

Regulation Dean's Open Innovation Challenge 2025

Article 1

Object

1.1. This regulation aims to establish the operating mode of the 2nd edition of the Dean's Open Innovation Challenge (hereinafter referred to as the "Competition"), which will take place in the 2024/2025 academic year, an initiative of the NOVA IMS Information Management School (NOVA IMS), Universidade Nova de Lisboa, within the scope of promoting an entrepreneurial spirit in the NOVA IMS community. NOVA IMS is represented here by its Value Creation Office, hereinafter referred to as "Organization".

Article 2

Objectives

2.1. The main objectives of this Competition are:

- Stimulate an entrepreneurial culture among the community of students, collaborators, teachers, researchers, alumni, and partners of NOVA IMS or AD NOVA IMS;
- Promote social awareness and responsibility through initiatives that foster entrepreneurial projects with an impact on society;
- Strengthen NOVA IMS's role as a promoter of entrepreneurship, putting innovation and knowledge at the service of the community;
- Supporting the development of impactful solutions by putting knowledge and innovation at the service of society.

Article 3

Promoters/Sponsors

3.1. The promoter of the Competition is NOVA IMS Information Management School, represented by the Value Creation Office.

Article 4

Project Profile

4.1. The projects must be based on creative ideas, which will be translated into innovative projects associated with the annual theme defined for the Competition.

4.2. The theme of the 2025 edition, "Mindshifting For Better Lives", challenges us to explore innovative solutions that use technology and data to propose practical approaches that spark change and build a healthier, more supportive future for all.

Article 5

Recipients

5.1. The target audience is students, collaborators, researchers, alumni, teachers, and partners of NOVA IMS and AD NOVA IMS.

5.2. Failure to comply with these requirements or the provision of false or incorrect information will result in the registration being canceled.

Article 6

Constitution of the teams

6.1. Teams are made up of 3 (three) members (minimum) to 7 (seven) members (maximum).

6.2. Each team must appoint one of its members as spokesperson.

6.3. The same person may not participate in more than 1 (one) team.

6.4. Teams can be made up of participants who have one of the following types of relationships with NOVA IMS or AD NOVA IMS — student, collaborator, researcher, alumni, teacher, or partner.

Article 7

Eligibility conditions

7.1. Each participant in each team must meet the following conditions:

7.1.1. Being a natural person;

7.1.2. Be of legal age (18 years or over);

7.1.3. Be one of the following - student, collaborator, researcher, alumni, teacher, or partner of NOVA IMS or AD NOVA IMS.

7.2. Failure to comply with one of the conditions set out in the previous paragraph will result in exclusion from the Competition.

7.3. It is not necessary to have an initial idea to take part in the Competition.

Article 8

Competition entry

8.1. Entry to the competition is free of charge.

8.2. Registration for the Competition must be formalized using the registration form available on the NOVA IMS website on the Dean's Open Innovation Challenge page at <https://www.novaims.unl.pt/en/innovation/entrepreneurship/dean-s-open-innovation-challenge/> and be selected under point 8.7.

8.3. Participants can register individually or as a team.

8.3.1. If the participant registers individually, NOVA IMS will assign the individual to a team during the Kick-off. The participant must provide the following information:

- a) Full Name;
- b) Date of birth;
- c) Gender;
- d) E-mail;
- e) Mobile number;
- f) Type of relationship with NOVA IMS or AD NOVA IMS: student, collaborator, researcher, former student, teacher, or partner;
- g) Prove your relationship with NOVA IMS or AD NOVA IMS by filling in the form with the information requested for this purpose.

8.3.2. If a team registers, one of the participants must provide the following information for each team member:

- a) Full Name;
- b) Date of birth;
- c) Gender;
- d) E-mail;
- e) Mobile number;
- f) Type of relationship with NOVA IMS or AD NOVA IMS: student, collaborator, researcher, former student, teacher, or partner;
- g) Prove your relationship with NOVA IMS or AD NOVA IMS by filling in the form with the information requested for this purpose.

8.4. Only those who agree to the terms and conditions of this Competition should take part, in which case they must indicate in the indicated places that they have read and accepted this Regulation. All those interested in taking part must also agree to the processing of the data provided for registration by the Organization and the processing of the data referred to in points 6.3. and 7.1. of this Regulation to verify the conformity of registrations and the awarding of prizes by the Organization.

8.5. The information submitted by participants must be true, accurate, and up to date. Participants must maintain and update the data provided, if necessary, so that it remains reliable, correct, and current.

8.6. The team member submitting the aforementioned data, if applicable, declares that he/she has obtained the appropriate authorizations from the other team members for its submission and processing under this Regulation, and must ensure that they have read, understood, and accepted this Regulation.

8.7. Applications must be submitted by 11:59 pm on February 24th, 2025.

8.8. Participants who meet the requirements set out in Articles 6 and 7 of this Regulation will be selected.

Article 9

Selection and exclusion of participants

9.1. The Organization is responsible for:

- Receipt of participant registrations;
- Verification that entries comply with the provisions of the Regulation;
- Communicating information to participants.

9.2. If the Organizer finds that there are entries that do not comply with the provisions of this Regulation, it may, at its discretion, choose to reject the entry outright or, if possible, ask the participant to correct the non-compliance within the period and under the conditions communicated by the Organizer.

9.3. The Organizer may also exclude a participant at any time if it considers that the participant is attempting to undermine the Competition, has provided misleading information, or is acting abusively, including on the Competition website, towards NOVA IMS or AD NOVA IMS, including with the intention of harassing, abusing or threatening any other participants.

Article 10

Competition Stages and Calendar

10.1. The Dean's Open Innovation Challenge involves three subsequent phases, in terms of the proposal:

10.1.1. The first phase of the Competition consists of submitting applications using the "Registration" form available at <https://www.novaims.unl.pt/en/innovation/entrepreneurship/dean-s-open-innovation-challenge/>. This phase will begin on a date to be set in January 2025 and will end at 11:59 pm on February 24, 2025. The Kick-off marks the official start of the Competition on February 27, 2025, to welcome the participants, make the teams official, and explain the rules and objectives of the Competition.

10.1.2. The second phase of the Competition corresponds to the concept development phase, where teams are expected to develop a project solution over the duration of the two (2) month initiative, as well as participating in workshop sessions.

10.1.3. The third phase of the Competition will take place with a PitchDay, on April 29th, 2025, in which all teams will make a pitch to the Jury, presenting the progress and solutions developed throughout the Competition, at a (physical) location and time to be set. The Jury will select and announce the 3(three) best projects that will go through to the final stage of the Competition. The 3(three) finalist teams will make their final pitch to the panel of judges at the Data with Purpose Summit, followed by the awards ceremony.

Article 11

Concept Development Phase

11.1. The concept development will consist of a phase of ideation and exploration of project concepts. The concept development can be implemented using video, photos, diagrams, applications, 3D printing, among others. Whenever appropriate, the solution presented may be supplemented with a financial viability plan.

11.2. Two workshops will be held by the NOVA Innovation and Analytics Lab to guide teams through the project development process, using the Design Thinking methodology.

11.2.1. The workshops will focus on the following themes:

- a) Workshop 1 – Aligning the concept development
- b) Workshop 2 – Pitch preparation

11.2.2. At least 3 (three) members of each team must be present at each of the above-mentioned workshops. Failure to comply with this condition will result in the team being excluded from the Competition.

11.3. The concept development phase will conclude on PitchDay, with the presentation of the pitch by each of the teams and the selection of the 3 (three) best projects.

Article 12

PitchDay

12.1. The projects will be presented at PitchDay through a pitch to the jury, which will assess the quality of each of the projects developed.

12.2. For PitchDay, participants can use any multimedia device, such as PowerPoint, audio and video projection, and presentation of prototypes.

12.3. The exact duration of the pitch will be defined later depending on the number of teams present at the PitchDay and will be between 3 (three) minutes and 7 (seven) minutes, followed by 5 (five) minutes for questions and answers.

Article 13

Jury

13.1. The Jury is made up of:

- a) Director of NOVA IMS;
- b) Representative of the Board of AD NOVA IMS;
- c) Alumni representative;
- d) Representative of the Students' Association;
- e) 2 Representatives of the NOVA IMS Board of Directors (Sub Director for Value Creation and Executive Director).

13.2. The Jury is sovereign in its final decision, as well as in the interpretation, application, and resolution of any omissions in this Regulation governing the competition. The evaluation criteria and grounds for the decision, including the choice of the winning team(s), are the exclusive responsibility of the Organization and the panel of judges, and the decisions of the Jury are not open to possible complaints or appeals, and are always and under any circumstances unquestionable and final.

Article 14

Evaluation Criteria

14.1. The Jury will evaluate the projects and the pitch according to the following criteria:

- a) The extent of the project's impact on society;
- b) Quality of the project presented, translated through the arguments presented by the team to market needs or the impact on society that the solution, product, service, or technology is capable of solving;
- c) Innovative nature of the project presented;
- d) Adequacy of the financing structure presented;
- e) Alignment with the annual theme defined for the Competition, under the terms of Article 4.

14.2. In the event of a tie, the following criteria will apply:

- a) The team that has delivered the highest number of weekly challenges within the defined delivery period will win.
- b) If both teams have the same number of weekly challenges submitted by the deadline, the final decision is at the discretion of the chairman of the jury.

Article 15

Prizes

15.1. The Prizes to be awarded within the Competition to the winning teams are as follows:

15.1.1. 1st Place: Cash prize of €1,000 (per team member) + 3 (three) Mentoring Sessions at NOVA Analytics Labs (per team).

15.1.2. 2nd Place: Cash prize of €750 (per team member) + 3 (three) Mentoring Sessions at NOVA Analytics Labs (per team).

15.1.3. 3rd Place: Cash prize of €500 (per team member) + 3 (three) Mentoring Sessions at NOVA Analytics Labs (per team).

15.1.4 All participants: Certificate of participation.

15.2. The prizes will be awarded directly to the participants of the winning teams.

15.3. The presence of at least one of the team members at the awards ceremony is an indispensable factor in the awarding of prizes, and failure to attend will result in forfeiture of the right to the prize.

15.4. For all intents and purposes, NOVA IMS is authorized to confirm the information provided regarding the type of relationship of the members of the winning team with NOVA IMS or AD NOVA IMS, as well as to verify the identification data.

15.5. If any irregularities are found in the winning group, be they in terms of providing false information, plagiarism, acts, or statements that could jeopardize the image and honor of the participants and entities involved, the right to the prize will be considered terminated.

15.6. If, for any reason, any of the teams qualified in the first 3 places are disqualified, namely due to non-compliance with the conditions set out in these Regulations, the respective prize will be awarded to the next highest-ranked team that meets the aforementioned requirements to be considered the winner.

15.7. The jury and the Competition organizers reserve the right not to award the prizes if they consider that the evaluation of the ideas does not meet the above criteria.

15.8. NOVA IMS is responsible for awarding the Prizes and reserves the right to replace them with others of identical value.

15.9. The Prizes are not transferable, refundable, or exchangeable for other Prizes.

15.10. Participants are responsible for any taxes or additional costs and expenses associated with receiving the Prizes and using them, as well as for complying with all legal obligations, particularly tax obligations, applicable to them.

15.11. When the prizes are awarded, the winning participants must sign a receipt confirming that they have received the prizes awarded to them as a result of taking part in the Competition and that they have nothing further to receive from any of the entities involved in organizing the Competition.

Article 16

Monitoring the Awards

16.1. After the transfer of 80% of the final prize to the bank account of the winning team(s), the remaining 20% will be awarded upon the submission of a brief report (maximum 10 pages) on the project's development, for the purpose of Competition monitoring and impact analysis. The report must be sent to: mmartins@novaims.unl.pt within 3 (three) months from the first prize transfer.

16.2. If any project that arises or is developed within the scope of this Competition evolves into the creation of a legal entity (e.g. a *start-up*, an association, etc.), the promoters undertake to apply for the NOVA Spin-off label, in accordance with the rules set out in Regulation 157/2018, published in the Diário da República, 2nd series, of March 14.

Article 17

Final Provisions

17.1. Any situation not provided for in these regulations will be analyzed and decided by the Competition Organizer.

17.2. NOVA IMS reserves the right to change the conditions of this Competition and its Regulations at any time, including the members of the Jury, the deadlines mentioned and the Prizes, and undertakes to publish such changes on the Competition website.

17.3. Any changes to these regulations will be announced by the Organization by any means deemed appropriate. Applications to the competition imply acceptance of these regulations.

17.4. All the information about the Competition is available at <https://www.novaims.unl.pt/pt/inovacao/empreendedorismo/dean-s-open-innovation-challenge/>.

Article 18 **Contacts**

18.1. If you have any questions about the competition, please contact the organizers by e-mail at mmartins@novaims.unl.pt.

Article 19 **Confidentiality**

19.1. NOVA IMS reserves the right to disclose the general characteristics and identification of the authors of the winning ideas, for the purposes of promoting them, the competition, NOVA IMS, and AD NOVA IMS.

19.2. Ideas that do not win prizes will be kept confidential by NOVA IMS.

Article 20 **Privacy Policy**

20.1. Participants' data will not be processed in any way by NOVA IMS. They are submitted by the participants themselves, when registering for the Competition, and will only be used for communications related to the Dean's Open Innovation Challenge - 2025 edition.

20.2. After the end of the Competition and the release of the results, all personal data will be destroyed.