



SUBMISSION FORM

****Submission must be in English.**

Deadline Date: 31 March 2020

Contact Name (First Name)		Contact Name (Last Name)	
Position			
Organisation			
City		State / Region	
Country			
Email			
Cell / Mobile (incl Country Code)		Contact Tel (incl Country & Area Code)	
ITS Association			
Start-Up Status	Yes	No	<p>I confirm that our organisation meets the following eligibility criteria.</p> <ul style="list-style-type: none"> - Less than five years old - Less than USD5M in revenue - Have a product in pilot, beta, or prototype stage
Company Profile (maximum 100 words)			

2020 Global Innovation Competition Asia Pacific Region



Essay Questions	Submission to be in essay format.			
Q1.	Describe the product or service that your start-up is providing (max 400 words)			
Q2.	Which of the focus categories does your start-up target (Safer, Greener, Smarter)? <table border="1" style="width: 100%;"> <tr> <td style="text-align: center;">Safer</td> <td style="text-align: center;">Greener</td> <td style="text-align: center;">Smarter</td> </tr> </table>	Safer	Greener	Smarter
Safer	Greener	Smarter		
Q3.	What is critical issue in the mobility sector is your company solving? (max 400 words)			
Q4.	What is the expected impact of your product or service? (max 400 words)			
Q5.	What is your unique selling point? (max 400 words)			
Q6.	Please insert a link to you supporting video? (max 5 minutes) <i>Note: If you are selected for the regional final you will be required to also lodge a copy of your video with ITS Australia to support promotion and judging.</i>			

Submitter Agreement

- i. I take full responsibility for the content of my submission and state that it is wholly my original work.
- ii. I understand that, while I retain ownership of copyright of my submission, ITS Australia and/or the Congress Organisers may publish my submission in whole or in part and/or any biographical information provided by me, as part of the world-wide promotion and marketing strategy to promote the 17th Asia Pacific Forum on IITS 2020 and the 27th ITS World Congress 2020 Los Angeles.
- iii. I acknowledge that I have read and understood the accompanying Supporting Information to this form, and that I agree to these conditions of entry.
- iv. I acknowledge and understand that should I be successful as a semi-finalist, that I am expected to use the winning funds to pay for my travel and associated costs for my attendance at the 27th ITS World Congress 2020 Los Angeles, and that any costs over and above this amount are wholly my responsibility.

Date:

Signed:



Supporting Information

Statement

The Global Innovation Competition is a start-up competition that will highlight emerging technologies and solutions that create a safer, greener, and smarter mobility system. The 2020 competition is hosted by ITS America, ERTICO, and ITS Asia Pacific. There will be three semi-final competitions held globally; one in each region - Europe, Asia-Pacific, and North America. Asia-Pacific will have up to 11 semi-finalist applicants (one from each region).

In the Asia Pacific Region, each Asia Pacific ITS Association will select 1 nomination to be considered at the regional final. At the regional final, two winners will be selected from the Asia Pacific region. Those winners will be eligible to attend the global final at the 2020 ITS World Congress in Los Angeles to compete for the Global Grand Prize.

As host of the 2020 ITS World Congress, the City of Los Angeles wants to hear how your solution could solve an existing mobility challenge. Long known as the car capital of the world, and home to the largest port complex in the United States, Los Angeles is making record breaking investments in transit infrastructure and nationally leading policies to embark on a cleaner, multi-modal future that offers more access for its citizens.

Please tell us how your solution/product could help solve one of Los Angeles' key transportation challenges:

- A. **Increasing capacity on existing transportation networks**
- B. **Reducing emissions**
- C. **Mobility for all**
- D. **Efficient movement of urban freight**
- E. **Reducing congestion**

Submissions will be open from January 2020 until 31 March 2020.

Key Dates

Submissions Open: January 2020

Submissions Close: 31 March 2020

Regional Final shortlist announced: End April 2020

Regional Final: 25 – 28 May 2020 (at ITS AP 2020 in Brisbane)

Global Final: 5 – 8 October, Los Angeles

Language

All submissions must be in English.

Definition of 'Start Up'

- Less than five years old
- Less than \$5M in revenue
- Have a product in pilot, beta, or prototype stage

2020 Global Innovation Competition

Asia Pacific Region



Prize

Two winners from the Asia-Pacific region that will progress to the finals in Los Angeles.

The 2 Asia Pacific Finalists receive:

- **Recognition** at the 17th Asia Pacific Forum on ITS 2020 Closing Ceremony in Brisbane
- **Eligibility to participate in the Global Final** to be hosted at the 27th ITS World Congress 2020 Los Angeles
- USD5, 000 per team courtesy of ITS America and the 27th ITS World Congress 2020 Los Angeles, to be used towards expenses in attending the 27th ITS World Congress 2020 Los Angeles. Each winner should make and pay for their own arrangements (for example flights, accommodation, transfers and other arrangements as required) from the USD5, 000 funds – any associated costs over this amount are the winner's own responsibility and expense.

The Los Angeles ITS World Congress 2020 is also providing a comprehensive package to entrants in the Global Finals and then to the Global winner. This is detailed on the ITS World Congress 2020 [website](#).

Judging Criteria

The following criteria will also be used by the judging panel to score each of the six finalists.

Using a scale of 1-5. 1-Low and 5-High.

- Does the company show enough traction that the technology can be realistically implemented in the next 1-3 years?
- **Problem or Need:** The submission clearly identifies and describe a problem or need.
- **Solution / Value Proposition:** The submission presents an innovative solution that matches the problem/need in mobility
- **Technical Feasibility:** The technology or solution is feasible. Technical challenges and viability are addressed with a realistic plan.
- **Technology:** The technology being developed or employed is robust and scalable.
- **Business Model:** The submission describes an effective, repeatable, and scalable business model.
- **Competition / Competitive Advantage:** The landscape of competing companies and alternative solutions are correctly identified. Provide plausible defence of how they will compete against these other solutions, including any IP or partnerships.
- **Target Market:** A specific and sizable market and customer type(s) are described and are distinct from any non-paying users or beneficiaries that may benefit from the product.
- **Societal Impacts:** The submission shows a clear global impact with identifiable metrics.
- **Team, Management:** The start-up has a diverse, strong, committed team with experience that addresses the needs of the start-up. Strong advisory or board members
- **Growth Plan:** The founders have a clear and realizable vision for growth, anticipated and realistic financial needs, and present a significant and reasonable return on investment.

COMMUNICATION & PRESENTATION:

Rate the paper submission for quality, clarity, and content.

Video should be rated for ability to present concept clearly. The production value of the video is not being rated.

- Paper Submission
- Video

2020 Global Innovation Competition Asia Pacific Region



Marketing, media and your contact details

It is a condition of entry that all submitters provide themselves available to be contacted by ITS Australia media and communications for the purpose of generating good-news stories highlighting the ITS Global Innovation Competition within the Asia Pacific Region, to be used as part of the communication and marketing strategy promoting the Brisbane 2020 Asia-Pacific Forum to the public throughout the world. ITS Australia will decide who they wish to contact, there is no guarantee that you will be selected.

By entering your submission, you provide permission for your contact details to be on forwarded to ITS Australia media and marketing for the purpose as described above.

Each ITS Association will announce their regional winner by the end of April 2020.

ITS Australia will officially announce the 2 Asia-Pacific Semi-finalists at the ITS Asia Pacific Forum 2020 Brisbane.

All enquiries should be submitted direct to your ITS Association above.

Closing date for submissions: 31 March 2020

SUBMIT NOW!

All submissions must use the official Submission Form.

Email your completed Submission Form to your own ITS Association, listed below:

ITS Associations		Contact Person	Email your submission to*:
1.	Australia	Mandy Clapton	admin@ITS-Australia.com.au
2.	China	Weiyun Jiao	jwy@itsc.cn
3.	Hong Kong	Charles So	charlesso@shkp.com
4.	Indonesia	Muhammad Aditya A.N.	aditya@gamatechno.com
5.	Japan	Takehiko Barada	intl@its-jp.org
6.	Korea	Sue Park	hspark@itskorea.kr
7.	Malaysia	Siew Mun Leong	leongsm@yahoo.com
8.	New Zealand	Stephen Hewett	stephen.hewett@beca.com
9.	Singapore	Mary Chin	marychin@itssingapore.org.sg
10.	Chinese-Taipei	Murphy Sun	murphy@sunsky.com.tw
11.	Thailand	Sorawit Narupiti	kong@chula.ac.th

** You should contact the Associations listed above if you are unsure of where to forward your submission – do not contact or forward your submission to ITS Australia.*

Written acknowledgement

Please ensure you receive a written acknowledgement of your submission within 7 days, if not contact your Association above to find out why. It will not be the responsibility of ITS Australia for submissions not received or acknowledged.