Mobile World Congress (MWC) Open Innovation Challenge 2024
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1. OPEN INNOVATION CHALLENGES

Summary

Video
Open innovation challenges: What?

The Open Innovation Challenges are events that facilitate *meetings between corporates and companies with an open innovation challenge* and *start-ups and other technological providers that can offer a solution*. The OICs are held within different sectorial landmark events which take place in Barcelona.

**HOW IT WORKS**

- The Challenge Owners (corporates/companies) publish their open innovation challenges in an ad-hoc matchmaking platform.

- Dissemination is done through ACCIÓ Catalan ecosystem, EEN International network and ACCIÓ’s offices network worldwide.

- Scouting of potential technology providers. All start-ups and tech providers’ profiles applying for a challenge are carefully assessed to ensure the suitability and are validated following each challenge owner criteria.

- Personalised B2B agenda for each corporation/company with the chosen technology providers.

- Afterwards, if both parties agree to collaborate, there are financing opportunities, revision of contract services (EEN) and support during the entire project execution.
Open Innovation Challenges: Objectives

Catalan Innovation Network

To promote internationally innovation and technological events taking place in Catalonia.

To promote Catalonia and its companies as a benchmark in open innovation and technological capabilities.

Challenge owners and Tech providers

• To contribute to find solutions to the needs of the corporations/firms with open innovation challenges.

• To promote the internationalization of Catalan Technology suppliers through collaboration with foreign entities and companies.

• To facilitate the scaling of start-ups and spin-offs through the collaboration with Catalan and International corporations/firms.

• To raise innovation and technology collaborations between the Catalan and foreign ecosystems.
Open Innovation Challenges: Calendar

- Integrated Systems Europe (ISE): audiovisual technologies
- Mobile World Congress (MWC): Mobile technologies
- Advanced Factories (AF): 4.0 Industry and Advanced Manufacture
- Alimentaria (AL): Food
- Health Revolution (HR): Digital Health
- Smart Cities Expo (SCE): City management and sustainability
2. MWC - OPEN INNOVATION CHALLENGE 2024
MWC/4YFN 2024

- El MWC is the largest and most influential **connectivity event** in the world.

- The MWC is the meeting point for the **main agents of innovation and technology** in the sector and for the world’s **solution providers**.

- During the MWC will take place the **4YFN**, the **startup event** of the world’s largest exhibition for the mobile industry.

- The Fair will held **from 26th to 29th February 2024** at Fira Barcelona, Gran Via, and includes 4 days of conferences, events and inspiring experiences.
## MWC OIC 2023 edition

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[https://mwc2023.b2match.io/](https://mwc2023.b2match.io/)
HOW IT WORKS? MWC OPEN INNOVATION CHALLENGE 2024: What do we offer?

- **Give visibility and promote the challenges** of the participating corporations. Challenges that can be solved with technology solutions in the connectivity sector.

- Connect with technology/solutions providers from **Catalonia** and also from **international ecosystems**.

- Agenda of **meetings** with **potential technology/solutions providers**.

  - **Ad-hoc matchmaking platform** for the organization of the agenda of meetings and contact between companies. The open innovation challenge will be held on **27th and 28th February**.

  - **1 day of in-person meetings** in the **Open Innovation Challenge space at the 4YFN venue** (passes for participating corporates and companies)

  - **1 week of virtual meetings (4-8 March)** will take place through the matchmaking platform.
Open Innovation Challenge’s facility

- The OIC will be held at 4YFN.

- **Table assigned:** each corporation will have a reserved table that can use for 1 day.

- **Visibility:** each table will have a sign with the name of the corporation and its logo.

- Free entrance at MWC.

Space reserved for the Open Innovation Challenge of the ISE fair 2022 edition
How it Works: How do we promote the challenges?

- **Dissemination in the Catalan innovation ecosystem:**
  - Start-ups (Barcelona & Catalonia Start-up Hub).
  - Public technology development centres and their spinoffs.
  - Technological SMEs.

- **Promotion** within the **international ecosystem** throughout the **40 ACCIÓ offices abroad** and the **EEN network** (with more than 50 International nodes). Prioritized ecosystems:
  - Germany
  - Australia
  - Belgium
  - Brazil
  - Canada
  - South Korea
  - Denmark
  - France
  - Hong Kong
  - India
  - Israel
  - Italy
  - Japan
  - Netherlands
  - Singapore
  - Turkey
  - UK
  - USA
  - China
How it works: **Challenge Owners commitment**

- The challenge owner must have a **specific defined challenge** (maximum 2 challenges per Corporation) with a **counterpart** (monetary – contract or prize- or in kind - implement a pilot, access to costumers, or others).

- The corporate must commit to **register and make the challenge public** in the ad-hoc matchmaking platform.

- Also, the company must be open to **collaborate both with Catalan and international start-ups and tech providers**.

- The challenge owner will **check all expressions of interest** received with the support of ACCIÓ Barcelona and foreign offices.

- The corporation will hold **meetings with the start-ups and tech providers** previously validated.

- They have the commitment to spend 1 days in the Open Innovation Challenge space at the 4YFN/MWC congress to **hold in-person scheduled meetings**. And also, to hold virtual meetings with the rest of chosen providers.

- Likewise, the corporate will maintain **regular contact** with the assigned ACCIÓ support person.

- Finally, **keep ACCIÓ informed of progress** and potential partnerships.
How it Works: **Technology providers commitment**

- The provider will **publish its technological solution** in the specific networking event platform.
- The provider must correctly fill in all the fields of the form and correctly detail the **scope of the technology**.
- They **commit to carry out all communications with the company through the platform**, until the event day.
- They will **participate in the meetings organized** with the corporations/companies that have selected them, either in person at the congress or online (through the platform).
- Keep **ACCIÓ informed of progress** and potential partnerships.
- Eventually, participate in some group session-workshop among the participants to generate synergies.
Calendar

OCTOBER / NOVEMBER
- Selection of the corporations with open innovation challenges
- Register of the challenges owners on the ad-hoc platform

NOVEMBER
- Definition and publication of the challenges (20th November)
- Promotion of challenges and scouting among technology providers at Catalonia and other international ecosystems

DECEMBER / JANUARY
- Open to technology providers to register (1st December)
- Promotion of the challenges and preliminary identification of start-ups and providers
- Scouting: first selection of technologies and organization of meetings with corporations/companies for evaluation of candidates

FEBRUARY
- Scouting
- Final selection of tech/solutions providers and preparation of the agenda of meetings.
- MWC Fair (26th-29th February)
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Gràcies