



DIGITAL  
ENTERPRISE  
SHOW

21-23 MAY, MADRID #DES2019

# Digital DNA

for Augmented Organizations

[www.des-madrid.com](http://www.des-madrid.com)

# Innovation Hub

## Participation Rules

# GUIDE

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# WHAT?

## Only Digital Pioneers are in the Innovation Hub. Could it be you?

Pioneer start-ups are leading the most disruptive innovation offering agile structures and new ways of thinking. The young, emerging companies more and more often surprise the world with **new, innovative and disruptive solutions**, capable of transforming the way the business has been done. DES created the **Innovation Hub** looking for these new companies that could impact the [digital demand sectors](#), such as Industry 4.0, Banking & Insurance, Digital Health, Media & Entertainment, Logistics, Cities & Public Sector, Tourism & Hospitality, and Retail.

# WHAT?



Pitch your tech solutions, products, or services in front of an international audience of 21.000 high profile executives.



Countless ways to connect with Global Innovation System of DES2019 Digital Enterprise Show.



Private meetings with potential partners and investors to develop your project.



Selected solutions will be direct candidates in the European Digital Mindset Awards, "the Best Digital Disruptor Start-up" Category.



A Premium VIP Pass to attend Digital Enterprise Show (save up 675 €)

# SECTORS

1. Industry 4.0,
2. Urban Mobility
3. Energy & Utilities
4. Cities & Public Sector
5. Banking & Insurance
6. Digital Health
7. Telco, Media & Entertainment
8. Tourism & Hospitality
9. Retail, eCommerce and Logistics

# WHO?

- If you are an entrepreneur, represent a start-up or a Technology Centre and **YOU ARE THE BEST DIGITAL PIONEER**, apply! We are waiting for you!
- Only **the 3 top projects** in each industry will be selected to be presented at the Innovation Hub during DES2019.

# HOW?

- To participate, the projects must be submitted through the [official platform](#).
- Organizer will verify the submissions and ensure the projects are registered correctly.
- **The Expert Committee** will evaluate submitted projects and select those that meet the criteria and are destined for the specified industries.
- **Only selected projects** will participate in the Innovation Hub during Digital Enterprise Show, held on May 21-23 in IFEMA Madrid.



# EVALUATION CRITERIA

The Expert Committee will evaluate the solutions presented with the following criteria:

- The capacity to transform demand sectors with **Digital Transformation**.
- **Capable leadership and management** teams.
- Serious and **disruptive technologies**.
- Potential for sustainable growth.
- Potential impact on the Digital Transformation.
- **Potential impact** in the general economy and society.
- The organization must have **a high innovation** component, incorporating innovation in the broad sense (product, process, business plan, etc.)

# SCHEDULE

- The deadline for the project registration is **April 19<sup>th</sup> (23:59 CET)**
- The evaluation process will take place between **April 20<sup>th</sup> to April 25<sup>th</sup>.**
- Selected projects will be notified on April 26<sup>th</sup>.

- **Showtime:**

Innovation Hub at Digital Enterprise Show 2019

Wednesday, 22 May 2019

IFEMA Madrid

# INTELLECTUAL PROPERTY

- If the proposal is selected to participate in DES Innovation Hub, I **authorize** the Organization to publish the data that is considered public: name of the company, short description of the project, professional contact.
- By submitting the information entered in DES Innovation Hub, candidates **DECLARE** they are not and will not be violating any contract or third-party rights including any patents, copyrights, trade secrets, proprietary or confidential information, trademarks, or rights to privacy.

# DATA PROTECTION

All the data entered in DES Innovation Hub that is not of the public nature (such as company name, description and professional contact) will be kept by the Organizer for the administrative purposes. Nevertheless, the data entered must not be incompatible with what is indicated in the section "Intellectual Property Rights" of the present rules.

# CONTACT US & FOLLOW US

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