



FRENCH IOT CONTEST RULES

EDITION 2018

1. Organization of the Contest

Docapost IOT, a simplified joint stock company with share capital of 1,000,000 euros, registered with the Créteil Trade and Companies Register under number 808 154 181, having its registered office at 10 avenue Charles de Gaulle - 94220 Charenton le Pont (hereinafter "the Organizing Company"), is organizing a national contest around connected objects and services titled "concours French IOT" of La Poste Group (hereinafter "the Contest") from March 27 to December 31 included, of the year 2018, under the conditions defined below.

The contest is organized in partnership with 5 corporate partners, Altarea Cogedim, the FHF Innovation Fund, Malakoff Mederic, RATP and La Poste Services-Courrier-Colis.

This contest receives the support of digital key partners in France (CCI, clusters, French Tech Métropoles, competitiveness clusters...). A regularly updated list of these partners is available on request at french-iot@docapost.fr

This contest is designed to support innovation in the IoT by bringing together start-ups, innovative SMEs and corporate groups that can rely on the La Poste IoT platform, le *Hub Numérique*. It is thus a question of:

- Detect and enhance innovative connected objects and services;
- Offer added value to users by delivering high added value services combining connected objects and local services;
- Create value for all, by accelerating the development of connected services involving start-ups and large groups in a co-innovation approach.

Our goal is to act locally with the support of French digital ecosystems, co-develop connected services with large groups and start-ups at the national level, and expand internationally.

For La Poste and the corporate partners, a real dialogue is proposed to learn how to work together and bring the best benefits to all parties involved.

2. Participation in the Contest

Participation in the Contest is free and without obligation to purchase.

The Contest is open to:

- Innovative start-ups, and SMEs with a start-up dynamic
- Registered in France or established abroad and willing to development their project in France;
- Having developed a connected solution (object and/or associated service) and at the pre-commercialization or commercialization stage.

The connected solution must fit into one of the following 4 themes:



• SMART CITY

All solutions for businesses, commercial real estate and private homes, contributing to the creation of the city of tomorrow: beautiful, lively, practical, connected and sustainable. Illustrations of solutions sought by Altarea Cogedim as an urban builder, Malakoff Médéric for its action in favor of quality of life at work and prevention, and La Poste within the framework of its activities in urban logistics and linked to the energy transition :

- Neighborhood governance and new participatory urban services
- Territory modelling services (flow and use of public spaces) to optimize and adapt to observed uses
- Services between users of the neighborhood facilitated by technical or social innovation
- Waste management, recycling and circular economy at the service of the occupants
- Urban logistics and delivery services at the service of the inhabitants - Home automation, energy education and sustainable lifestyle in housing
- Reduction of energy consumption (all fluids) in tertiary and semi-industrial buildings
- Emergence of solutions of self-consumption / self-production of renewable energies
- Production and consumption of energy between cars and buildings
- Sport and well-being in housing or neighborhood
- Quality of life in work spaces
- Cultural and arts services for the neighborhood.

• MOBILITY

All solutions that contribute to creating a convenient, interactive, connected transport and mobility experience.

Illustrations of solutions sought by the RATP group as experts in sustainable mobility and urban transport, from Altarea Cogedim for its urban projects, or La Poste in the context of its activities in favor of mobility:

- Passenger information systems
- Services facilitating intermodality
- Services facilitating the movement of persons with reduced mobility
- Reinvented experience for transport users
- Continuity of services or mobility services
- New low nuisance and more economical urban mobility
- Development of passenger transport without developing the use of individual vehicles
- Intermodal service platforms

• HEALTH

All connected devices and solutions to develop services in health establishments (hospitals), in companies, and remotely for individuals in a perspective of well-being, prevention or specific medical monitoring.

Illustrations of solutions sought by the FHF Fund for healthcare institutions, Malakoff Médéric for prevention in the workplace, and La Poste around its “e-Health” service for patients and health professionals :

For healthcare institutions

- Coordination of health actors around the patient and sharing of data, information and knowledge
- Collection of patient data
- Socialization of patients' health status



- Traceability of care pathways and/or medicines
- Development of intelligent buildings to help manage hospital workflows
- Capture of environmental and epidemiological data

For the general public or patients :

- E-health services connected to La Poste's new "e-Santé" service for patients
- Telemonitoring of chronic diseases and discharged patients
- Teleconsultation
- Pre-hospitalization and post-hospitalization at home
- Health monitoring and education, nutrition, physical activity - Preservation of autonomy at home
- Prevention, quality of life, health and well-being, including at work
- e-testing and e-coaching
- Solutions facilitating access to care and employment for people with disabilities.

• SERVICES FOR BUSINESSES AND INDIVIDUALS

All the devices and solutions connected to support businesses on a daily basis by providing a rich, varied and quality service, or to simplify the everyday life of individuals (family, children, seniors, students, etc.) through a better customer experience.

Illustrations of solutions sought by La Poste to co-innovate around local services provided by mail carriers and its unique platform dedicated to businesses (www.assistantcourrier.laposte.fr).

For individuals and professionals

- Local services that can be operated by the factors
- Solutions to send the factor at the right time for an intervention or maintenance
- Conversational assistant and solutions offering better interaction
- Order placing or simplified service requests
- Facilitated relations with the local environment (shops, neighborhood, city, etc.) –
- Strengthening of social ties
- Home services (concierge service, management assistants, home support solutions, securing goods, etc.)

For companies and retailers

- Multi-service local solutions
- Supervision and reporting of services
- Mail Assistant
- Enhanced or simplified customer experience on physical or remote sites (animation, interaction, etc.)
- Simple access and connection to services
- Remote network

3. Terms of participation

Participation in the Contest implies full and complete acceptance, without restriction or reservation, of these Contest Rules, the decisions taken by the Organizing Company relating to the Contest, the rules of ethics in force on the Internet, as well as the laws, rules and other standards applicable in the territory of the Contest. Any person who contravenes one or more of these rules may be deprived, at the discretion of the Organizing Company, of the right to participate in the Contest, as well as, where applicable, of the endowment obtained. The



Organizing Company also reserves the right to claim any additional damages and interest from the offender.

Participation in the contest consists in completing the application form online at <https://concours-french-iot.laposte.fr/>, and in particular by providing the following information:

1. The company's identity (name, category, location, referent in the team)
2. The project description in detail. The Participant is asked to:
 - describe briefly his project, in the form of a written pitch of maximum 400 characters;
 - indicate the website if it exists;
 - put the link to a video pitch of a maximum duration of 2 minutes. The Participant is asked to film the team presenting the solution, and to share the video on the online application platform (more than a "motion design");
3. The answers to the questionnaire proposed to develop the following points:
 - The description of the solution in terms of the USE case (what service is provided, what benefits and for what target? which user path?)
 - The TECHNICAL description of the solution (what are the characteristics, how does it technically work?)
 - The description of the positioning in terms of INNOVATION (in what is the solution innovative? what are the competing or alternative solutions? what are the differentiating factors? where did the idea come from? etc.)
 - Details on the BUSINESS MODEL planned (which target markets can be addressed (buyers, users, countries, etc.)? What types of marketing and distribution channels? revenues and costs?)
 - Project maturity
 - The progress of the project (1st prospects, customers, investors or partners, recruitment, awards obtained, etc.)
 - TEAM (what internal resources? What partnerships are mobilized for the success of the project?)
 - SYNERGIES (support in territories if they exist and expectations vis-à-vis the French IoT program: added value sought with the experimental sites and the IoT platform, the Digital Hub)
4. Open forum. The possibility is left to add complementary elements or arguments in the form of texts or document additions (presentation slides, video, business plan, etc.).

Information provided by Contest Participants must be accurate, truthful and complete.

Only complete applications will be considered. In particular, video content is expected in order to fully understand the proposed activity and service, and to discover all or part of the team (a pitch rather than a motion design).

The Organizing Company reserves the right to check the accuracy of the information provided by the Participants by asking them, where applicable, to justify the accuracy of said information.

4. Conduct of the Contest

4.1 THE APPLICATION FORM

Applications can only be submitted in paperless format to the following address:



<https://concours-french-iot.laposte.fr/>. No handwritten files or files transmitted through any other channel will be accepted.

Applications will be submitted from **March 27, 2018 until April 30, 2018 at midnight**. From this date, changes to the application file will no longer be possible. However, the Participant will have access to his published file and to the status of his application.

Each Participant is asked to **carefully select its geographical area of origin, as well as the main theme addressed**. This information is required for the selection steps.

4.2 THE SELECTION

Selection will take place from **May 2, 2018 to June 8, 2018**.

At each selection stage, a rating will be assigned on the basis of the following main criteria:

- The quality of the SOLUTION (technical quality of the concept, level of differentiation from the competition, feasibility...)
- The INNOVATIVE character (degree of innovation or rupture, originality, possible "whaou" effect...)
- The BUSINESS MODEL (market, quality of the business model, economic, social, environmental impact, synergies...)
- The service delivered or the USE (potential utility addressed, market appetite...)
- TEAM (skills, motivation, complementarity, networks...)

The selection takes place in 2 stages:

A first stage of regional evaluation which aims to qualify, on the basis of the 5 above-mentioned criteria, each of the participating start-ups from the region. This selection is made by region based on the evaluation of all applications received and eligible (see 2.2 conditions for participation in the contest) by representatives of La Poste Group and partners who are experts in the territory. For each region, the list of digital partners in the territory is available on request from the representative in the Region or from the French IoT contacts (see 1. Organization of the contest). For the particular case of start-ups established abroad, the evaluation will be carried out directly by the IoT experts and the business experts of the Organising Company and the co-sponsoring groups.

A 2nd selection stage aims to choose the start-ups joining the community, and among them, the fifteen or so winners who will access the Accelerator French IoT program.

This selection is made by theme by the decision makers of the Organising Company and co-sponsoring groups based on:

- Regional assessments carried out in stage 1 by the digital reference actors;
- Evaluations by IoT and business experts from La Poste group and co-sponsoring groups;
- The jury's assessment at the end of a short-listed start-up pitch session.

Any file receiving a favorable opinion and an average score above 10/20 will be included in the French IOT community. Among these dossiers, those with the highest marks will access the French IoT Accelerator program within the limit of 4 to 5 start-ups per theme.

4.3 THE MEMBERS OF THE JURY

The members of the selection jury are appointed by each of the corporate partners for their



Innovation, Business, Digital and IoT expertise.

The members of the jury rule sovereignly. No appeal against their decision will be allowed as to the results. The composition of the jury may be subject to change.

4.4 THE ANNOUNCEMENT OF THE RESULTS

Winners will be notified by any means based on contact information provided by the Participant. The results will also be posted on the contest organizers' web pages.

Any finalist who does not reply within three working days of notification of his/her final selection will be deemed to have withdrawn his/her final selection.

5. Endowments

The contest has two levels of endowments:

Level 1: start-ups joining the French IoT community (according to the selection criteria as defined above). They benefit from the following advantages provided by La Poste Group through its French IOT Program:

- Dedicated animation (newsletters, invitations to internal or external events, others...)
- Access to the private group of the French IoT community on Social Media
- The network (linking up with the group's libraries or partners).
- Visibility and promotion of the French IoT community (notably on events such as SIdO, Viva Tech, Lab Postal, etc.)
- Privileged access to La Poste IoT Platform, *le Hub Numérique*

Level 2: start-up finalists accessing the Accelerator program

They benefit from the following advantages provided by La Poste Group through its French IOT Program:

- Participation in the French IoT Boot Camp: immersive training with a program to have a 360° vision of the entrepreneur
- Personalized accompaniment with customized sessions and workshops during the monthly "startupper days" meetings
- Installation of a pilot with LP and/or one of the corporate partners
- Exhibiting at the CES, with the La Poste Group
- High visibility and media coverage

These allocations are fully covered by the La Poste Group, it being understood that pilot projects are also proposed by the Corporate partners (co-sponsors).

For each of the themes, the start-up finalists receive additional funding from the co-sponsors if their solutions are acceptable:

- The FHF Innovation Fund provides start-up finalists in the field of Hospital Health:
 - The provision of a testing ground on the criteria to be defined with a health establishment;
 - Mobilization of health expertise (regulation, business expertise, etc.) as needed;
 - Referencing of the solution with healthcare establishments and assistance in referencing the solution with public purchasing groups for some start-ups depending on the viability of the solutions tested during the experiments.
- MALAKOFF MEDERIC provides start-up finalists solutions in the field of Quality of Life at Work:



- The challenge of the business plan, financial and strategic elements by qualified employees at MALAKOFF MEDERIC;
- Privileged access to startups to present their project to MALAKOFF MEDERIC's Private Equity Growth Proximity Innovation Program;
- The provision of a testing ground at MALAKOFF MEDERIC, or even at some of its customers;
- The possibility of having prototype offers, products or services tested by MALAKOFF MEDERIC volunteers;
- Promote, as far as possible, start-ups at its events, in its publications, to its customers.
- ALTAREA-COGEDIM provides to start-up finalists in the Smart city field:
 - The provision of a testing ground;
 - Promote, as far as possible, start-ups at its events, in its publications, to its customers.
- RATP provides to start-ups finalists in the field of Mobility:
 - The provision of a testing ground;
 - Promote, as far as possible, start-ups at its events, in its publications, to its customers.
- LA POSTE provides to start-up finalists in the field of Services:
 - The provision of a testing ground
 - Access to the La Poste business and experimentation test program: Time2Test and StartInPost ;

This list is not exhaustive and should not be considered mandatory.

The award of prizes rewards the best applications in accordance with the criteria set out in the Regulations.

The allocation is confirmed if a partnership agreement is signed with the Organizing Company at the latest 1 month after the announcement of the results.

The endowment is nominative and non-transferable, and participants are informed that the sale, transfer or exchange of endowments is prohibited.

Unallocated endowments will remain the property of the contributors.

However, the Organizing Company and the co-sponsoring groups reserve the right, at any time and if circumstances so require, to modify and replace the Offers initially planned by other Offers of an equivalent level.

The prizewinners undertake to use the prizes fairly and in accordance with the conditions of use. The prizes may under no circumstances give rise to any challenge of any kind on the part of the prizewinners. In particular, they may not give rise to:

- The delivery of their cash counter-value,
- Their replacement or exchange for another Offer for any reason whatsoever, except with the formal agreement of the Organizing Body and its co-sponsors or due to the inability of the contributors to provide the Endowments to the Prize Winners.

6. Filing and consultation of the Regulations

The Rules are filed in the office of Maître Michel MARTIN, Bailiffs, 3 rue Jean-Baptiste Marty - BP 16 -94221 CHARENTON LE PONT CEDEX.

The Rules may be obtained, free of charge, by any person who requests them by e-mail from the Organizing Company at: french-iot@docapost.fr



7. Right of access to personal information

Contest Participants are required to provide certain personal information about themselves. All information communicated by the Participants is solely intended for the Organizing Company and its co-sponsors and will remain confidential.

This information is processed electronically and is used in particular to organize the Contest.

Data relating to registered Participants are hosted on the Yoomap platform for non-commercial purposes.

The data controller within the meaning of the Data Protection Act is the Organizing Company.

In accordance with the modified law n°78-17 of January 6, 1978, relating to data processing, files and freedoms, the Participants in the Contest have a right of opposition, access, correction and withdrawal of the personal data concerning them. To exercise this right, Participants must send their request in writing, accompanied by a copy of their identity document, to: Docapost, 10 avenue Charles de Gaulle, 94673 Charenton-Le-Pont Cedex or to french-iot@docapost.fr

8. Intellectual Property

The Participant guarantees to hold, directly or by license, all the intellectual and industrial property rights of the product or service presented within the framework of the Contest.

The Participant retains full and complete ownership of his product or service entered in the Contest.

The Contest does not grant any license to the Organizing Body and the co-sponsoring groups on the Participant's product or service.

Nevertheless, and only in the context of communication related to the Contest, the Participant authorizes the Organizing Company to communicate to the press and to publish and reproduce on the Contest website the commercial name of the legal entity and the trademark(s) associated with the product or service presented during the Contest.

The Participant shall be responsible for any dispute by a third party relating to the intellectual property rights attached to the proposed product or Service and shall indemnify the Organizing Company against any consequences resulting therefrom, in particular financial.

New terms will be defined between the finalist winners and the organizing company within the framework of a specific partnership agreement as soon as pilots and experimental sites are set up.

9. Participant's image rights

As part of the communication related to the Contest, each Participant authorizes, free of charge, the Organizing Company, directly or indirectly, to record and exploit its image on any medium (photos, films, audio, etc.) as well as its presentations of the application file.

To this end, the Participants authorize the Organizing Company, for two (2) years from the submission of the application file, to represent, reproduce, disseminate and exploit the image of the Participant. The confidential information referred to in the "Confidentiality" article below is expressly excluded from this authorization.



10. Confidentiality

Within the framework of the Contest and the presentation of the files, Participants may be required to disclose confidential information.

All persons having access to the application files undertake to treat this information with the utmost care and not to disclose it without prior authorization from the participant, provided that it has been previously identified as "confidential" by the Participant.

Nevertheless, within the framework of the communication associated with the Contest, the Organizer is authorized

- to communicate to the media (traditional media, online information sites, blog and social networks) and to publish on the Contest website, the corporate name of the legal entity, the trademark(s) associated with the product or service presented during the Contest, the name of the file, the name of the bearers of the application file,
- to make public the essential and non-confidential characteristics of the projects submitted, without compensation of any kind.

11. Modification / Cancellation of the Contest

The Organizing Company reserves the right to shorten or extend the duration of the Contest, and to modify or cancel it if circumstances so require. The Participants could not call into question this decision nor engage the responsibility of the Organizing Company for any moral or financial damage. Additions or amendments to the Rules may be published before or during the Contest. They will be considered as schedules to the Regulations.

12. Liability

The Organizing Company's liability is strictly limited to the delivery of the prizes actually and validly earned by the Participants.

The Organizing Company may not be held liable in the event of force majeure or fortuitous events beyond its control. Force majeure means any irresistible, unforeseeable and external event affecting the running of the Contest, and in particular cases of computer fraud, viruses, fire, flood, strike... In any event, the Organizing Body's liability is expressly excluded for any prejudice or indirect damage arising from participation in the Contest, interruption or termination of the Contest, for any reason whatsoever. In particular, indirect damages are considered to be any damage resulting from operating losses, commercial losses, loss of customers or orders, any commercial disturbance, loss of profit, loss of chance, loss of profit, damage to reputation or brand image, loss of data and files.

It is expressly recalled that the Internet is not a secure network. The Organizing Company cannot therefore be held liable for contamination by viruses or intrusion by a third party into the Contest Participants' terminal system and declines all responsibility for the consequences of participants connecting to the network via the site. The Organizing Company declines all responsibility in the event of malfunction of the Internet network, telephone lines or reception equipment preventing the smooth running of the Contest.

The Organizing Company shall not be held liable in the event that one or more Participants are unable to connect to the site due to any problem or technical defect linked in particular to



network congestion. The Organizing Company will make every effort to allow access to the Contest on the site at any time, without being under any obligation to do so. The Organizing Company may, at any time, notably for technical, update or maintenance reasons, interrupt access to the site and the Contest it contains. The Organizing Company shall under no circumstances be liable for these interruptions and their possible consequences.

The Organizing Company undertakes to do everything in its power to ensure that the system for determining the winners and awarding the prizes complies with the rules of this Contest. If despite this a failure should occur and affect the system for determining the winners, the Organizing Company shall not be liable to the Participants beyond the number of prizes announced in the Contest Rules.

The Organizing Company cannot be held liable for any incidents that may occur as a result of the use of the Offers awarded.

The Organizing Company may cancel all or part of the Contest if it appears that fraud has occurred in any form whatsoever, in particular in the context of participation in the Contest or the determination of the winners. In this case, it reserves the right not to allocate allocations to fraudsters.

Any fraud or attempted fraud in the Contest by a Participant will lead to the elimination of the latter, and may give rise to the prosecution, before the competent courts, by the Organizing Company, of the perpetrators of such fraud.

In any event, if the Organising Company's liability is recognised hereunder by a final decision of a competent court, the compensation that could be claimed from it shall be expressly limited to the amount corresponding to the unit value of the lowest endowment.

13. Reimbursement of participation and viewing fees for the Regulation

Participation in the contest being free, no reimbursement of expenses of any kind whatsoever may be requested by candidates from the organizer of the contest.

14. Applicable law - Disputes

The Regulations and the General Conditions are subject to the provisions of French Law.

Any difficulty which may arise from the application or interpretation of these Rules or which is not foreseen by these Rules shall be decided by the Organizing Company.

Any dispute relating to the Contest may not be dealt with after the thirty (30) calendar days from the last opening day of the Contest.

The Tribunal shall have exclusive jurisdiction to recognize the validity of these Rules.

Any dispute arising on the occasion of the Contest and which cannot be settled amicably will be submitted to the competent court in Paris.

15. Contact Organizer

Docapost IOT - Equipe French IOT
10 avenue Charles de Gaulle – 94673 Charenton-le-Pont Cedex
french-iot@docapost.fr