



EELISA

European University

**Call for the Second EELISA Prototype Contest:
Win the EELISA Test Space and the EELISA
Co-Creation Workshop at JOSEPHS – The
Open Innovation Lab in Nuremberg, Germany**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101035811



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Objective

The EELISA innoCORE project pursues the ambitious goal to transform EELISA into the first European University that offers test spaces for prototypes to its startups, researchers, and innovators. To promote this goal, EELISA innoCORE calls for participation in the second EELISA prototype contest. The winning prototype will get an EELISA test space (worth 15,000 €) at JOSEPHS – The Open Innovation Lab in Nuremberg, Germany. Additionally, applicants with the best prototypes (or prototype ideas) from each EELISA partner will win an EELISA co-creation workshop for up to 20 participants with JOSEPHS' open innovation experts. Both, the EELISA test space and the EELISA co-creation workshop will greatly help the selected winners of the contest to create more successful ideas, products, and services.

Proposals with prototypes (or prototype ideas) for the EELISA test space and the EELISA co-creation workshop can be submitted until 27 October 2023 so that the EELISA test space for the winning prototype can be opened at JOSEPHS in December 2023 and the EELISA co-creation workshop for the applicants with the best prototypes (or prototype ideas) from each EELISA partner can take place from 8 to 9 December 2023. For more information about the first EELISA test space at JOSEPHS, watch this short video on EELISA's YouTube channel: https://www.youtube.com/watch?v=Pq08TYa-A_I.

General information about EELISA, EELISA innoCORE & rationale of the call

- In November 2020, the European University EELISA (European Engineering Learning Innovation and Science Alliance) was born. EELISA unites nine universities from seven countries: UPM in Spain, ENPC and PSL in France, SNS and SSSA in Italy, FAU in Germany, BME in Hungary, UPB in Romania, and ITU in Turkey. It thus represents more than 180,000 students, 16,000 faculty members, 11,000 administrative staff, and 50,000 graduates each year. It is EELISA's mission to boost engineering, innovation, and entrepreneurship and to create a model for Europe for solving societal challenges through smart and sustainable solutions. For more information, see <https://eelisa.eu>.
- In June 2021, EELISA innoCORE (INNOvation and COMmon REsearch Strategy) was launched to delve deeper into the institutional transformation initiated by EELISA focusing on the research and innovation dimension of our European University. One of the goals of EELISA innoCORE is to transform the respective innovation ecosystems of all EELISA partners into parts of a much bigger and together even more successful EELISA innovation ecosystem. We will not only bundle the existing innovation activities but also start new ones and build up joint structures. Thus, we will create new opportunities for our startups, researchers, and innovators. For more information, see <https://eelisa.eu/eelisa-innocore/>.
- EELISA innoCORE accentuates the full innovation cycle in order to optimize the outcome of its research activities in cooperation with business and civil society. One important cornerstone for this is JOSEPHS, an open innovation lab in the city center of Nuremberg, Germany. Now, the second EELISA prototype contest will offer an EELISA test space and an EELISA co-creation workshop at JOSEPHS to the EELISA startups, researchers,



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and innovators who want to test their prototypes and learn more about innovation methods. This will not only help our startups, researchers, and innovators to get honest feedback from their potential customers and access to a long-standing expertise in open innovation and co-creation, but also disseminate successful open innovation practices in the EELISA innovation ecosystem and bring about institutional transformation towards a more European innovation ecosystem. Furthermore, it will help our startups to enter the German and European markets and to scale on a European level.

About JOSEPHS - The Open Innovation Lab

JOSEPHS is part of FAU's excellent innovation ecosystem and is unique in its kind in Germany as well as in the EELISA innovation ecosystem. For over nine years, companies and public institutions have been researching and developing new products, services, and business models at JOSEPHS with real users and potential (end) customers. Ideas have been generated, new solutions tested, and further developed in over 160 innovation projects with more than 90,000 visitors. Here are some key facts about JOSEPHS – The Open Innovation Lab:

- Unique methodology and infrastructure for the inclusion of real users and the potential (end) customers in the entire innovation process (researching, developing, testing, marketing)
- Integration of a heterogeneous, unbiased user and (end-)customer group for immediate market feedback
- High-frequency and attractive city center location with over 450 square meters for co-creation and a strong publicity effect
- On-site presentation of innovation projects by specially trained JOSEPHS Innovation Guides during retail opening hours
- Scientifically based, systematic, data-supported development and testing process in a real store environment
- Use of cutting-edge and capital-intensive technologies and service prototyping tools (emotion recognition, virtual reality, 3D design, etc.)
- Inspiring creative and event spaces for co-creative workshops and events (also in hybrid format)
- Competent team of experts and experienced partner network from science and practice
- For more information, see <https://josephs-innovation.de/wp/>.



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Eligible prototypes

Eligible prototypes must fulfill the following criteria:

- Prototypes can be consumer goods, tangible ideas, concepts, or even apps. These prototypes may be physical, digital, or hybrid.
- Prototypes should be of interest to the general public, i.e., to potential customers accessible via Nuremberg's shopping mile. (Note: A prototype whose target group consists exclusively of a very limited group, such as for example business owners, hospital directors, or people with very rare skills or needs, etc., is not eligible.)
- The prototype must be suitable to be tested in English or German.
- The winning prototype must be suitable to be sent to JOSEPHS by mail or by other means. (Note: The winner of the second EELISA prototype contest has to take the responsibility and costs for shipping the winning prototype to JOSEPHS. Shipping costs of up to 250 € can be reimbursed. After the test space period, the prototype will be sent back to the winners by JOSEPHS if it is not heavier than 30 kg and its package dimensions do not exceed 120 x 60 x 60 cm. Otherwise, the winner of the second EELISA prototype contest has to take the responsibility and costs for shipping the winning prototype from JOSEPHS back home. Shipping costs of up to 250 € can be reimbursed.)
- Prototypes should not be heavier than 100 kg, not need more than approximately four square meters of test space, and not be higher than 2 meters.
- Prototypes must be easy and safe to assemble by non-experts without special technical training.
- The setup of prototypes should not require special expertise.
- Prototypes should be operational with regular technical infrastructure (Wi-Fi, electricity, etc.).
- Hazardous goods are not eligible.

Target group

The call is open to startups, researchers, and innovators from all EELISA institutions (including startups founded in the last five years by alumni of EELISA institutions and startups from the following incubators connected to EELISA institutions: actúaupm (UPM), BME U[S]³ (BME), Chimie Paris Innov (PSL), Incubateur Descartes (ENPC), Incubateur Paris-Dauphine (PSL), Innovation Labs (UPB), ITU Cekirdek (ITU), ITU Ginova (ITU), PC Up (PSL), Polo Tecnologico (SNS), Station F (ENPC), ZOLLHOF Tech Incubator (FAU)). Applicants should have a clear intention to develop their prototype (or prototype idea) into a high-quality product ready for successful market entry in Europe. Applications from all disciplines are welcome, with a preferred relation to innovation, technical solutions, and the Sustainable Development Goals. (Note: Winners of the first EELISA prototype contest are not eligible to apply again, in order to give other startups, researchers, and innovators the opportunity to benefit from the contest.)

Timeline

- **Submission deadline: Friday, 27 October 2023**
- **Feedback on the winning prototypes: No later than Friday, 10 November 2023**



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- Period of the EELISA test space at JOSEPHS: December 2023 until at least January 2024 (kick-off meetings in mid-November 2023, mid-term presentation in mid-December 2023, and feedback report within three weeks after the end of the EELISA test space at JOSEPHS)
- Co-Creation Workshop at JOSEPHS: 8 and 9 December 2023

Evaluation criteria

We welcome short and concise proposals written in English that correspond to the following evaluation criteria:

1. **Suitability of the prototype to be successfully tested at JOSEPHS** (value proposition of the prototype, expected level of interest of the prototype to potential customers or the general public, attractiveness of the prototype, degree of innovation of the prototype, etc.)
2. **Motivation of the applicants to have their prototype tested at JOSEPHS** (potential benefit for the applicants of having their prototype tested at JOSEPHS: feedback from potential customers, data, new ideas, training of AI, etc.)
3. **Prospects for success of the prototype** (likelihood of successful market entry of the prototype, scalability of the prototype, maturity level of the startup or project behind the prototype, etc.)
4. **Contribution of the prototype to the realization of EELISA's mission and vision** (cf. <https://eelisa.eu/what-is-eelisa/>, e. g. contribution to the achievement of the [Sustainable Development Goals](#), link to social responsibility and commitment, fostering gender balance, inclusiveness, and diversity, solving real world problems and mastering global challenges with smart and sustainable solutions, etc.)

If prototypes are eligible up to 10 points can be awarded for each of the four evaluation criteria. The jury will be composed of one expert from each EELISA member and one expert from JOSEPHS. Please see below for the application form.

What you can get

- The winner of the second EELISA prototype contest will get an EELISA test space at JOSEPHS (worth 15,000 €). This will include efficient onboarding and custom fit research design, all-round care by JOSEPHS' innovation specialists, a minimum of one month of actual testing with at least 100 potential customers for 20 minutes each, interim results and adjustments if necessary, a detailed final report with results and impulses for action, honest feedback of your potential customers, an unbiased view from the outside (JOSEPHS as a neutral entity), well-founded facts for internal decision making, access to a long-standing expertise in open innovation and co-creation, and the possibility of white label tests.
- Applicants with the best prototypes (or prototype ideas) from each EELISA partner will win an EELISA co-creation workshop for up to 20 participants with JOSEPHS' open innovation experts. The workshop will be an open innovation and co-creation methods coaching at JOSEPHS (online participation will also be possible) that will take place from 8 to 9 December 2023. The EELISA co-creation workshop will help you to take the next steps towards successful market entry with your prototype and to create more successful ideas, products, and services.
- Note: If your EELISA institution can provide the costs for travel and subsistence, the EELISA test space and the EELISA co-creation workshop at JOSEPHS may be supplemented by an EELISA mobility. In case of being selected by the jury of the second EELISA prototype contest, please contact your local EELISA team to find out more about



the possibilities of getting travel support.

Application process

Please use [this application form](#) to apply for the call and **send the completed document as one PDF to david.schkade@fau.de (and isabel.salgueiro@upm.es in copy) no later than 27 October 2023.**



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