

# **OFFICIAL REGULATIONS**

## **Regarding the organization and conduct of the Tech Catalyst 2025 Competition**

### **SECTION 1. GENERAL FRAMEWORK AND ORGANIZERS**

The Tech Catalyst competition is organized by Glovo (Glovoappro SRL) and CITI Cluster (CITI Association), in collaboration with partners interested in accelerating urban digitalization.

Participants in this competition can choose to compete in one of two categories dedicated to developed/developing mobile applications and mobile application projects.

Tech Catalyst 2025 is more than just a competition; it is a movement for a smarter urban future. This initiative invites partners to drive essential digital transformations in cities across Romania and beyond.

The initiative promotes urban digital solutions through mobile applications and provides a platform for developers to showcase their innovations in fields such as mobility, logistics, e-commerce, and fintech. Representatives of the winning teams in Romania will participate in the Tech Week event at Glovo's headquarters in Barcelona, gaining access to international resources and investors.

Tech Catalyst aims to improve the digitalization of urban services by aligning developers' efforts with community needs. Through strategic partnerships with academic, business, and government sectors, the initiative seeks a transformational impact with annual iterations, depending on results.

The competition is open to teams composed of high school students, university students, software developers, or civic organizations eager to submit well-founded mobile application projects or developed/developing mobile applications that demonstrate their utility to urban citizens. All team members must be over 18 years old.

Participants must comply with the terms and conditions of these official regulations regarding participation in the Tech Catalyst competition.

The organizers commit to ensuring the necessary framework for the event's activities by allocating internal financial resources or securing funding from partners who join the competition.

The ultimate goal of the competition is to stimulate local software development to add value to citizens, businesses, and administrative environments in urban areas, accelerating digitalization and facilitating faster, easier access to various services and goods.

Tech Catalyst 2025 will bring together mobile application projects and applications developed by teams from various backgrounds (academia, business, NGOs, etc.). Team proposals will be judged in two stages, and finalists will have the opportunity to win monetary prizes and connect with major tech incubators in Barcelona to promote their projects for implementation and development funding.

## **SECTION 2. COMPETITION DURATION**

The competition will be launched on March 31, 2025, on the official online channels of Glovo Romania and the National University of Science and Technology POLITEHNICA Bucharest; a press release will be distributed in Romanian media. Between March and June 2025, communications about the competition will be carried out to increase its visibility.

The competition will be conducted in accordance with these Official Regulations.

The competition will conclude at the end of June 2025 and will follow these stages:

- March 31 – June 2, 2025: Competition registration
- June 2 – June 8, 2025: Candidate validation
- June 9 – June 15, 2025: Jury evaluation to select finalists
- June 23 – June 26, 2025: Finalist evaluation and winner selection
- End of June 2025: Public announcement of winners

## **SECTION 3. COMPETITION MECHANISM**

### **TEAMS**

Participating teams must consist of a maximum of three members, with one designated representative in case of qualification for the final stage and, if victorious, traveling to Bucharest and Barcelona for live jury evaluation or the Tech Week event.

Since only the winning team representatives will have their travel and accommodation expenses covered for the trip to Barcelona, it is recommended to select an adult team member who does not require a companion, which could otherwise generate additional costs.

Each team can register only once in one of the established categories, following the participation and submission instructions outlined in these regulations.

Application forms will be reviewed by a five-member committee ensuring a transparent and fair evaluation.

### **TIMELINE**

Tech Catalyst will take place in five stages:

#### **STAGE I – Registration**

Teams must submit their projects via the form available at <https://citicluster.upb.ro/ro/tech-catalyst-2025/> between March 31, 2025, and June 2, 2025.

The deadline for form submission, along with the presentation and, if applicable, the application itself, is June 2, 2025, at 11:59 PM.

#### **STAGE II – Validation**

Submitted documentation will be regularly reviewed, and results will be communicated within 10 to 15 days of submission.

Incomplete documentation or submissions missing the minimum required evaluation elements may be updated until the registration session closes.

If the team is deemed eligible, a unique identification number for jury evaluation will be assigned to the team leader.

#### **STAGE III – Initial Jury Evaluation**

From June 9 to June 20, 2025, all approved teams will undergo initial evaluation.

Each team will be assigned a unique number upon registration, and results will be published in a dedicated section.

Based on criteria outlined in Section 5, five finalist teams will be selected for each prize category.

#### **STAGE IV – Final Jury Evaluation and Winner Selection**

Final jury evaluation will take place from June 23 to June 26, 2025, in person or online at a location in Bucharest, which will be communicated to finalists at least seven days before the event.

The designated representatives of the 15 finalist teams will present their projects to the jury and participate in interactive discussions.

Each representative will have five minutes to present their project live before the jury and audience, followed by a five-minute Q&A session.

The final scores will be communicated at the end of this stage, and winners will be announced.

#### **STAGE V – Participation in Tech Week in Barcelona**

Representatives of the winning teams will attend Tech Week in Barcelona that will take place between 6-11 October 2025. Transportation, accommodation, and program expenses will be covered by Glovo.

Winners will present their projects to Barcelona-based IT business incubators and participate in mentoring sessions, training, excursions, and networking events.

## **SECTION 4. ELIGIBILITY CRITERIA**

Teams may consist of high school students, university students, software development professionals, startup company representatives, or civic society members interested in urban digitalization. All members must be over 18 years old.

Registration is allowed individually or in teams of up to three members, with the team leader submitting the application.

To pass the prescreening stage, each team must submit:

- A completed registration form
- A project presentation, including:
  - Application/project description
  - Urban applicability and expected impact
  - Innovation aspects
  - Technical solution rationale
  - Operationalization plan
  - Risk management
  - Financial plan and budget
  - Revenue projections
  - Team presentation
- For developed applications, an APK/IPA file or a link to the published app

## **SECTION 5. JUDGING CRITERIA**

Each jury member will evaluate each participant from 0 to the maximum score for each designated section. The winners in each category will be those who obtain the highest number of points.

The maximum score per participant will be 50 points, plus 5 Jury Award points, distributed as follows across five sections:

### **1. Urban Utility (4 Points)**

- Relevance to Urban Needs (2 Points): How well does the application address pressing issues or needs in Romanian cities? Does it solve a specific problem faced by urban residents?
- Impact on Users (2 Points): What is the potential impact of the application on its users? Will it improve quality of life, efficiency, or accessibility for urban residents?

### **2. Innovation (2 Points)**

- Originality (1 Point): Is the concept of the application new? Does it bring something unique in terms of concept or technology?
- Technical Innovation (1 Point): Does the application use new technologies or unique methodologies to provide its solution?

### 3. Ecosystem Interconnectivity (2 Points)

- Integration Capabilities (1 Point): How well does the application integrate with existing urban systems or services? Can it be easily connected to other applications or digital services?
- Partnership Potential (1 Point): Does the application have the potential for partnerships with other businesses or organizations to enhance its capabilities or reach more users?

### 4. Market Feasibility (2 Points)

- Sustainability (1 Point): Is the application's business model sustainable? Does it have a clear plan for generating revenue or ensuring long-term viability?
- Scalability (1 Point): Can the application be scaled to other urban areas or even beyond Romanian cities if the opportunity arises?

### 5. Jury Award (1 Point)

- Each jury member will award this point to participants deemed to have the greatest potential to make an impact in the community.
- The participant with the highest number of points in this category will be considered the winner of Category 3.

## **PUBLICATION OF RESULTS**

On June 16, 2025, the list of scores obtained by all teams registered and validated in the competition, as well as the teams admitted to the final stage, will be published on the website <https://citicluster.upb.ro/ro/tech-catalyst-2025/>.

In the second stage, 5 teams will be admitted for each category. The criteria for selection will be as follows:

- FOR CATEGORY I - MOBILE APPLICATION: The top 5 teams based on the total score obtained. In the case of a tie, the following order of criteria will be considered to break the tie:
  1. Urban Utility
  2. Market Feasibility
  3. Innovation
  4. Ecosystem Interconnection
  5. Jury Award
- FOR CATEGORY II - MOBILE APPLICATION PROJECT: The top 5 teams based on the total score obtained. In the case of a tie, the following order of criteria will be considered to break the tie:
  1. Urban Utility
  2. Market Feasibility

3. Innovation
  4. Ecosystem Interconnection
  5. Jury Award
- FOR CATEGORY III - JURY AWARD: The top 5 teams not included in the first two categories, based on the score obtained in the Jury Award category. In the case of a tie, the following order of criteria will be considered to break the tie:
    1. Urban Utility
    2. Market Feasibility
    3. Innovation
    4. Ecosystem Interconnection

Finalists will be contacted by phone and email by the competition organizers to inform them of the results from the evaluation.

The 15 teams qualifying for the final will be contacted by phone (team leader) and by email (all team members), and the results of the judging will be available on the dedicated competition page: <https://citicluster.upb.ro/ro/tech-catalyst-2025>.

## **SECTION 6. COMPETITION PRIZES**

The competition prizes are as follows:

- 3,000 Euros (equivalent in RON, at the exchange rate set by the National Bank of Romania on the day of the winners' announcement) for the winning team in the MOBILE APPLICATION CATEGORY;
- 3,000 Euros (equivalent in RON, at the exchange rate set by the National Bank of Romania on the day of the winners' announcement) for the winning team in the MOBILE APPLICATION PROJECT CATEGORY;
- 2,000 Euros (equivalent in RON, at the exchange rate set by the National Bank of Romania on the day of the winners' announcement) for the winning team in the JURY AWARD CATEGORY.

In addition to the three cash prizes, the round-trip transportation from Bucharest to Barcelona and accommodation in Barcelona for representatives of the three winning teams will be provided, between September 14-20, 2025, for participation in the Tech Week event organized by Glovo.

The prizes are net amounts, and Glovo will calculate and pay the tax on the prize income for the awarded prizes.

Any other fiscal or legal obligations, except for the tax on prize income (mentioned above), related to the awarded prizes, are the sole responsibility of the winners.

## **SECTION 7. PERSONAL DATA PROTECTION**

The organizers commit to complying with the provisions of Law No. 129/2018 regarding the protection of personal data stored during the competition.

Thus, the organizers undertake to maintain the confidentiality of participants' personal data and to use it in accordance with this Regulation and applicable legislation.

Participants, as data subjects, have the right to be informed and the right of access to their data. According to Law No. 190/2018 on the implementation of Regulation (EU) 679/2016 of the European Parliament and Council from April 27, 2016, regarding the protection of natural persons with regard to the processing of personal data and the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation), each registration will be assigned a unique identification code, which will be sent via email after registration in the event. Therefore, the final list of winners will include the unique identification code received upon registration in the competition.

By registering and participating in the competition, participants and winners declare that they agree to the provisions of this Regulation and consent to their personal data, namely: name, surname, phone number, and email address, being processed and used for the organization of the competition and for the delivery of the prize, as well as for advertising, marketing, and promotional purposes, without any further obligations or payments.

The organizer commits to complying with the provisions of Regulation (EU) No. 679/2016 regarding the protection of individuals with regard to the processing of personal data and the free movement of such data, and repealing Directive 95/46/EC (GDPR). Thus, the organizer undertakes to maintain the confidentiality of participants' personal data and to use it in accordance with the applicable legislation.

Participants in the competition have several rights regarding the processing of their personal data, as outlined below:

- The right to request a copy of the personal data concerning the participant held by the organizer;
- The right to correct any inaccurate or incomplete personal data during the competition, until May 7, 2024;
- The right to object to or restrict the use of their personal data by the organizer;
- The right to withdraw consent for the processing of data processed based on consent. Withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal;
- The right to erase the participant's personal data when the participant has withdrawn their consent, when the processing is no longer necessary, or when the processing is unlawful;
- The right to data portability, allowing participants to request the transmission of a copy of their processed data received by the organizer to another entity;

- The right to file a complaint with the National Authority for the Supervision of Personal Data Processing and to seek judicial remedy.

For any inquiries regarding how participants' data is processed, they can send a request by email to: [tech.catalyst.ro@glovoapp.com](mailto:tech.catalyst.ro@glovoapp.com).