
***INNOVATIONS FOR
E-MOBILITY***

STARTUP CONTEST

1 BACKGROUND

A startup contest is organized this year at the 1st Spark E#Day (one-day event dedicated to the future of electric mobility in Spa-Francorchamps)¹. This contest, initiated by SPARK RACING TECHNOLOGY, official supplier of the cars of the FIA FORMULA Electric championship, offers young entrepreneurs the perfect opportunity to have their ingenuity and enthusiasm for engineering and innovation recognized by prestigious entrepreneurs and investors.

The call for participation is open to early-stage and consolidated projects with **innovative and scalable technologies, products or services in the field of electric mobility**.

SPARK RACING TECHNOLOGY was founded in 2012 by Frederic Vasseur, a well known entrepreneur in car racing. Its main objective was the development, design and assembly of the single-seater car participating in Formula Electric Championship. To date, 42 cars have been made by Spark Racing Technology in order to take part in the 2014/2017 Formula E Championship.

Aerodynamics of the Spark SRT_01E result of the company's expertise of the internal design department under the guidance of its Technical Director Théophile GOUZIN. The whole car (suspensions, aerodynamics, brakes, undercarriage etc.) has been the subject of careful study and has a specification that combines performance, reliability and balance between aerodynamic and mechanical properties.

Spark Racing Technology then harnessed to bring the best technical partners together to produce the various components of the car. Frédéric Vasseur has been able to play its vast network of knowledge to bring a prestigious consortium of actors around the project (such as McLaren, Williams, Michelin, Renault, Dallara ...).

If the SRT efforts are fully focused on the Formula E activity, its skills now find application far beyond the framework of the car and of motorsport. From touring cars to aviation, the development paths have an immense potential, which motivates this opening towards startups and their innovative ideas and concepts.

The startup competition package includes the opportunity for 10 selected startups to **pitch** their projects in front of top corporates, entrepreneurs and investors at the 1st Spark E#Day. After the pitch sessions, one startup will be awarded a prize of money of 10,000 euros by a jury of academic experts and top managers. The selected startups will also have access during the Spark E#Day to a demo booth and get to opportunity to network with top entrepreneurs. We also expect significant media coverage of the event.

All startups selected for the final round will also have the opportunity to apply for collaboration, accommodation and technical support at the SPARK RACING TECHNOLOGY facility in Tigery-France, following a selection interview organized by the company.

¹ see www.sparkeday.com

2 TERMS AND CONDITIONS

2.1. ELIGIBILITY

The competition is open to all entrepreneurs, whatever their nationalities, proposing projects that are at an early stage of development and those that are more consolidated.

2.2. QUALIFYING IDEAS

The competition is open to innovative technologies, products and services in the framework of electric mobility: electric and hybrid vehicles and components (auto, bus, motorcycle, ...) and electric mobility support and environment (batteries, charging spots, assistance, network...).

2.3. REQUIREMENTS

To enter the competition, applicants must submit their proposal on www.sparkeday.com. They have to complete the registration form and submit their project and additional project materials in due time.

3.4. JURY AND SELECTION PROCESS

Submissions will be evaluated by a jury of experts.

The jury will be composed by two academic experts (Nathalie Crutzen & Damien Ernst, Professors, University of Liège, Belgium) and by top entrepreneurial leaders such as Bernard Delvaux (CEO, Sonaca), Grégoire Dallemagne (CEO, Luminus), Frédéric Vasseur (Founder, Spark Racing Technology) or Laurent Weerts (Partner, Deloitte).

The ten finalists will be notified via e-mail. The selection criteria are as follows:

1. Innovation: relevant and innovative aspects
2. Feasibility: technologically and commercially
3. Fundability: business model
4. Team work: experience and commitment

The selected projects will pitch on stage on November 17th, 2017 at the 1st **Spark E#Day** in Spa-Francorchamps, Belgium. Presentations will be in the format of a 5 minutes pitch + 5 minutes of questions from the jury.

After the pitch sessions, one startup will be awarded by the jury (prize money: 10000 euros).

3.5. TIME LINE

October 10th, 2017 : Deadline for submission

(Analysis and preselection of the projects by the jury)

October 25th, 2017 : Annoucement of the 10 runners-up Startups by email

November 17th, 2017 : Pitch during event

November 17th, 2017 : Awards ceremony

3.6. SUBMISSIONS

All participants must register and submit a description of their project on the event website www.sparkeday.com

Details should include the followings:

- Title – Company/organization
- Team presentation
- Clear description of the service/product that your startup develops (what?) + a justification of the needs for this solution on the market (why?) (*max 800 words*)
- Business plan (if available) or preliminary market and financial projections

You will receive a confirmation email that includes your abstract number. Please use this abstract number in all communication with the conference organizers.

Early submissions (before September 25th) have a chance to get a feedback before the official deadline and to resubmit their revised project based on this feedback.

Accepted submissions will be published in the official Spark E#Day Final Program to be distributed onsite.

Please [click here](#) to access the submission page.

3.7. INTELLECTUAL PROPERTY

All participants taking part in the competition declare that they have sufficient ownership of intellectual property rights or that they do not infringe on any property rights or any other rights that any third party may hold in Belgium or abroad regarding the contents of their projects , and exempt the organizing group from any liability regarding the potential use of the information provided during the competititon.

3.8. CONTACTS

If you have any questions regarding the startup contest, please send an email to ncrutzen@ulg.ac.be

If you want more information about the Spark E#Day in general, please contact 0032 (0) 4 257 93 70