

ITS WORLD CONGRESS 2022

TRANSFORMATION BY TRANSPORTATION

Conference: September 18-22 | Exhibit Hall: September 19-22
Los Angeles Convention Center, CA



#ITSWC2022



GLOBAL ITS INNOVATION COMPETITION

The 2022 Global ITS Innovation Competition is a start-up competition that connects innovators, government, start-up funders, talent, and others in the innovation technology markets to find new ways to use automation, connectivity, sustainable tech, and other solutions to advance safer, greener, and smarter transport. This is a chance for early-stage companies to engage funders, private companies, government, and other leaders to facilitate ideation of bold, new solutions to the challenge of creating how to live and move in the future.

Taking place at this year's ITS World Congress, the top seven (7) selected finalists will compete by presenting live pitches in front of a distinguished panel of judges who include ITS experts and industry thought leaders.

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CALLING ALL
DISRUPTORS,
INNOVATORS, AND
ENTREPRENEURS:
SUBMIT YOUR WINNING
SOLUTION TODAY!

COMPETITION THEME: HOW DO EMERGING TECHNOLOGIES ADVANCE SAFER, GREENER, AND SMARTER MOBILITY SOLUTIONS?

Our transportation system is facing multiple challenges with higher fatalities, increasing greenhouse gas emissions, and limited deployment of lifesaving technologies. Winning solutions for the 2022 Global ITS Innovation Competition will meet multiple goals of safety, sustainability, and advancing deployment by using integrated solutions in transportation technology. Submissions for the 2022 competition should address how your technology solution (1) promotes a safer transportation system, (2) increase resiliency and sustainability, and (3) makes transportation smarter and more responsive.

SUBMISSION PROCESS

SUBMIT YOUR IDEA

Fill out this form by
July 11, 2022.

FINALISTS PITCH IDEAS

Give a live five (5)-minute presentation pitch to the distinguished panel of judges. Pitch should include how your idea meets judging criteria.

SUBMISSION REVIEW

Submissions will be reviewed to ensure all competition criteria are met, and those that meet all the criteria will be reviewed by leaders in the space. The reviews will score each eligible submission and the top seven (7) will advance to the finals.

WINNERS ANNOUNCED

Judges are expected to announce two (2) winners; one winner will be specific to North America and one winner will be a global winner that is open to all regions around the world.

WINNING PRIZE

- Post-congress promotion via ITS America, ERTICO, and Asia-Pacific networks.
- The opportunity to post a blog on the ITS America website and host a webinar for ITS America, ERTICO, and ITS Asia-Pacific members.
- ERTICO will provide the North American and Global winner the chance to meet with experts to receive feedback on ways to advance their company.
- Amazon Web Services, the Global ITS Innovation Competition sponsor, will be providing \$12,500 in Amazon Web Services credits for each winner.

SUBMISSION CRITERIA

All applicants will be required to submit an official application form.

The following information is the same that is found in the application/fillable PDF.

Proposal Title and Brief Description

- All proposals must have a title and a brief description.
- Applicants will have 150 words to describe their innovative solution. Applicants should consider this their “elevator pitch” on what the solution is and what it accomplishes.

Principal Investigator

- All proposals must have a principal investigator. Name, address, company name, email address, and phone number will be required.

Project Team Details

- Each proposal will be required to provide the names, bios, and short resumes of all project team members.
- Please note that to expand and diversify the transportation sector, the initial review team will be looking for diversity on all project teams, this includes gender, ethnicity, race, backgrounds, and experiences.

Company Details

- Name, address, email address, and phone number will be required.
- The start-up company must be five (5) years or less old.
- The company must have a \$5M annual budget cap and cannot exceed \$5M annually.
- Is the company U.S. based or global? If global, please state the country where the company is based. All companies must disclose countries where the company currently conducts business.

Proposal/Project Prototype

- Applicants must have a prototype by the time of the competition. The prototype may be in pilot, beta, or prototype stage.
- The prototype should be presented and/or clearly described during the five (5)-minute proposal pitch.

Project Deployment

- All projects must be deployed over the next three (3) years. No later than September 2025.

Problem is Clearly Defined

- The applicant will be required to clearly define the problem and/or need being addressed with their innovative solution.
- Applicants will have 500 words to clearly describe the transportation challenge being addressed focusing on addressing the components outlined in the scoring criteria.
- The scoring criteria states, “The applicant clearly describes the problem/need to be addressed and proposes an innovative solution to address the stated problem. The proposal clearly defines and then states how the proposal solves a national (and global, if appropriate) need/problem in today’s transportation system. The applicant uses data-informed metrics and examples for how their proposal meets the stated critical need, resulting in a safer, greener, and smarter transportation system using their proposed innovative technology(ies).”

Market Readiness and Feasibility

- The applicant will be required to clearly demonstrate how their proposal is market ready and feasible.
- Applicants will have 500 words to clearly describe how their proposal is market ready, unique, technically feasible, and scalable. The applicant should also address the components listed in the scoring criteria.
- The scoring criteria states, “The application clearly addresses and describes the innovative value proposition, meaning the applicant states how the proposal is unique, technically feasible, meets market need (clearly defined market), and shows clear competitiveness in the market. The proposal should be “market ready” and can be deployed

over the next three (3) years in the defined target markets.

Technical feasibility is essential. The applicant must describe how the proposal is technically feasible (using clear examples) to be successfully deployed and used by the target market. The proposal should be unique or build on existing market technologies, not a copy of existing technology. The scalability of the innovation will also be evaluated. Projects should be able to be scaled nationally and globally (if appropriate) in the defined markets. Proposals that use clear, data informed metrics, and examples will be awarded higher points.”

Outcomes and Societal Impacts

- The applicant will be required to clearly describe the outcomes and societal impacts of their innovative solution.
- Applicants will have 500 words to clearly describe their outcomes and societal impacts. The applicant should also address the components listed in the scoring criteria.
- The scoring criteria states, “The applicant states, uses data-informed metrics and examples, a clear national (and global, if appropriate) impact on the transportation system. The applicant clearly states how their innovative proposal will create significant societal impacts, highlighting increases in safety, reduction in pollution, and allowing for greater access and accessibility to the transportation system. Proposals with data-informed metrics and examples will be awarded higher points.”

Safer, Greener, and Smarter

- The applicant will be required to describe how their project meets the overall goal of the competition, that being creating a safer, greener, and smarter transportation system. Applicants may have a focus area but must also address how the proposal meets greener and smarter components for the transportation system.
- For example, an applicant may propose an innovative solution focused on safety-decreasing pedestrian lives lost. The applicant should also be able to clearly connect the safety elements of the proposal to greener (decreased vehicle miles traveled and decreased greenhouse gas emissions) as well as smarter (increased accessibility, open-sourced digital platform) to the application. Proposals that meet and clearly demonstrate meeting ALL THREE-SAFER, GREENER, and SMARTER, using data-informed metrics and examples will be awarded more points.
- Applicants will have 500 words to describe how their innovative solution meets all three (safer, greener, and smarter) components of the 2022 ITS Innovation Competition. Applicants should pay particular attention to the scoring criteria.
- The scoring criteria states, “The applicant clearly describes how their proposal meets the needs of creating a safer, greener, and smarter transportation system. The innovative solution may have a primary application-increasing safety, creating a greener more sustainable transportation system, or increasing the use of technology resulting in a smarter system, HOWEVER, the applicant must describe the intersections of safer, greener, and smarter in their proposal using data-informed metrics and examples. The proposals that clearly and effectively tie together safety, greener, AND smarter using data-informed metrics and examples will be awarded higher points.”

JUDGING CRITERIA

The judges will take the following questions into consideration. The questionnaire form that submitters fill out should address key areas that the judges will be considering.

<p>The Project/proposal is clearly outlined and detailed. The applicant clearly describes the problem/need to be addressed and proposes an innovative solution to address the stated problem. The proposal clearly defines and then states how the proposal solves a national (and global, if appropriate) need/problem in today's transportation system. The applicant uses data-informed metrics and examples for how their proposal meets the stated critical need, resulting in a safer, greener, and smarter transportation system using their proposed innovative technology(ies).</p>				
1	2	3	4	5
<p>The problem they are trying to solve remains unclear or the idea exacerbates a problem. The proposal is lacking examples and/or data-informed metrics.</p>		<p>The applicant clearly describes the problem they are trying to solve, but it is unclear on how their proposal solves it. There are also some examples/metrics, but they are not comprehensive and/or not data-informed. The proposal provides a solution that meets SOME-safer, greener, and smarter-for our transportation system.</p>		<p>The applicant clearly defines the problem they are seeking to address and is clear on how their solution feasibly solves the stated problem. The applicant uses clear and comprehensive data-informed examples and metrics. The proposal provides a solution that meets ALL- safer, greener, and smarter- for our transportation system.</p>
<p>Market Readiness and Feasibility. The application clearly addresses and describes the innovative value proposition, meaning the applicant states how the proposal is unique, technically feasible, meets market need (clearly defined market), and shows clear competitiveness in the market. The proposal should be "market ready" and can be deployed over the next three (3) years in the defined target markets. Technical feasibility is essential. The applicant must describe how the proposal is technically feasible (using clear examples) to be successfully deployed and used by the target market. The proposal should be unique or build on existing market technologies, not a copy of existing technology. The scalability of the innovation will also be evaluated. Projects should be able to be scaled nationally and globally (if appropriate) in the defined markets. Proposals that use clear, data informed metrics, and examples will be awarded higher points.</p>				
1	2	3	4	5
<p>The proposal isn't clear, unique, and is lacking key details on value proposition, target markets, market readiness and/or scalability. The proposal lacks data-informed metrics.</p>		<p>The proposal has described some examples of value proposition but is lacking details on market readiness, uniqueness, technical feasibility, and scalability. The proposal has some data-informed metrics, but they are not comprehensive.</p>		<p>The proposal clearly and exceptionally describes the value proposition, technical feasibility, unique, market readiness, and scalability. The proposal has clear and comprehensive data-informed metrics.</p>
<p>Outcome and Societal Impacts. The applicant states, uses data-informed metrics and examples, a clear national (and global, if appropriate) impact on the transportation system. The applicant clearly states how their innovative proposal will create significant societal impacts, highlighting increases in safety, reduction in pollution and allowing for greater access and accessibility to the transportation system. Proposals with data-informed metrics and examples will be awarded higher points.</p>				
1	2	3	4	5
<p>The proposal does not clearly demonstrate how it improves any societal outcomes.</p>		<p>The proposal somewhat demonstrates societal impacts, but the size of the impact is unclear and few metrics or examples are available.</p>		<p>The proposal clearly shows how it advances several societal goals on safety, sustainability, and access, with sizable impact (national or global), with clear data-informed metrics and/or examples.</p>
<p>Meets the Overall Goal of the Competition-Being Safer, Greener, and Smarter. The applicant clearly describes how their proposal meets the needs of creating a safer, greener, and smarter transportation system. The innovative solution may have a primary application-increasing safety, creating a greener more sustainable transportation system, or increasing the use of technology resulting in a smarter system, HOWEVER, the applicant must describe the intersections of safer, greener, and smarter in their proposal using data-informed metrics and examples. The proposals that clearly and effectively tie together safety, greener, AND smarter using data-informed metrics and examples will be awarded higher points.</p>				
1	2	3	4	5
<p>The proposal does not clearly describe how it meets all three (3) components of the competition- safer, greener, and smarter. The proposal does not include data-informed metrics or examples.</p>		<p>The proposal meets some but not all three (3) components of the competition- safer, greener, and smarter. The proposal includes some data-informed metrics or examples.</p>		<p>The proposal clearly and describes how the solutions all three (3) components of the competition-safer, greener, and smarter. The proposal includes data-informed metrics or examples for all three (3) components- safer, greener, and smarter.</p>

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