FICHe

Future Internet CHallenge eHealth

Guidelines for applicants
for the open call for proposals

Closing date for proposals
31/10/2014

Part of the FI-PPP

Index

1   Introduction

This document supplements the Call Announcement of the Future Internet CHallenge eHealth (FICHe) Open Call for Proposals and provides additional necessary information for the submission of the proposals in the framework of the FICHe project. The Call Announcement remains valid and must be additionally considered for the submission of a Proposal.

1.1   Background information on Future Internet Public Private Partnership (FI-PPP)

FICHe is a Collaborative Project and Coordination and Support action co-funded by the European Union under the 7th Framework Programme. Furthermore, FICHe is part of the FI-PPP within a group of projects known as the FI-PPP Phase 3 accelerators.

The FI-PPP follows an industry-driven, holistic approach encompassing R&D on network and communication infrastructures, devices, software, service and media technologies. In parallel, it promotes their experimentation and validation in real application contexts, bringing together demand and supply and involving users early in the research lifecycle. The new platform, FIWARE, will thus be used by a range of actors, in particular SMEs and Public Administrations, to validate the technologies in the context of smart applications and their ability to support "user driven" innovation schemes.

FI-PPP Phase 3 accelerators aim to promote the creation of innovative products and services making use of FIWARE technology, i.e. FIWARE generic enablers, specific enablers and/or domain specific platforms.

FICHe project will utilise technologies of the Future Internet PPP programme (FIWARE) to promote and support the creation of innovative ICT (software) services and products for the e-Health market combined with actual use needs and business development, targeting public and private sectors as well as consumers. This is expected to be achieved thanks to a planned set of activities that will allow:

- Reaching a critical mass of stakeholders (SMEs and startups) interested in participating in FICHe.
- Selecting the most promising ideas and initiatives through a well prepared and transparent process.
- Supporting the development of the selected ideas financially and with a complementary support programme.

1.2   FICHe general requirement

Any selected project by FICHe is obliged to make use of **FIWARE technology,** i.e. FIWARE generic enablers, specific enablers and/or domain specific domains for **eHealth products and services.** Information on FIWARE and its technologies along with a self-learning space can be found on http://catalogue.fi-ware.org/. These requirements will be part of the eligibility criteria for projects (proposals submitted during the Open Call who will be chosen for entering Phase 1), as it will be indicated in the following sections of these Guidelines for Applicants. In unclear situations the FICHe Consortium will keep the rights to consider the proposal not eligible for evaluation.

1.2.1   eHealth requirement definition

By eHealth Services and Products we refer to tools and services using information and communication technologies (ICTs) that can improve prevention, diagnosis, treatment, monitoring and management, that can benefit the entire community by improving access to care and quality of care and by making the health sector more efficient. eHealth includes information and data sharing between patients and health service providers, hospitals, health professionals and health information networks; electronic
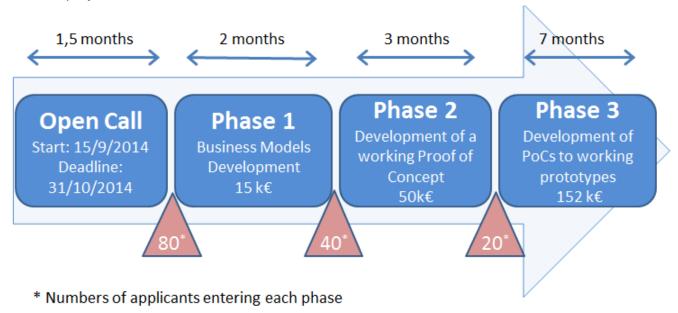
health records; telemedicine services; portable patient-monitoring devices, operating room scheduling software, robotized surgery and blue-sky research on the virtual physiological human. NOTE: eHealth in FICHe includes mHealth.

1.3 FICHe approach

FICHe approach is based on the application of the following set of concepts:

1. Promote the Future Internet technology, Use cases and FICHe challenge in at least 15 EU member states;
2. Challenge at least 500 SMEs and startups to come up with ideas to create innovative and successful applications solutions and business by combining the FI technology and actual user needs, and thereby generating at least 200 submitted ideas;
3. Support the creation of twenty successful innovative and market ready applications, including the validated business model, investor pitch deck and product launch materials, and go-to market strategy, by providing financial support, a field lab, training and coaching.

FICHe will use the a funnel approach which, after an initial phase for the evaluation and selection of the most promising proposals, will carry out a continuous evaluation of the selected projects under a competitive scheme, which will be granting fewer projects after each phase evaluation. Phases and selected projects will be:

Selected SMEs and startups will enter into an 18-months challenge, split in a three phase acceleration program. SMEs and startups will translate their idea into a field lab tested prototype, while elaborating their business plan and go-to-market strategy. The most promising and innovative proposals complying with the requirements of each phase will be selected by External Independent Review Committee (EIRC) to continue to the next phase. 80 teams will enter the first phase with the grant of 15 000€, 40 will continue with 50 000€, and 20 finalists entering the third and last phase will receive 152 000€. The payment schedule and the terms and conditions of the sub-grant will be defined in detail in a separate written Sub-Grantee Funding Agreement. The Sub-Grantee Funding Agreement will be signed before each phase between the selected applicant and the coordinator of the FICHE consortium.

2   Calendar

The different phases are following (Note: the dates given below are only indicating the timeframe):

Challenge phase 0 – Open Call, Proposals

- Call opening September 15, 2014
- Deadline for submission October 31, 2014, 10:00 p.m. CET
- Evaluation period between November 1, 2014 and December 31, 2014
- After the evaluation 80 projects will be selected. These 80 projects will access phase 1.
- Communication of results to applicants and sub-grantees signature of contracts between December 15, 2014 and December 31, 2014

Challenge phase 1 – Business models (80)

- Acceleration period between January 1,2015 to February 28, 2015
- Evaluation period between March 1, 2015 and March 31, 2015
- After the evaluation 40 projects will be selected. These 40 projects will access phase 2.
- Communication of results to applicants and signing of the next phase agreements between March 20, 2015 and March 31, 2015

Challenge phase 2 – Concepts (40)

- Acceleration period between April 1, 2015 to June 30, 2015
- Evaluation period between July 1, 2015 and September 7, 2015
- After the evaluation 20 projects will be selected. These 20 projects will access phase 3.
- Communication of results to applicants and signing of the next phase agreement between August 15, 2015 and September 7, 2015

Challenge phase 3 – Prototypes (20)

- Acceleration period between September 8, 2015 to March 31, 2016
- Evaluation period between April 1, 2016 and May 1, 2016
- Communication of results to applicants between April 20, 2016 and May 1, 2016

3   Beneficiaries

The accepted applicants for this FICHe Open Call will be SMEs participating on their own, i.e. consortium of SMEs is not accepted.

3.1   Definition of SMEs

A SME will be considered as such if accomplishing with the Commission Recommendation 2003/361/EC[1] and the SME user guide[2]. As a summary, the criteria which define a SME are:

- Headcount in Annual Work Unit (AWU) less than 250.

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[1] Commission Recommendation 2003/361/EC
http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF
[2] The new SME definition
http://ec.europa.eu/enterprise/policies/sme/files/sme_definition/sme_user_guide_en.pdf

- Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million.

Note that the figures of partner and linked enterprises should also be considered as stated in [2].

All SMEs are requested to perform this SME test at: http://smetest.uwe.be/ that is used by the EC in relation to European research programs.
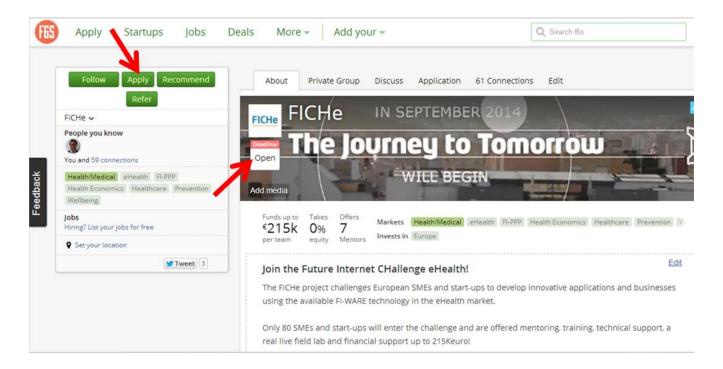
3.2 Eligible countries

Only applicants legally established, and working, in the case of the individuals, in any of the following countries are eligible:

- EU-28 countries: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and United Kingdom.
- FP7 Associated countries: Albania, Bosnia and Herzegovina, Faroe Islands, FYR Macedonia, Iceland, Israel, Liechtenstein, Moldova, Montenegro, Norway, Serbia. Switzerland and Turkey.

4 General information

4.1 Submission

SMEs and startups are invited to submit their ideas for innovative applications following a standard format in the worldwide startup and accelerator network F6S.com www.f6s.com/FICHe#/apply. In order to apply for FICHe, applicants need to register and login on F6S using their LinkedIn or Facebook credentials. For any problems or information, please contact the helpdesk: fiche@digitalezorg.nl.

After logging into f6s.com, click 'apply' or 'open' (see picture above).

Let's get started.
First you just need to create or choose a Team.

Create your team

Please add the key members of your team to the application form by having them register on F6S (using LinkedIn of Facebook login). This will give the reviewers more information on the quality of your team.

Next fill the following sections of application form:

a) General Information about company's legal information and contact person, who is authorised to make decisions.

b) eHealth Solution: Market opportunity and business model, focus on the value proposition, market implications, target customers and their needs, the social impact, and cost structure and revenue model.

c) Technical excellence: Viability and sustainability, clearly defined objectives and quality of the concept.

d) Use of FIWARE technology: How will the FIWARE technology be used in the proposed project. We advise you to check the questions published on http://www.fi-ware.org/fiware-usage-questionnaire/ to understand what questions evaluators of your proposal will ask when reading your responses to this application form.

e) Team: Entrepreneurship, experience and ambition, relevant experience and capacities of the participants in the project.

f) Declaration of honour: A declaration of honour must be signed by authorized person of applicant company. The declaration (pdf document) can be downloaded on the end of the application form page in F6S.com. The declaration document must be filled and signed by legally authorized person and after that uploaded to the appointed location in the application form (format: pdf without restrictions for printing).

Only the last version of submission received before the call deadline will be considered in the evaluation.

4.2   Language

English is the official language for FICHE open calls. Submissions done in any other language will not be evaluated.

4.3   Documentation formats

Any document requested in any of the phases must be submitted electronically in PDF format without restrictions for printing.

4.4   Origin of the funds

Any selected proposer will sign a dedicated Sub-Grantee Funding Agreement with the coordinator (Oulu University) representing the FICHe consortium before the beginning of each phase. The funds attached to the Sub-Grantee Funding Agreement come directly from the funds of the European Project FICHe, and are therefore, funds owned by the European Commission, whose management has been lead to the project partners in FICHe via European Commission Grant Agreement Number 632913.

As it can be seen in the Sub-Grantee Funding Agreement template, this relation between the sub-grantees and the European Commission through FICHe project carries a set of obligations to the sub-grantees with the European Commission. It is the task of the sub-grantees to accomplish them, and of the FICHe consortium partners to inform about them.

4.5   FICHe and the other FI-PPP accelerators

The same or a really similar proposal must not be submitted to different accelerators within the Future Internet PPP. In such a case, the proposal will be declared ineligible.

4.6   Number of proposals per applicant

As a general rule, only one proposal per SME per accelerator will be selected for funding. This does not mean only one proposal can be submitted per applicant, but only its best proposal will be selected for funding, should the criteria for selection be met.

5   Selection and evaluation process

The selection and evaluation process includes the following steps:

ELIGIBILITY CHECK

Applications will be checked for compliance, including the financial and legal validity. Applications which do not comply with the eligibility criteria will be excluded from evaluation. In unclear situations the FICHe Consortium will keep the rights to consider the proposal not eligible for evaluation. Communication about the eligibility of proposals will be sent to all applicants.

PRE-SELECTION

The FICHe consortium will do the first filtering and provide the External Independent Review Committee with a data enriched list of 150 ideas. The applications will be reviewed to ensure that their objectives are aligned with those of the FICHe program. This review will also ensure the completeness of the application. If a missing document or item appears to be an administrative error, the consortium may notify the applicant that they have 48 hours to correct the omission.

The first filtering to create a list of 150 ideas will be determined based on an overall assessment.

EVALUATION

The evaluation of phase 0 will be performed by the External Independent Review Committee (EIRC). The EIRC consists of 5 members, who together possess all necessary skills, experience and character to do this in a proper way. The EIRC ranks each proposal on the set (weighted) selection criteria list:

- Each proposal is assessed separately by two EIRC members.
- The proposals are distributed for review to EIRC members using an automated neutral lottery system.
- Based upon a preliminary or complete review of the grant proposal, each individual EIRC member will complete a conflict of interest statement for each application. No EIRC member with a conflict of interest may participate in the assessment of a proposal.
- Each EIRC member will complete an Evaluation Form for each application assigned to him/her.
- All EIRC members will participate in a conference call or meeting to reach consensus on the reviews. The 80 highest scoring proposals will be selected for phase 1.

- If more than one proposal around the 80-rank have the exact same score, these will be newly assessed by EIRC members until 80 proposals are selected.
- Top level evaluation criterion will be use of the FIWARE technology as well as market opportunity and business model of eHealth solution.

6 Selection criteria

The EIRC will assess the 150 pre-selected proposals on the basis of the following eHealth solution criteria, which are weighted differently:

WEIGHT MAIN CRITERIA	PHASE 0
TECHNICAL EXCELLENCE (viability, sustainability)	20%
Use of FIWARE technology	20%
EHEALTH SOLUTION (market opportunity and business model)	30%
TEAM (entrepreneurship, experience and ambition)	30%

Challenge phases 1-3

Challenge phase 1 – Business models

The 80 business models are offered for a review to the EIRC, again with the same set of selection criteria as mentioned in phase 0:

WEIGHT MAIN CRITERIA	PHASE 1
TECHNICAL EXCELLENCE (viability, sustainability)	20%
Use of FIWARE technology	20%
EHEALTH SOLUTION (market opportunity and business model)	30%
TEAM (entrepreneurship, experience and ambition)	30%

The review committee will select up to 40 business models to enrol them in the second phase of the challenge.

Challenge phase 2 – Concepts

The 40 challengers that entered the second phase will be asked to develop a working proof of concept (PoC) of their idea. This PoC should be able to demonstrate the idea in a lab environment, using simulated context if appropriate. The 40 completed PoCs are showcased to the review committee through a live meeting and/or video presentation. Again the review committee will use a fixed set of

scoring criteria and will select up to 20 PoCs that are offered to the consortium to enrol them in the third and last phase of the challenge, again in a structured, transparent and consistent manner.

Challenge phase 3 – Prototypes

The final 20 challengers that entered the last phase of the challenge will be asked to further develop their PoC to a full market ready working prototype, execute a trial in one of the three ecosystems, evolve their previous submitted business models with the latest insights and write a go-to-market strategy. The teams should aim to have beta versions of commercial products, ready to raise to next rounds of funding or launch crowd funding campaigns to access more early customers.

Besides the prototype itself, the validated business model, the product launch materials, field trial report and the go-to-market strategy are the final deliverables of the challenge. The final deliverables are presented during the closing event of FICHe and presented to the EC stakeholders, relevant other stakeholders, such as an investors' panel and the public at large. All public deliverables collected during all phases of the challenge are disseminated through appropriate media channels and the FICHe online repository.

7   Grant Agreements

For each Grant and for each phase a Sub-Grantee Funding agreement will be signed between the FICHe Consortium coordinator and the applicant. The Grant money is transferred into one or multiple tranches to the applicant upon meeting certain agreed project milestones as defined in the Sub-Grantee Funding Agreement. The FICHe consortium has the right to validate whether the specific milestone has been reached, before consenting to pay out the tranche linked to a specific milestone.

8   FICHe Services

Besides funding, FICHe will support the SMEs and Startups via a set of clearly defined services. These services are:

- Two day boot-camps in three different locations (Finland, Netherlands and Spain) by the local business partner (Phase 1). Boot-camp(s) include (i) technical, (ii) business model and (iii) user involvement and user experience workshops and coaching. The Coaches of the boot-camp(s) have substantial business experience in the health sector and in addition to respective business developer's personnel shall consists of investors, seasoned entrepreneurs and user experience professionals.
- Coaching to complete and submit the Proof of Concepts (Phase 2) and the completion of the prototypes (Phase 3). The matching between challenger and coach will be done after knowing the project of the challenger, but efforts will be made to maximize value according to the challenger needs and weaknesses and future implementation plans. These coaches are all experts in the field of eHealth and are experienced in coaching in at least one of the areas of interests: business, technology and end-user involvement.
- Field Trials (Phase 3): In the field trials a prototype is tested by users in a 'real life' setting (as opposed to testing under artificial laboratory conditions). Both the product and the field trial setting are designed to be as close as possible to actual usage. This involves installing the prototype and then monitoring its performance over a period of time. Users are allowed to operate equipment as they would in actual usage, and it is usual to monitor that usage using objective and subjective measures.

- Marketing and matchmaking events for the SMEs where investors will be present.
- A result event that will take place at the end of the process for the 20 finalists, where investors will be invited to network with the participants to the challenge.

9 Intellectual Property Rights

9.1 Originality of the sub-granted projects

It is required that the proposals submitted are based on original works by the applicants and that their foreseen developments are free from third party rights. FICHe consortium is not obliged to verify the authenticity of the ownership of the foreseen products and services. Any issues derived from third party claims that arise as a result of the sub-granted projects are on the sole responsibility of the applicant.

9.2 Ownership of the sub-granted projects

The sub-grantees funded within FICHe project will be the unique owners of the technologies created within the framework of their sub-granted projects. Parts of their works will be requested to be public for FICHe dissemination purposes, as described in the earlier sections. These will be specifically described in the Sub-Grantee Funding agreements that will be made in each phase of the challenge (see also section 7). Nevertheless the use of FIWARE technology may implicitly bring the acceptation of different licensing agreements which will be the solely responsibility of the sub-grantees.

10 Check List for Applicants

Preparing your proposal

1. Does your planned work fit with the call for proposals?
2. Does your proposal address Future Internet and FIWARE technology and how? We advise you to check the questions published on http://www.fi-ware.org/fiware-usage-questionnaire/ to understand what questions evaluators of your proposal will ask when reading your responses to this application form.
3. Is your proposal eligible? The eligibility criteria are given in chapter 3. In particular, make sure that you satisfy the minimum participation requirements (a single SME from eligible countries)
4. Budgetary limits. Check that you comply with any budgetary limits (between €15 000 and €152.000 EUROs).
5. Is your proposal complete? Have you completed the application form and provided a declaration of honour signed by the legal representative?
6. Does your proposal correspond to the evaluation criteria which will be applied? Omitting requested information will almost certainly lead to lower scores and possible rejection.
7. Have you maximised your chances? There will be strong competition. Therefore, edit your proposal tightly, strengthen or eliminate weak points.
8. Have you submitted your proposal before the deadline? It is strongly recommended not to wait until the last minute to submit the proposal. Failure of the proposal to arrive in time for any reason, including network communications delays, is not acceptable as an extenuating circumstance. The time of receipt of the message as recorded by the submission system will be definitive.
9. Do you need further advice and support? You are strongly advised to communicate with the FICHe Project Helpdesk, fiche@digitalezorg.nl

11 Contacts

Main contact point:

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