



EELISA

European University

**Call for the First EELISA Prototype Contest:  
Win the EELISA Test Space at JOSEPHS – The  
Open Innovation Lab in Nuremberg, Germany**



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# Call for the First EELISA Prototype Contest:

## Win the EELISA Test Space at JOSEPHS – The Open Innovation Lab in Nuremberg, Germany

### Objective

The EELISA innoCORE project pursues the ambitious goal to transform EELISA into the first European University that can offer test spaces for prototypes to its startups, researchers, and innovators. To promote this goal, EELISA innoCORE calls for participation in the first EELISA prototype contest. The winning prototype will get an EELISA test space (worth 15,000 €) at JOSEPHS – The Open Innovation Lab in Nuremberg, Germany. Additionally, applicants with the best prototype from each EELISA partner can win a co-creation workshop with JOSEPHS' open innovation experts.

Proposals can be submitted until 18 November 2022 so that the EELISA test space for the winning prototype can be opened at JOSEPHS in mid-December 2022.

### General information about EELISA, EELISA innoCORE & rationale of the call

- In November 2020, the European University EELISA (European Engineering Learning Innovation and Science Alliance) was born. EELISA unites nine universities from seven countries: UPM in Spain, ENPC and PSL in France, SNS and SSSA in Italy, FAU in Germany, BME in Hungary, UPB in Romania, and ITU in Turkey. It thus represents more than 180,000 students, 16,000 faculty members, 11,000 administrative staff, and 50,000 graduates each year. It is EELISA's mission to boost engineering, innovation, and entrepreneurship and to create a model for Europe for solving societal challenges through smart and sustainable solutions. For more information, see <https://eelisa.eu>.
- In June 2021, EELISA innoCORE (INNOvation and COMmon REsearch Strategy) was launched to delve deeper into the institutional transformation initiated by EELISA focusing on the research and innovation dimension of our European University. One of the goals of EELISA innoCORE is to transform the respective innovation ecosystems of all EELISA partners into parts of a much bigger and together even more successful EELISA innovation ecosystem. We will not only bundle the existing innovation activities but also start new ones and build up joint structures. Thus, we will create new opportunities for our startups, researchers, and innovators. For more information, see <https://eelisa.eu/eelisa-innocore/>.
- EELISA innoCORE accentuates the full innovation cycle in order to optimize the outcome of its research activities in cooperation with business and civil society. One important cornerstone for this is JOSEPHS, an open innovation lab in the city center of Nuremberg, Germany. Now, the first EELISA prototype contest will offer an EELISA test space at JOSEPHS to the EELISA startups, researchers, and innovators who want to test their ideas and prototypes. This will not only help our startups, researchers, and innovators to get honest feedback from their potential customers and access to a long-standing expertise in open innovation and co-creation, but also disseminate successful open innovation practices in the EELISA innovation ecosystem and bring about institutional transformation towards a more European innovation ecosystem. Furthermore, it will help our startups to enter the German and European markets and to scale on a European level.



## About JOSEPHS - The Open Innovation Lab

JOSEPHS is part of FAU's excellent innovation ecosystem and is unique in its kind in Germany as well as in the EELISA innovation ecosystem. For over eight years, companies and public institutions have been researching and developing new products, services, and business models at JOSEPHS with real users and potential (end) customers. Ideas have been generated, new solutions tested, and further developed in over 150 innovation projects with more than 80,000 visitors. Here are some key facts about JOSEPHS – The Open Innovation Lab:

- Unique methodology and infrastructure for the inclusion of real users and the potential (end) customers in the entire innovation process (researching, developing, testing, marketing)
- Integration of a heterogeneous, unbiased user and (end-)customer group for immediate market feedback
- High-frequency and attractive city center location with over 450 square meters for co-creation and a strong publicity effect
- On-site presentation of innovation projects by specially trained JOSEPHS Innovation Guides during retail opening hours
- Scientifically based, systematic, data-supported development and testing process in a real store environment
- Use of cutting-edge and capital-intensive technologies and service prototyping tools (emotion recognition, virtual reality, 3D design, etc.)
- Inspiring creative and event spaces for co-creative workshops and events (also in hybrid format)
- Competent team of experts and experienced partner network from science and practice
- For more information, see <https://josephs-innovation.de/wp/>.



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## Eligible prototypes

Eligible prototypes must fulfill the following criteria:

- Prototypes can be consumer goods, tangible ideas, or even apps. These prototypes may be physical, digital, or hybrid.
- Prototypes should be of interest to the general public, i.e., to potential customers accessible via Nuremberg's shopping mile. (Note: A prototype whose target group consists exclusively of a very limited group, such as for example business owners, hospital directors, or people with very rare skills or needs, etc., is not eligible.)
- The prototype must be suitable to be tested in English or German.
- The winning prototype must be suitable to be sent to JOSEPHS by mail or by other means. (Note: The winner of the first EELISA prototype contest has to take the responsibility and costs for shipping the winning prototype to JOSEPHS. Shipping costs of up to 250 € can be reimbursed. After the test space period, the prototype will be sent back to the winners by JOSEPHS if it is not heavier than 30 kg and its package dimensions do not exceed 120 x 60 x 60 cm. Otherwise, the winner of the first EELISA prototype contest has to take the responsibility and costs for shipping the winning prototype from JOSEPHS back home. Shipping costs of up to 250 € can be reimbursed.)
- Prototypes should not be heavier than 100 kg, not need more than approximately four square meters of test space, and not be higher than 2 meters.
- Prototypes must be easy and safe to assemble by non-experts without special technical training.
- The setup of prototypes should not require special expertise.
- Prototypes should be operational with regular technical infrastructure (Wi-Fi, electricity, etc.).
- Hazardous goods are not eligible.

## Target group

The call is open to startups, researchers, and innovators from all EELISA institutions (including startups founded by alumni of EELISA institutions who can apply up to five years after the founders graduated). Applicants should have a clear intention to develop their prototype into a high-quality product ready for successful market entry in Europe. Applications from all disciplines are welcome, with a preferred relation to innovation, technical solutions, and the Sustainable Development Goals.

## Timeline

**Submission deadline: Friday, 18 November 2022**

Feedback on the winning prototypes: No later than Wednesday, 30 November 2022

Period of the EELISA test space at JOSEPHS: Mid-December 2022 until at least January 2023

Feedback Report: Within three weeks after the end of the EELISA test space at JOSEPHS

Workshop: First quarter of 2023



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## Evaluation criteria

We welcome short and concise proposals written in English that correspond to the following evaluation criteria:

1. **Suitability of the prototype to be successfully tested at JOSEPHS** (value proposition of the prototype, expected level of interest of the prototype to potential customers or the general public, attractiveness of the prototype, degree of innovation of the prototype, etc.)
2. **Motivation of the applicants to have their prototype tested at JOSEPHS** (potential benefit for the applicants of having their prototype tested at JOSEPHS: feedback from potential customers, data, new ideas, training of AI, etc.)
3. **Prospects for success of the prototype** (likelihood of successful market entry of the prototype, scalability of the prototype, maturity level of the startup or project behind the prototype, etc.)
4. **Contribution of the prototype to the realization of EELISA's mission and vision** (cf. <https://eelisa.eu/what-is-eelisa/>, e. g. contribution to the achievement of the [Sustainable Development Goals](#), link to social responsibility and commitment, fostering gender balance, inclusiveness, and diversity, solving real world problems and mastering global challenges with smart and sustainable solutions, etc.)

If prototypes are eligible up to 10 points can be awarded for each of the four evaluation criteria. The jury will be composed of one expert from each EELISA member and one expert from JOSEPHS. Please see below for the application form.

## What you can get

- The winner of the first EELISA prototype contest will get the EELISA test space at JOSEPHS (worth 15,000 €). This will include efficient onboarding and custom fit research design, all-round care by JOSEPHS' innovation specialists, a minimum of one month of actual testing with at least 100 potential customers for 20 minutes each, interim results and adjustments if necessary, a detailed final report with results and impulses for action, honest feedback of your potential customers, an unbiased view from the outside (JOSEPHS as a neutral entity), well-founded facts for internal decision making, access to a long-standing expertise in open innovation and co-creation, and the possibility of white label tests.
- The applicants with the best prototype from each EELISA partner will get a co-creation workshop with JOSEPHS' open innovation experts. The workshop will be a one or two day open innovation and co-creation methods coaching (either online or in presence at JOSEPHS) that will help you to make the next steps towards successful market entry with your prototype.
- Note: If you are interested and your EELISA institution can provide the costs for travel and subsistence, the EELISA test space and the co-creation workshop at JOSEPHS may be supplemented by an EELISA mobility.

## Application process

Please use [this application form](#) to apply for the call and **send the completed document as one PDF to [david.schkade@fau.de](mailto:david.schkade@fau.de) (and [isabel.salgueiro@upm.es](mailto:isabel.salgueiro@upm.es) in copy) no later than 18 November 2022.**

