



FRENCH IOT CONTEST RULES

EDITION 2019

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 45 blvd Paul Vaillant Couturier – 94200 Ivry sur Seine (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 29 to December 31 included, of the year 2019, under the conditions defined below.

The contest is organized in partnership with 5 co-sponsoring partners, ALTAREA COGEDIM, the FHF Innovation Fund, MALAKOFF MEDERIC, RATP GROUP, DOCAPOSTE and La Poste Services-Courrier-Colis (BSCC).

This contest receives the support of key partners of digital ecosystems in the region (CCI, clusters, French Tech Metropoles, incubators, ...). 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 large groups. 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 local objects and 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: to act locally with the support of ecosystems, co-develop large groups and start-ups at the national level, and expand internationally in the IoT.

For La Poste and the co-sponsoring groups, a real dialogue is proposed to learn how to work together and bring the best benefits to all parties concerned.

2. Participation in the Contest

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

The Contest is open to:

- Innovative start-ups, SMEs and small businesses with a start-up dynamic;
- Registered in France or living abroad with a development project in France;
- Having developed a connected solution (object and/or associated service) and at the pre-

commercialization or marketing stage.

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

• SMART CITY & MOBILITY

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 for :

BUILDINGS

- *Smart Buildings: Connectivity and Management systems for housing and shared Spaces*
- *Application to make daily life easier*
- *New housing models: co-living, participatory housing, innovative living spaces*
- *Modular housing*
- *Safety and security*
- *Innovative installations in senior residences (heating, cooling, lighting, kitchen, common areas, ...)*
- *Any solution to ensure diversity, accession & social*
- *Comfort improvement (summer)*

SUSTAINABLE DEVELOPMENT

- *Heating / energy system*
- *Smart grids*
- *Waste Management, Recycling and Circular Economy*
- *Reduced ecological impact and low carbon building*
- *Management of collective self-consumption*

ANIMATION & SOCIAL TIES

- *Neighborhood applications*
- *Territorial coordination*
- *Concierge service for companies and housing*
- *Intergenerational projects*
- *Common areas animation*
- *Condominium management tools: app management for all users questions, request centralization platform, ...*
- *Immersive 3D experience for real estate*

• MOBILITY

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

- *Shared parking / Parking space rental*
- *Services facilitating intermodal transportation: Transport time /car sharing*
- *Urban logistics and delivery services*
- *Reinvented mobility experience for the users*
- *Sustainable Urban Mobility*

• 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 :

- *Services connected to La Poste' e-Health application*
- *Prevention, quality of life, health and well-being, including at work*
- *Remote monitoring of chronically ill and discharged patients*
- *Pre-hospitalization and post-hospitalization at home*
- *Traceability of care pathways and / or medicines*
- *teleconsultation*
- *E-screening and e-coaching*
- *Observance and education around health, nutrition, physical activity*
- *Care pathway and health journey management*
- *A.I applied to the world of health: predictive medicine, precision medicine, preventive medicine*
- *Decision support (diagnosis and treatment)*
- *Computer-assisted surgery*
- *Precision medicine: risk prediction, molecular diagnosis, personalized treatments*
- *Development of Intelligent Buildings to help manage hospital workflow*
- *Digital Solutions for Public Health*
- *Medical Deep Tech*

• SERVICES

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.

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 (conciierge 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*

• DEEP TECH

All innovations and new technologies, result of the latest scientific advances, contributing to the automation of processes, development of AI in document management, data and documents enrichment, as well as innovations around the digital trust ...

AUTOMATION BY NEW CUSTOMER RELATIONSHIP CHANNELS

- *Chatbots (like Messenger)*



- Voice Assistant,
- Natural language processing (emotion and sentiment analysis, semantic analysis, ...).

AI IN DOCUMENT MANAGEMENT

- Document analysis and recognition
- All «lexical, syntactic and semantic» layers of document analysis: Image upstream processing, cleaning, recognition, extraction, etc.
- Semantic verification that can help e-reputation checks on social networks and personal data.

AUGMENTED DOCUMENT OR DATA DOCUMENT

- New technologies to help the transformation of documents into pure data, including usage modification and evolution.

DIGITAL TRUST

- All innovations around cyber defense, cryptography
- Data anonymization
- Electronic and secure payment method
- Passwordless authentication mechanism
- Blockchain for data or files certification

• **GOV TECH / CIVIC TECH**

All solutions that help reinvent public services (healthcare, transport, employment, education, tourism, security ...) to make them more affordable, simpler and improve democratic practices that place citizens at the center of public decision.

FOR GOV TECH

- Modernization the functioning of the public administration
- Simplify administrative procedures
- AI and machine learning in the public sector
- Smarter use of public data sets to provide more effective and targeted public services.
- Digitizing processes and services
- Online voting
- Urban planning
- Traffic Management

FOR CIVIC TECH

- Citizen engagement platforms
- Collective intelligence platforms
- Collaborative applications
- Participatory platforms
- Digital tools for participatory democracy
- Participatory budgeting
- Neighborhood Council
- Tools for improving citizen's request processing

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 is carried out by completing the complete application form online at <https://concours-french-iot.laposte.fr/>, and in particular by providing the following information:

1. The company's identity form (name, category, location, referent in the team)
2. The project 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 from the USE perspective (what service provided, what benefits and for what target? which user path?)
 - The description of the solution from the TECHNICAL angle (what characteristics, how does it work?)
 - The description of the positioning under the angle 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 envisaged (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 (in the form of pitch rather than 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 29, 2018 until April 30, 2019 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 9 to June 20, 2019**.

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 contest, feasibility...)
- The INNOVATIVE character (degree of innovation or rupture, originality, possible "wow" effect...)
- The BUSINESS MODEL (market, quality of the business model, economic, social, environmental impact, synergies...)
- The service rendered 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 Organizing 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 co-sponsoring groups 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 RS
- 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.)

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 "startups days" meetings
- Installation of a pilot with LP and/or the co-sponsor
- Validation of the solution on the world stage of 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 co-sponsors.



The start-up finalists receive additional funding from the co-sponsors if their solutions are acceptable:

- Provision of a testing ground according to criteria and maturity of the solution, especially in a health establishment
- Mobilization of experts as needed (regulation, business expertise, challenge of the business plan, financial and strategic elements by qualified employees, ...);
- Referencing the solution and helping to refer the solution to public purchasing centers for start-ups based on the viability of solutions tested during the experiments.
- Privileged access to startups to present their project to the Private Equity program, with MALAKOFF MEDERIC, LA POSTE, ...;
- The possibility of testing prototypes of offers, products or services, by volunteers at MALAKOFF MEDERIC, LA POSTE, ...
- Promote, start-ups at events, in publications, with customers

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. 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 IoT, 45 Blvd Paul Vaillant Couturier, 94200 Ivry sur Seine or to french-iot@docapost.fr

7. 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.

8. 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.

9. 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.

10. 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.

11. 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 Organizing Company's liability is recognized 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.

12. 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.

13. 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.

14. Contact Organizer

Docapost IOT

Equipe French IOT

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french-iot@docapost.fr