

# ZINC SHOWER



## Proposal requirements for the international call for projects - Zinc Shower 2016

### **INTRODUCTION:**

The world is in constant turmoil. An accelerated transformation that ZINC SHOWER becomes sensitive to. In our fourth year running, we want to reflect the concept of “liquid society” that was coined by the sociologist Zygmunt Bauman: liquid being a metaphor for our lives, our work and even the way fall in love today. Water, as an element, becomes a reflection of the quality that the entire project should consider: we seek technology, languages and societies that are able to adapt to the circumstances, no matter how unfavourable they may be. Ideas and projects that are able to advance to the tangible, becoming apparently inert and stagnant in the new platforms that carry the spirit of transformation within. And, in turn, the light, that somehow travels through water, and is a symbol of a transformation that we as a society have been working with for some time. The Creative and Cultural Industries have the undeniable ability to advance towards learning, to be alert and to make us be alert to evolution. Something that man has always pursued, consciously and energetically.

**“Ideas are the invisible scaffolds upon which the real is constructed”**. With this statement, the architect Marcos Novak reopens the debate over the role of culture after history. In ZINC SHOWER we want to encourage all those creative spirits to respond to the questions: “how does one start, build, a present without fixed concepts? Is our society liquid when it comes to overcoming fears? How are the rules intermingled, now that we are facing the beginning of the future?”

The fourth Zinc Shower event will take place on the 19<sup>th</sup> and 20<sup>th</sup> of May 2016 at the Official College of Architects of Madrid (COAM).

ZINC SHOWER is a place of creative transformation, where we are waiting to discover all those who already form part of this movement. A meeting place for entrepreneurs, professionals, public and private investors, institutions, companies and the media, to promote business projects related to the creative and sharing economy, and at the same time to establish a network that promotes collaboration, training, promotion, internationalisation, investment and funding.

Therefore, within Zinc Shower’s scope of action and objectives, the present call for project proposals is made with the following clauses.

## CLAUSES:

### OBJECT

1. The present call for proposals aims to select projects from the creative, cultural and sharing economy, for public presentation within the framework of the programme of the Zinc Shower meeting, to be held on the 19<sup>th</sup> and 20<sup>th</sup> of May in the Official College of Architects of Madrid (COAM).
2. The projects are selected according to various criteria, such as the degree of innovation, financial solvency, management team, transforming ability and potential for internationalisation. In other words, they have to be business projects (in any stage of development) that are able to transform the economy and society, generate greater welfare, and have real potential viability.
3. The project must be related to a sector of the creative and cultural industries, though they may cover more than one sector. In case of doubt, the inclusion of the project will remain at the discretion of Zinc Shower.

### APPLICANTS

4. This call is open to all those entrepreneurs, whether natural or legal persons, adults, whatever their nationality, who have a project in the field of the creative and sharing economy. Natural persons can present themselves as individuals or as a group, in which case they would have to appoint a representative to act as spokesperson with the Zinc Shower organisation.
5. Projects in any of the following stages of development may be submitted:
  - a) Idea phase: projects constituted as a company, with a developed product prototype, a stable team and a defined business plan.
  - b) Seed phase: projects that have been running for two years since their creation, which have developed a complete product or service offered.
  - c) Development phase: projects that have been running for over two years since their creation, or with a capital of at least €150,000, which have a track record of sales.

### SELECTION AND EVALUATION PROCESS

6. The project submission deadline is 23:00h on Thursday the 31<sup>st</sup> of March 2016. Projects can be submitted through the online application form available on the Zinc Shower website ([www.zincshower.com](http://www.zincshower.com)). Applicants must complete all obligatory sections of the form. The project evaluation process will continue through to a maximum period of one month after the submission deadline on the 31<sup>st</sup> of March 2016.
7. A selection committee - formed of recognised professionals from different management areas and fields of the creative economy, entrepreneurship and investment, and representatives of the institutions that make Zinc Shower possible - will choose the most outstanding projects according to the following criteria:
  - **Capacity for innovation and transformation** (in which aspects does it innovate or transform current business models, production, management, commercial use, etc.).
  - **Project viability** (business plan, economic viability, commercial use, real possibility of implementation, internationalisation, etc.).
  - **Capacity of the project management team** (experience, level of commitment, etc.).

- **Potential for technological modernisation, innovation and adaptation** of the cultural and creative industries
- **Potential for international implementation**, through an expansion plan. Future synergies of the project to address new developments and/or markets.

The committee will also be advised by a multidisciplinary technical commission, which will consider the viability of each project. This technical committee will also be in charge of requesting any additional information or clarification necessary for the correct evaluation of the project.

8. The selected projects will be individually notified by email and telephone to confirm their participation. The list of selected projects will be published on the Zinc Shower website ([www.zincshower.com](http://www.zincshower.com)) over the first weeks of April.
9. The selected projects must confirm their participation in writing and pay a registration fee that will be based on the phase of the project:
  - a) Projects in the idea phase: €350 + VAT
  - b) Projects in the seed phase: €450 + VAT
  - c) Projects in the development phase: €550 + VAT

A single payment will be made prior to the publication of the project on the Zinc Shower website.

## **PARTICIPATION OF THE PROJECTS IN THE EVENT**

10. Once the project has confirmed its participation, it will have access to all of the services that Zinc Shower offers, according to the phase that the project is in:

### **•Promotion:**

- Visibility of the initiative on social media, online platforms and the media, through interviews and features.
- Creation of synergies with other companies that can benefit the project, through networking opportunities from the selection through to the event.
- Presence on the Zinc Shower website and the handheld programme.

### **•Commodities:**

- Discount on accommodation and travel
- Tickets for food and drink during the event
- The chance to work in our coworking space (utopic\_US) during the week of the event.
- 3 accreditations per project to be in the meeting show stand
- 2 guest invitations
- Concert and party for showers on Thursday the 19<sup>th</sup> of May
- Award ceremony and closing ceremony

### **•Training**

- A training day leading up to the event at COAM, in the Rafael del Pino Foundation. The content will be based on the needs of the selected projects.
- Mentoring and advise for the projects from our experts in each field (prototyping, pitching, grant applications...).
- Continuity services and help. Zinc Shower and utopic\_US will monitor the projects from the selection date for one year.

### **•Event**

- Display in the exhibition area
- Assignment of a stand for each project

- Individual presentations of each project on a stage. The showers will be presented throughout the 2 days of the meeting show.

#### ●Funding

- Zinc Shower will help the projects to detect the type of funding they need and act as a prescriber to facilitate the presentation of the idea and access to such funding.
- Interviews with organised investors according to the needs of each project and the type of investors.
- Access to initial grants, crowdfunding, venture capital

#### ●Awards

- Zinc Shower cash prize to the most innovative project
  - Awards presented by sponsors and collaborators to projects that stand out in the sectors linked to sponsored brands, media partners and marketing partners.
11. Furthermore, the projects will remain on the digital platform's database (zincshower.com) for a period of 12 months, where registered investors, clients and professionals can access them. Unless specifically requested, after the first 12 months they will remain on the platform for an indefinite period

### ACCEPTANCE OF TERMS AND CONDITIONS

12. Taking part in this call for project proposals implies full acceptance of these requirements, the interpretation and application of which shall correspond exclusively to the jury.
13. Zinc Shower undertakes to promote the projects, as mutually agreed with its owner(s), in the manner that it considers appropriate for the best circulation. In turn, the selected projects undertake to provide all of the information and documentation necessary for the correct communication of the projects.
14. The owners of the selected projects undertake to authorise the reproduction and distribution of the material generated by the projects in all the activities that are created for the circulation of the call and the Zinc Shower event. The period of the waiver of rights of reproduction and public communication by the owner is one year counting from the date of resolution. The waiver of rights applies at both a national and international level.
15. In compliance with the Data Protection Law, Law 15/1999 of the 13th of December, on the protection of personal data, the data of the participants will be included on a file and duly recorded with the Data Protection Agency under the ownership of Zincshower S.L. Rights of access, rectification, opposition and cancellation at the following e-mail address: [info@zincshower.com](mailto:info@zincshower.com).
16. Similarly, Zincshower S.L., as the organiser of Zinc Shower, undertakes to fully respect the intellectual property rights of the creators, in accordance with the law in effect approved by Royal Legislative Decree 1/1996 of 12 April approving the revised text of the Law on Intellectual property.
17. The organisers of the event may not be held liable for any damages or injuries of any nature arising from any error or incident during the selection or choosing of the projects. Nor does the organisation guarantee the financial support, or any other type of support by the investors to whom the project is presented, neither does it assume any liability if the training programme offered does not meet the expectations of the participants.
18. These proposal requirements are published on the Zinc Shower website ([www.zincshower.com](http://www.zincshower.com)).