

BASES FOR LAUNCHING GENERALI CHALLENGES

1- VERTICALS

Generali is launching 1 open challenge to the startup community for the innovation of new products, services and strategic corporate areas. The corporation is looking for eHealth solutions, with the aim of integrating the latest technological innovations into their current business model.

Innsomnia is seeking projects and ideas from startups, entrepreneurs and consolidated companies able to provide solutions to the **challenge set by Generali in the following area:**

VERTICAL 1:

eHealth: New business models, user experience, and prevention and value services

2- DEADLINES

The deadlines for this call are:

- Projects **reception**: from June 22nd to September 18th .
- Between September 19th and 30th, the **evaluation** and **selection** of projects will take place in two phases.
- On September 30th (tentative date) the acceleration process will start.
- Until December 31st, the PoC will be developed, following the calendars of mentoring, training and monitoring stipulated.
- In January 2021 the selected startup must present its prototype at the Partners Day.

MORE INFORMATION ABOUT THE CALL

¿HOW TO PARTICIPATE?

www.innsomnia.en/generali.html

¿WHICH ARE THE BENEFITS OF PARTICIPATING?

- **Co-creation** of a Proof of Concept together with the leading entity.
- **Access to value-added services** to make your project grow.
- Specific **mentoring** according to the technological development needs of your project with a follow-up by Innsomnia and recognized senior mentors in the fintech field.
- **Technological credits** with our strategic partners.
- The possibility of reaching an **agreement with the company** after developing the Proof of Concept.
- **International networking** through **The Talent Route**

POC

If the startup has to incur in unexpected developments and resources which exceed the established scope of the prototype, the startup will be able to reach a commercial or business agreement with Generali during the definition and development of the Proof of Concept or based on the presentation of results, freely between both parties. The agreement between the parties can be either commercial or business (MVP, SAAS, licence, purchase of solution, Joint Venture, Investment) and Innsomnia will advise the startup and Generali in the process of defining the relationship between both.

AND YOU WILL COUNT ON INNSOMNIA PHILOSOPHY:

- We **won't** ask for **equity**. For us to keep you as the owner of your dream is of great importance.
- We **encourage B2B**, so we will work side by side with you to see your project grow.
- You will be able to become part of the **Innsomnia Startup Club**, from where we will continue to provide value so you can keep on selling all over the world.

WHAT DO WE ASK IN RETURN?

Your **effort, dedication** and **commitment** during the months of the Proof of Concept co-creation process in order to provide solutions to the challenges set by the corporation.