

## THE NORDIC INDEPENDENT LIVING CHALLENGE – COMPETITION RULES

### Who can apply?

The challenge prize competition is an open competition for whoever can come up with the best solution that will meet the defined challenge.

Entry to the competition is open for all interested parties; private companies, startups, health employees inside or outside the municipal organisations, end users, NGOs, professionals and interested individuals who want to compete in developing the best solutions to solving the challenge. Both individuals and companies may participate.

The competition targets contestants in the Nordic region: Denmark, Finland, Iceland, Norway and Sweden (also including the Faroe Islands, Greenland and Åland). Companies participating in the competition must have a business ID from a Nordic country. Individuals must have personal identification number ("personnummer").

### ***Stage 1: The Application Stage***

*When: February to March, 2015*

Applicants will at this stage be required to make a brief application for participating in the competition. The application must be submitted through the registration form found at [www.realchallenge.info](http://www.realchallenge.info) (approx. 2 pages). The application must include descriptions of:

- The idea, and how this solves the identified challenge
- The target group for the idea (end user/s)
- How and in what way the idea is innovative
- Who would gain from the idea (users/employees/municipalities)?
- Information on the applicant behind the idea (student, company, employer etc.)

Deadline for submission of applications will be 15 March 2015.

### *Selection criteria for stage 2*

All submitted applications will be evaluated on the originality of the idea and to what extent they meet the defined challenge: *Provide new solutions to elderly and people with disabilities in the Nordic region so that they can live longer in their own home.*

Up to 75 applicants will be invited to take part in the next stage.

## ***Stage 2: The Concept Development Stage***

*When: April to June 2015*

The purpose of stage 2 is to develop initial ideas into concepts that can be the basis for further development in stages 3 and 4. The development of the concepts involves diving deeper into the specific user needs targeted and the design and usability of the solutions that are envisioned.

### *Nordic matchmaking event*

Participants selected for stage two of the competition will be required to participate in a 24-hour Nordic matchmaking event in Copenhagen 4/5 May 2015. The participants are encouraged to share elements of their ideas or concepts to fellow participants in order to collaborate.

The intention with the matchmaking event is to provide the participants with in-depth knowledge on the cities and user needs, and to create cross-border collaboration between teams, to share ideas and to team up. The applicants will be given the opportunity to interact with users and other participants.

It is not a requirement for participating in the later stages that participants actually collaborate, but Nordic collaboration will be rewarded.

The matchmaking event will be free of cost for up to two participants pr. idea, and applicants who participate as individuals or startups will have their travel and hotel expenses covered by Nordic Innovation.

### *Application*

After the Nordic matchmaking event, participants will be invited to submit a new application through [www.realchallenge.info](http://www.realchallenge.info) in order to proceed in the competition. It is only participants who have been selected for the matchmaking event who can submit a new application.

New teams must point out a project manager. Teams can also take on-board new partners that have not previously been part of the challenge competition process in order to get new competences into the teams. However, all teams competing for entering stage 3 must have at least one partner that has been part of the challenge competition from the start.

A new application form will be available at the project website, and information will be given at the Nordic matchmaking event.

The participants/teams should develop a 1-2 page concept with a word limit of 800 words containing:

- A description / illustration of the solution
- A presentation of the team behind it
- The idea, including a description of the needs addressed, end-user(s), how and by whom the idea should be applied and who would gain from the idea

- A comparison with existing solutions on the market; how does this solution differ and why is it better? Considerations about market potential.

#### *Selection criteria for stage 3*

Up to 25 ideas will be selected to move on to stage 3. The jury will evaluate applications based on the following criteria:

- Potential outcome in terms of meeting the defined challenge
- The strength, composition and motivation of the team
- Originality in solution and level of innovation
- Nordic qualities in terms of inclusive design, visual design, functionality and user friendliness
- Nordic market potential

The jury will select the 25 ideas that will be invited to participate in a business development phase taking place from mid June 2015 to November 2015. The announcement of the 25 selected concepts will take place right after the jury meeting in week 24, 2015.

#### ***Stage 3: The Business Development Stage***

*When: June – December 2015*

In this stage, support and mentoring will be provided for developing s further, into business plans, prototypes and solutions ready to be tested on real users. Support is offered on the development of the product as well as on how the product can be turned into a business opportunity.

Nordic Innovation will offer up to 25 selected participants mentoring and assistance from business development consultants. Each participant will be offered support for a value of NOK 150.000. Cross-border Nordic teams can receive support for a value of up to NOK 250.000. Nordic Innovation will also cover travel expenses for up to NOK 40.000 pr. team.

The participants will be invited to participate in at least one workshop during this stage. It will also be possible to be in contact with representatives from the cities in this stage in order to get feedback from the user side.

#### *Application for stage 4*

At the end of the business development stage, there will be another selection phase where five (5) participants will be selected for a final testing.

#### *Selection criteria for stage 4*

Applications will be evaluated based on the following criteria:

- Potential outcome in terms of meeting the defined challenge
- The strength, composition and motivation of the team
- Originality in solution and level of innovation
- Nordic qualities in terms of inclusive design, visual design, functionality and user friendliness
- Business plan and Nordic market potential of the solution
- Contribution towards the aim of a Nordic market with Nordic solutions and Nordic consortia on the supply side

#### **Stage 4: The Testing Stage**

*When: February – May 2016*

Stage 4 essentially consists of providing the five finalists with opportunities to test their solutions in real-life settings within the municipal organisation or facilitated by the municipality in the homes of the frail elderly and the disabled. It is up to the finalists to utilise the opportunity for testing in their development path. Testing can be valuable to answer many questions: Does the solution produce the desired outcome for the target group and/or for the municipality? What adjustments to the prototype would improve usability or marketability?

Each finalist will receive NOK 300.000 to cover expenses in this stage. In the testing stage, Nordic Innovation will cover 50 % of participant costs, up to NOK 300.000. The participant will have to document costs of at least double the grant.

#### **The final prizes**

*Competing for the final prizes*

At the end of the testing stage, the five finalists will get the opportunity to make a presentation for the jury. The jury will award the prizes based on this presentation in combination with the application that was sent prior to the testing phase.

#### *Criteria for awarding the prizes*

The jury will select a winner, based on the same criteria as in the selection for the testing stage, but where the test results and updated business plan will have taken the project further.

*Three prizes will be awarded:*

- The overall prize of NOK 1 million to the best solution
- A prize for best Nordic consortium NOK 200.000 (to the best Nordic cross-border consortium that did not win the overall prize)
- A student prize of NOK 100.000 (to the best student or student team that did not win the overall prize)