

TECHNICAL REPORT

The text should be in Arial 10-point font. Maximum total length of 12 pages for items 0-5.

1. VALUE PROPOSAL SUMMARY

The text should be in Arial 10-point font. Maximum total length of 1 page.

- What specific problem in the tourism sector is being solved? Describe the problem schematically in a clear, concise and quantitative way, avoiding generalities (recommended length of 1/4 page)
- How do you propose to solve it? Describe the pilot project technically and functionally, and the proposed solution in a clear, concise and quantitative way (recommended length of 1/4 page)
- How do you intend to develop the pilot project and the solution? Describe the methodology schematically and key resources to be employed in a clear, concise and quantitative way (recommended length of 1/4 page)
- What economic/strategic results are expected for my entity/for me? Describe them in a clear, concise and quantitative way (recommended length of 1/4 page)

2. BACKGROUND. QUANTITATIVE AND QUALITATIVE DESCRIPTION OF THE SPECIFIC PROBLEM TO BE SOLVED

The text should be in Arial 10-point font. Maximum total length of 1 page.

- Qualitative description of the specific problem.
- Quantitative description of the specific problem: scope, magnitude, and economic and social impact
- Current technical shortcomings to address possible solutions.
- Identification of potential partners and collaborators in the tourism sector who will participate in the implementation pilot project.

3. TECHNICAL AND FUNCTIONAL DESCRIPTION OF THE PROPOSED SOLUTION

The text should be in Arial 10-point font. Maximum total length of 3 pages.

- Detailed technical and functional specifications of the proposed solution.
- Planned applications.
- Justification of how the proposed solution fits with the challenge.

- Degree of development of the solution and justification of the degree of innovation and Technology Readiness Levels (TRL)

4. PILOT PROJECT AND/OR SOLUTION DEVELOPMENT PLAN

The text should be in Arial 10-point font. Maximum total length of 3 pages.

- Summary description of the methodology and activities foreseen, and their articulation. Work plan. Consistency with the objectives and expected results.
- Schedule. Main milestones and deliverables planned. Descriptive list and date. (Project design and implementation should take less than 90 days).
- Main human and material resources involved in the development of the pilot project and/or solution. Key resources and capabilities. Brief CVs of the work team (1 paragraph of maximum 5 lines). Key competencies for developing the solution.
- Initial quantification of resources to be employed and budget.

| | Subtotal (€) |
|--------------------------------|--------------|
| Personnel | |
| Devices and equipment | |
| Materials | |
| External collaborations | |
| Other costs | |
| TOTAL | |

5. COMMERCIAL EXPLOITATION PLAN.

The text should be in Arial 10-point font. Maximum total length of 3 pages.

- Business model and income generation. Scalability. Monetisation.
- Type of potential clients. First clients. Retention and loyalty mechanisms.
- Main competition. Competitive advantages of the proposed solution.
- Basic marketing and sales strategy. Positioning.
- Size, volume, and market evolution. Expected quota.
- Entry barriers (technical, legal, financial, commercial, other) and measures to overcome them.



- Three-year reasoned sales and profitability forecasts. Invoicing and commercial margin. Return on investment.
- Protection and intended use of industrial and intellectual property rights.

6. ECONOMIC, SOCIAL AND ENVIRONMENTAL IMPACT.

The text should be in Arial 10-point font. Maximum total length of 1 page.

- Impact of the proposed solution on the viability and competitiveness of the proposing entity.
- Economic and strategic impact on the sector. Induced investments, wealth generation, strengthening competitiveness
- Creating/maintaining internal and external employment as foreseen in the short, medium and long term. Improvement of working conditions and health and safety at work.
- Positive effects on the environment.

7. GRAPHIC APPENDIX

A small video (minimum of 2 minutes and maximum of 3 minutes, with a maximum size of 20MB) featuring key aspects of the proposed solution and its pilot project shall be included.

Additionally, it is possible to include an appendix of a single file with graphic information (plans, diagrams, graphs, photographs) that clarifies the description of the proposed solution. The information provided shall be adequately referenced in the report. The maximum size allowed for this file is 20 MB.

This graphic information may be used by the programme for dissemination purposes.

8. STATEMENT OF RESPONSIBILITY

Mr/Ms _____, of legal age, with ID number _____, in representation of the entity (if applicable) _____ with tax ID number _____, and with a registered address at _____, is aware of the stipulations established in the terms and conditions of the PostCOVID19 CTA TOURISM CHALLENGE

Capacity to act

- 1) Declares to have full personal and, where appropriate, corporate capacity to act for the purposes of the #PostCOVID19 CTA TOURISM CHALLENGE application process, and to have the business or professional qualification that, where appropriate, is required.
- 2) Declares not to be in any situation of personal or corporate incompatibility and, if applicable, to be authorised by the legal representatives of the entity to which they belong to participate in the #PostCOVID19 CTA TOURISM CHALLENGE application process representing said entity.
- 3) Declares that neither they nor the entity they represent is in any situation of financial, tax, legal or labour irregularity.

Dissemination of proposal data

- 4) Declares to be aware of and accept that the basic data of the proposal submitted (title, general description, image and name of the applicant) will be used to publicise the result of the programme, as well as the dissemination and publishing of the basic data indicated above on the internet and in specialised and/or general media.

Originality and capacity

- 5) Declares that the solution proposal submitted is original, and that they are fully entitled to submit it, develop it and exploit it commercially, either directly or by licence or assignment to third parties.

Implication

- 6) Declares that, if named the winner of the Challenge, they agree to, if required, attend the winner's presentation event to be held by CTA.

Publicity and mention

- 7) Declares that, if named the winner of the challenge, they commit to expressly mentioning the support received by CTA in the communication actions and publications that they may carry out based on achievements resulting from the pilot project.

Personal data processing

- 8) Declares that, as the RESPONSIBLE PARTY FOR PROCESSING, they have 'personal data' available in the application, and consent to the necessary processing of these data by CTA, as PROCESSING MANAGER for the management of the application process.



- 9) Any information exchanged with CTA directly or indirectly related to the proposed solution must be kept in terms of strict confidentiality, and all or part of the information and documentation exchanged related to the Challenge must not be disclosed to third parties (except to those persons involved in the evaluation process). Only the basic details of the proposal submitted (title, general description, image and name of the applicant) may be disclosed. This confidentiality obligation shall remain in force even after the Challenge has ended.

In, on of of 2020

Signed

Stamp of the entity (if applicable)