have been arranged or repeated lack of interest in the actions proposed; or
- Inappropriate conduct or flagrant disrespect shown to anyone related with the Programme, such as fellow participants, trainers, mentors or coordinators.

4. Selection for the following phase

Once the first phase of the Programme has been completed, the Entrepreneur must provide the following compulsory documentation to enable the UOC to evaluate the Project and determine its suitability for the following phase:

- A business model canvas that explains the business model;
- An elevator pitch, consisting of a video that explains the Project; and
- an executive summary of the Project.

Once the documentation has been submitted, a technical evaluation committee will analyse the projects and select those that will progress to the subsequent mentoring phases, applying the following objective criteria:

- Strategic affinity with the UOC and societal impact: a business idea that is related to the information and knowledge society and e-learning. If the above is not the case, the synergies that the future company may have with the UOC's research groups will also be assessed. Societal impact is understood to be the degree to which the idea can contribute transformation and social progress.
- Innovativeness: novelty and technological or knowledge content. Originality of the initiative and source of the knowledge that has originated the project.
- Feasibility and market transferability: knowledge of the market and identification of the resources required to carry out the project (material, financial, human, technical and legal).
- The project leader's entrepreneurial profile and presentation skills: the leaders' interest and commitment, career track record and academic background, in addition to the communication skills in presenting the project.

If the Entrepreneur receives no notification from the UOC by three months after the end of the Programme, it will be understood that the Project has not been selected for the following phase.

The UOC will be authorized to refuse the Project's continuity in the Programme if the Entrepreneur is found to have been untruthful in any aspect concerning the Project.

5. Access to the documentation and confidentiality

Considering the Project's innovativeness, all the information and documents related to the Project will be considered confidential information (hereinafter, the "Confidential Information"), including but not limited to business, scientific, technical, commercial or any other information, technical data, know-how, ideas, inventions, concepts, business plans, new products, contracts, projects, documents, designs, logos, new technologies, plans, drawings, instructions, recommendations and any other information that may have been communicated by the Entrepreneur and classified as confidential or which, given its nature or the circumstances in which the disclosure is made, must, in good faith, be considered confidential.

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The UOC may only use the Confidential Information for purposes related to the Programme, and only to the extent necessary for such purposes.

The documentation provided by the UOC to the Entrepreneur and which is part of the Initial Programme will also be considered Confidential Information and, in this respect, the Entrepreneur is also bound by the confidentiality obligations set forth in the General Terms.

The Confidential Information will be treated confidentially by the UOC and its employees and associates. In general, the UOC will use the same diligence with respect to the Confidential Information as it would to safeguard its own confidential information and will take any measures that may be necessary to prevent unauthorized third parties from gaining access to the Confidential Information. It will also limit access to the Confidential Information to those of its employees or associates who need the information in order to assess and subsequently select the Project, requiring them to abide by a confidentiality undertaking that is identical or analogous to that described in these General Terms.

If the Entrepreneur should leave the Programme, the UOC undertakes to return the Entrepreneur's confidential information and documentation or, failing that, to destroy it.

The UOC will notify the Entrepreneur of any unauthorized use or disclosure of the Confidential Information.

6. Publication and dissemination of the Project's information

After obtaining the Entrepreneur's express consent, the UOC may disseminate the following aspects concerning the Project or the Entrepreneur's participation in the Programme: the Project's title, a brief summary of its content, the Entrepreneur's name and nationality, his/her background within the UOC community, the Project's current phase or status, the sector or segment to which it belongs and generic references to the solution, product or service on which the Project is based.

The personal data listed in the previous paragraph will be used and disseminated for transparency, dissemination and publicity purposes, strictly linked with the Programme, and taking into account the parameters stated in section 8.

If express consent should not be given, dissemination activities will be limited to those aspects that do not contain personal data.

7. Intellectual and industrial property.

Participation in the Programme does not imply any transfer of ownership to the UOC nor does it grant any license or right of use different from that provided in the General Terms concerning any Confidential Information, documents or any intellectual or industrial property right held by the Entrepreneur.

The Entrepreneur acknowledges that the intellectual property rights corresponding to the technical, educational and support materials provided by the UOC, for example, guides, manuals and others that are provided to the Programme's participants, belong to the UOC and, therefore, cannot be exploited by the Entrepreneur.

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8. Data protection

The UOC undertakes to process all the personal data that may be processed by virtue of signing these General Terms in accordance with the principles and duties contained in Organic Law 3/2018, of 5 December, on the Protection of Personal Data and Guarantee of Digital Rights, Royal Decree 1720/2007, of 21 December, and Regulation (EU) 2016/679 of the European Parliament and of the

Council of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and any other relevant regulation.

The personal data will be processed by the UOC with the purpose of managing the Entrepreneur's participation in the Programme and in accordance with the purposes set forth in these General Terms, and will be kept for such time that may be necessary to comply with the corresponding legal liabilities. The Entrepreneur may exercise the rights of access, rectification, erasure, objection, restriction of processing, portability and not to be subject to decisions based on automated processing, based on the terms set forth in data protection regulations, by means of a written notice sent to the data controller:

Email address: fuoc_pd@uoc.edu

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