GovTech
Connect

Transforming Government, Together

Application
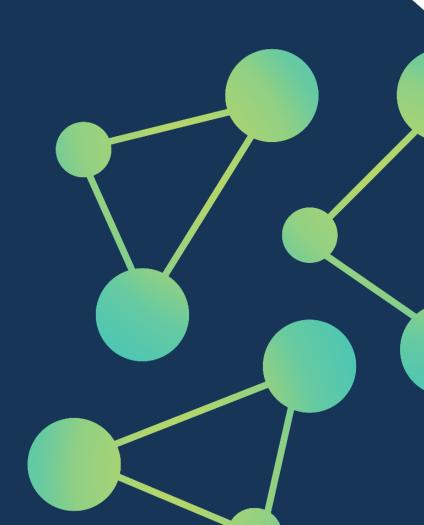# Guidelines

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Introduction

The boot camps are delivered as part of the GovTech Connect project, a pilot project funded by The European's Commission to foster the digitisation of the public sector through the use of an innovative European GovTech Platform. GovTech Connect aims to support public administrations in the adoption of cost-effective and flexible digital solutions by articulating the GovTech ecosystem in the European public sector, over the course of two years. It is delivered by a Consortium led by Intellera Consulting, along with partners PUBLIC Deutschland, Lisbon Council, and Politecnico di Milano.

To support an inclusive and sustainable growth of the GovTech ecosystem across Europe, we will implement a series of cross-country Boot camps facilitating co-design and knowledge sharing activities, with a particular focus on upskilling GovTech start-ups on how to build citizen-centric, secure solutions and work with Government effectively.

Our trainings aim to support the GovTech ecosystems across Europe by implementing the Design Thinking and service design approaches. In particular, Design Thinking and service design provide a framework for innovation development that places the needs of end-users at the centre of the innovation process, codesigning with citizens and stakeholders the public services with which they work and interact on a daily basis. By using Design Thinking approaches, organisations can create solutions that are not only innovative but also tackle real (often unexpressed) needs of their target audience.

What are the benefits to start-ups?

The boot camps will run as accelerated and intensive training programmes. Each Boot camp will be delivered online over four weeks and will culminate with a final pitch event.

The bootcamps offer a number of unique benefits to startups:

- Learn how to effectively approach working with governments and hear from a variety of stakeholders with first-hand experience on how to successfully implement a GovTech solution
- Explore key methods for co-designing user-centred and compliant GovTech products together with citizens
- Receive expert advice on how to successfully build your B2G (Business to Government) model and pricing strategy
- Gain knowledge, skills and tools to master the process of accessing funding and raising investments in the GovTech sector.
- Showcase your solution on pitch day and receive buy-in from relevant stakeholders to continue collaborating through future pilot phases.

Objectives of the open call

The GovTech Connect boot camps are a new opportunity for European startups to develop and scale their government technology solutions and tackle key public sector challenges. Selected startups addressing key regional challenges receive training on working with government, innovative business models and fundraising strategies, and work with citizens and experts to develop their solution.

GovTech Connect will run four boot camps covering all European regions and several industries across 2023 and 2024. In 2024, the project will be focusing on the challenges and regions outlined below.

Boot camps 3 & 4 – Challenges

The regional focus for this boot camp is Western and Eastern Europe. We are looking for companies that have solutions on "Reimagining Cities-Pioneering Smart Solutions for a Sustainable Future".

Specifically, we look for early-stage startups that can address any of the following challenges.

Smart Mobility

- *How can technology improve the accessibility of public transportation systems for individuals with diverse needs, considering physical and digital inclusivity?*

- *How can technology optimise traffic flow and reduce congestion through innovative solutions, taking into account environmental sustainability?*

Smart mobility entails the strategic integration of cutting-edge technologies and data-driven solutions to enhance transportation systems, optimise urban mobility, and promote sustainable and inclusive transportation practices across member states. Delivering a smart, competitive, safe, accessible and affordable transport system is at the heart of the European Green Deal, which poses an objective of 90% cut in emissions by 2050.

Nations like Germany, the Netherlands, Belgium, and France lead in smart mobility investments. These countries prioritise electric vehicles, cycling infrastructure, and intelligent transportation systems. Hamburg integrates autonomous shuttle services, while Paris boasts Vélib, one of the world's largest bike-sharing programs. Cities like Bratislava, Prague, and Ljubljana are actively enhancing integrated transport systems, with initiatives like Smart Prague 2030 showcasing intelligent traffic analysis and autonomous mobility projects.

Relevant solutions include but are not limited to:

- Real-time traffic management, parking solutions, and smart logistics.
- Micro-mobility apps offering car-sharing or electric alternatives.
- Data analytics for visualising traffic patterns and predicting congestion.
- Predictive modelling to anticipate transportation demand.

Smart Energy

- *How can technology make infrastructure smarter and greener, promoting active energy optimisation in buildings and roads?*

- *How can technology enhance the integration of renewable energy sources into existing urban infrastructure, considering scalability and adaptability?*

Smart energy refers to the deployment of innovative technologies and data-informed approaches to optimise energy production, distribution, and consumption, thereby fostering sustainability, resilience, and efficiency within the energy sector.

Aligned with the European Green Deal, the REPowerEU initiative drives a digital and sustainable energy transformation. Targets include equipping public buildings with solar panels, installing heat pumps, and transitioning cars to zero-emission. Achieving emission reduction and renewable energy share targets depends on smarter, interactive energy systems. Nations like Germany are leading smart energy solutions through multidimensional data platforms integrating smart energy meters. In addition, Poland is actively advancing real-time air quality monitoring for cities to track emissions and stay on net-zero targets.

Relevant solutions include but are not limited to:

- Digital clean energy marketplaces.
- Automatic monitoring and targeting (aM&T) systems for energy consumption data.
- Computer-based systems optimising energy consumption.

Smart Wellbeing

- *How can technology be employed to facilitate real-time monitoring that ensures the well-being of residents by proactively improving health and preventing illness?*

- *How can technology design community-driven digital platforms that foster social connections and facilitate neighbourhood collaboration for improved well-being?*

Smart wellbeing denotes the utilisation of advanced technologies and strategies to enhance healthcare delivery, promote preventive care, and improve overall quality of life for citizens.

The EU4Health programme emphasises digital health integration for personalised health promotion. Countries like the Netherlands and Austria lead in smart wellbeing, focusing on digital lifestyle interventions and health data analytics. Cities such as Prague and Ljubljana explore technology-driven solutions for citizen health and well-being.

Relevant solutions include but are not limited to:

- Digital Lifestyle Interventions: Personalised lifestyle change platforms.
- Advanced Analytics for Health Data: Targeted health promotion campaigns.
- User-Friendly Wellbeing Apps: Encouraging behaviour change and preventive health practices.
- Social Platform Apps: Fostering social connections and combating loneliness.

Smart Engagement

- *How can technology design intuitive citizen engagement platforms that allow residents to easily access and provide feedback on public services, enhancing overall interaction with local authorities?*

- *How can technology effectively address inclusion barriers and enhance the inclusivity of diverse urban populations, ensuring equitable service delivery through more accessible public services?*

Smart engagement refers to leveraging digital platforms to facilitate transparent, inclusive, and responsive interactions between governments and citizens, fostering active participation in decision-making processes and promoting democratic governance.

The European Digital Strategy advocates for innovative digital technologies to enhance public services and citizen engagement. With a focus on citizen-centric engagement, initiatives like the Competence Centre on Participatory and Deliberative Democracy provide resources and tools for experimenting with citizen engagement methods.

Relevant solutions include but are not limited to:

- Community Decision-Making Platforms: Facilitating collective decision-making.
- Real-Time Civic Feedback: Gathering citizen feedback on transportation, safety, and environmental concerns.
- Digital Platforms for Public Services: Aggregating information for easy citizen access.

- Accessible Technologies: Chatbot solutions for citizen interaction.

Wildcard

- *How can technology catalyse transformative citizen behaviour change to foster smart cities and promote sustainable public sector services?*

For startups with solutions that fall outside the highlighted themes above, we present a "wildcard" challenge statement. This allows you to showcase your digital solutions if you believe they have the potential to transform the public sector.

Timeline and Key Dates

Application deadline

The deadline for applications is March 13th 2024. Results will be announced Mid–March 2024.

Live Q&A sessions

The Project team will host a live optional Q&A session per challenge, open to all potential applicants. The session will elaborate on the challenges and application process, as well as answer any questions from attendees.

- Western Europe: Reimagining Cities: Pioneering Smart Solutions for a Sustainable Future on **Thursday 15 February 11am – 12pm GMT.**
- Eastern Europe: Reimagining Cities: Pioneering Smart Solutions for a Sustainable Future on **Thursday 22 February 11am – 12pm GMT.**

Would you like to speak with the team? Book a call here.

Boot camp Dates

- Western Europe: Reimagining Cities: Pioneering Smart Solutions for a Sustainable Future. **15 April to 24 May 2024**. The live pitch event will take place in August
- Eastern Europe: Reimagining Cities: Pioneering Smart Solutions for a Sustainable Future. **02 September to 04 October 2024**

Requirements: Who can apply?

The bootcamp is targeted to early-stage start-ups up to Series and digital SMEs that are developing technology-based solutions with the capacity to generate value for the public sector. These startups

are usually in their pre-seed/seed phase. However, more mature startups that are new to working with governments are also encouraged to apply.

Eligibility criteria

Startups must fit within one of the challenges and its region.

- Companies operating in Western Europe with solutions to the Smart Cities challenge. Must have an office in any of these countries: Austria, Belgium, France, Germany, Ireland, Liechtenstein, Luxembourg and Netherlands.
- Companies operating in Eastern Europe with solutions to the Smart Cities challenge. Must have an office in any of these countries: Bulgaria, Czech Republic, Croatia, Hungary, Poland, Romania, Slovak Republic, Slovenia, Moldova, Ukraine, Turkey and Georgia.

Application Process

Interested startups can apply to one of the bootcamps via the application portal where they will be requested to provide general information on their company and team as well as more detailed information on their proposed solution and how it addresses the relevant challenge.

Application selection process

GovTech Boot Camp applications will be assessed by a jury panel made up of a representative from the GovTech Connect project team, a sectoral expert and a citizen engagement lead. The expected resolution date will occur in the middle of March 2024.

Score guidance overview

Each application will be assessed against the following criteria outlined below:

1. Solution feasibility (Weighted 25%, ranked from 1 to 5)
2. Team (Weighted 25%, ranked from 1 to 5)
3. Company experience (Weighted 25%, ranked from 1 to 5)
4. Plan for working with end-users (Weighted 25%, ranked from 1 to 5)

Solution feasibility

Relevant application questions:

- Please provide a description of your solution in 200 words or less.
- Please articulate what problem you are trying to solve and how your solution addresses the specific challenge statement you are applying to.
- Please articulate the potential social and environmental impact of your solution and how you are going to achieve it.

- What is the stage of your solution build?
  - Idea
  - Wireframes
  - Proof of Concept
  - Minimum Viable Product
  - Working product
  - Already on the market
- Based on the stage of your build, what are the key steps you would take to develop it further?
- What are some potential risks in the development or delivery of your solution and how will you mitigate them?

Score guidance

1. The solution is not relevant and/or poorly articulated and does not have a clear impact matching with the challenge. The technology readiness level is low (idea/wireframes) and there is not a clear plan for solution development and risk mitigation;
2. 2The solution is partly relevant and/or not described with the sufficient level of detail and does not have a clear impact matching with the challenge. The technology readiness level is low (wireframes/proof of concept). The company has outlined some steps needed for solution development and has identified high-level risks with unclear or inadequate mitigations;
3. The solution is articulated at a broad level, is relevant to the challenge and there is a high-level understanding of the impact of their solution. The technology readiness level is adequate (proof of concept/MVP). The company has outlined the key steps needed for solution development and identified some risks for development with acceptable mitigations;
4. The solution is articulated clearly and is relevant to the challenge. There is a clear understanding of the impact of their solution. The technology readiness level is good (MVP/working product). The company has outlined the key steps and resulting action points needed for solution development and identified clear risks for development with well-referenced mitigations;
5. The solution is articulated clearly and provides a strong overview of the company's mission and vision and is highly relevant to the challenge. The technology readiness level is high (working product/already on the market). There is a clear understanding of the impact of their solution. The company has outlined the key steps and resulting action points needed for solution development and identified clear risks for development with strong mitigations.

Team

<u>Relevant application questions:</u>

- How many employees does your startup currently have? (select)
    - 0-5
    - 5-10
    - 10-30
    - 30-50
    - 50+

- Please provide a short bio of the people that you anticipate to be involved in the project.
- How many people still currently employed in the business have written the code for your technology solution?

<u>Score guidance</u>

1. The team does not have relevant skills and experience and doesn't have in-house technical capabilities;
2. The team has limited relevant skills and experience and no internal technical capabilities;
3. The team has good and relevant skills and experience in adjacent markets, and has in-house technical capabilities;
4. The team has really good and relevant skills and some experience in relevant public sector markets, and has in-house technical capabilities;
5. The team has excellent skills and experience in relevant public sector markets, and have in-house technical capabilities.

<u>Company experience</u>

<u>Relevant application questions:</u>

- Please share with us a real example/case study of a time you worked with a local, regional or national government and how you tested or implemented the solution. If you've not yet worked with the government, please provide an example or use case where you imagine you could.
- Please indicate if you have had any public sector clients (including through pilots or other forms of collaboration).
- Please indicate if you have had any private-sector traction.
- What is your current business model?
- What stage of investment does your company best fit? (select)
    - Pre-seed
    - Seed
    - Series A

○ Series B
● If you have received any funding before, please specify
● Please specify how much runway your company currently has
● Has your company participated in any European Commission–related activity or program? If so, please indicate which.

<u>Score guidance</u>

1. The solution has not a clear public sector use case. The company has no experience delivering similar products or services, working with clients either in government or private sector, and delivering impact. The business is not commercially viable and/or the company has not sufficient funding;

2. The solution has a potential public sector use case but they have not clearly articulated it. The company has limited experience delivering similar products or services and working with clients in government or private sector but they are unable to articulate the impact they have achieved. Their commercial model is not fully scoped out and/or viable, and the company's runway is limited (less than three months);

3. The solution has one public sector use case that has been described clearly. The company has some experience delivering similar products or services, and they have worked with clients either in government or private sector. Their experience of delivering impact in the relevant sector or industry is moderate, and they can provide some evidence of it. Their commercial model is sound, and the company has runway to sustain the programme (three/six months);

4. The solution has one or more public sector use cases that have been clearly described. The company has comprehensive experience of delivering similar products or services, and they have a proven track record of working with clients in both government and private sector. Their experience of delivering impact in the relevant sector or industry is substantial, and they can provide clear examples of it. Their commercial model is sound, and the company has good runway (six/nine months).

5. The solution has one or more public sector use cases that have been clearly and extensively articulated. The company has strong and innovative experience of delivering similar products or services, and they have a proven track record of working with clients in government and/or private sector. Their experience of delivering impact in the relevant sector or industry is exceptional, and they can provide multiple examples of it. Their commercial model is sound, and the company has good runway (nine/twelve months+).

Working with end users

<u>Relevant application questions:</u>

● To what extent can your solution be tested with citizens?

- Do you currently engage with citizens/end users during your product or service design process? If so, please provide an example of citizen groups/end users who engage with your solution.
- Do you have experience engaging with citizens/end-users in the development of their solution?
- At what stage of the design process do you typically engage with citizens/end-users?
  - context analysis,
  - problem framing,
  - envisioning/design solutions,
  - testing?
- Is citizen engagement a formalised and structured practice?
  - Formalised but unstructured
  - Formalised and structured
  - Informal and unstructured
- Do you have an existing set of users or potential users that you can test your solution with as part of this programme?
- Please describe how you would run a short pilot with end users.

Score guidance

1. No examples of users provided or user testing deemed not applicable. The solution has no potential to increase citizen engagement and the team has no experience in engaging with users. There is no clear plan to engage with users as part of the boot camp;
2. Limited or unclear explanation of the roles of end-users in solution development. The solution has limited potential to increase citizen engagement and the team has limited experience in engaging with users. There is a plan to engage with users as part of the boot camp but it is not clearly articulated and/or feasible;
3. Basic understanding of potential users and their roles in product development. An example of how the solution can increase citizen engagement in the delivery of public services has been provided and the team has some experience engaging with users at some junctures within the product development cycle. There is a plan to engage with users as part of the boot camp but there are some concerns over the feasibility of it;
4. Good understanding of potential users and their roles in product development. The solution has the potential to increase citizen engagement in the delivery of public services. The team has experience engaging with users throughout the product development cycle. There is a good and realistic plan to engage with users as part of the boot camp;
5. Excellent understanding of potential users and their roles in product development. The solution has proved to increase citizen engagement in the delivery of public services. The team has solid experience regularly engaging with users throughout the product development cycle. There is an excellent plan to engage with users as part of the boot camp.