



APPLICATION GUIDELINE

for the MVM EDISON Light Up! innovation application and start-up contest

Magyar Villamos Művek Zrt. (Organiser) publishes the MVM Edison Light Up! innovation application and start-up contest. The objective of the program is to seek and support energy, energy awareness and creative innovation plans that can have major social and economic impacts. As part of the application's incubation programme assistance will be offered to help implement the projects.

Application subjects

We invite applications that offer innovative energy solutions for the following subjects:

- clean energy
- energy efficiency
- IoT
- Big Data and artificial intelligence

Terms and conditions

- One applicant can submit a total of 3 projects.
- It is only possible to upload applications online at the www.mvmedison.hu website
- The applicant can only submit his/her/their own business/service/product manufacturing plan.
- By submitting/uploading the project the applicant accepts to comply with the Participation and Data Management Regulation.
- We can only accept fully completed applications.



The scope of applicants

Parties eligible for application to the scheme include students of colleges/universities and private persons who are residents in a member state of the European Union, together with small/medium sized businesses and sole proprietorships that are registered in any member state of the European Union. In case of students of colleges/universities and private persons it is possible for applicants to submit a group application.

Documents to be attached to the application:

Application documentation shall include:

- Application form (completed web-form)
- Application concept (uploading an approx. 10,000 characters description in pdf format)
- Uploading an application presentation (a companion document with images including no more than 10 slides, e.g.: design plan, drawing, technical drawing, pdf).

Substantive components of the application concept:

- A presentation of the project
- Project objectives
- Prefiguration, source of inspiration/known similar solutions,
- For what does this idea offer a solution?
- How does this relate to MVM's strategy until 2020?
- What is the size of the market for this solution/service/product?
- Please identify necessary/estimated resource needs
- Project term, horizon
- Vision



Deadlines

The application can be submitted during the period from 12:00 AM on 06 October 2017 until 23:59 PM on 22 December 2017.

The submission deadline for the first round: 22 December 2017

Applications submitted after the deadline will not participate in the contest.

Application rounds

First round

We invite applications in application subjects published. In the first round of the application the Organiser will select the 12 most promising projects, that will qualify for the second round. Applications received will be assessed by a professional jury.

Second round

The 12 best projects will qualify for the second round of the process that includes a comprehensive preparatory programme. Out of the 12 projects participating in the preparatory programme, a maximum of four can be granted a scholarship to help implement their projects.

Preparatory programme

During the second round of the application the selected projects must participate in an 8 occasion preparatory programme offering them comprehensive professional assistance to help seed phase projects enter the market. The 8 lectures will focus on the different stages of market entry from pieces of product technology advice to business management.

MVM MAGYAR VILLAMOS MŰVEK ZÁRTKÖRŰEN MŰKÖDŐ RÉSZVÉNYTÁRSASÁG

H-1031 Budapest, Szentendrei út 207-209. • Levélcím: H-1255 Budapest, 15. Pf.: 77. • Tel.: +36 (1) 304 2000

Fax: +36 (1) 202 1246 • www.mvm.hu • mvm@mvm.hu



Parts of the 8 occasion thematic lectures series include:

1. Design thinking (IBM)
2. Platform and methodology analysis (IBM)
3. Customised business management/1 (business plan, market study)
4. Customised business management/2 (branding, company registration)
5. Product technology consultancy
6. Production/implementation consultancy
7. Sales consultancy
8. Presentation and communication exercises

The presentation of ideas

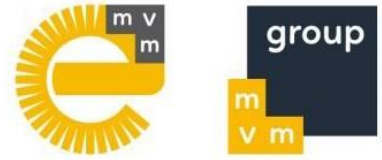
Participants of the second round that/who attended all 8 thematic lectures will be able to accept MVM's offer for the presentation of their ideas. Presentation is such an assessment and selection round in the course of which the professional committee will select a maximum of 4 applications.

The 4 selected applications will be offered an opportunity to present their ideas before the representatives of Smart Future Lab Zrt., a member of MVM Group. Based on their presentation before the representatives of Smart Future Lab Zrt., these projects will be offered an opportunity to use a maximum of HUF 50 million seed investment and the incubation/acceleration services of Smart Future Lab Zrt. The terms and conditions of the use of the seed investment and incubation/acceleration services offered by Smart Future Lab Zrt. to selected projects will be documented in a separate agreement.

MVM MAGYAR VILLAMOS MŰVEK ZÁRTKÖRŰEN MŰKÖDŐ RÉSZVÉNYTÁRSASÁG

H-1031 Budapest, Szentendrei út 207-209. • Levélcím: H-1255 Budapest, 15. Pf.: 77. • Tel.: +36 (1) 304 2000

Fax: +36 (1) 202 1246 • www.mvm.hu • mvm@mvm.hu



Incubation and mentoring programme

The incubation and mentoring programme is the last implementation phase of the application programme and plan in which the projects receiving Smart Future Lab Zrt.'s support can participate with an objective to make sure that selected projects receive comprehensive professional support while implementing their project. Regarding each project receiving the support, this programme will be implemented according to different timing and timetables.

Prize

First round

In the first round the Organiser will announce 12 winning applications each of which will receive HUF 1,000,000 in development support and move on to the second round.

Second round

In the second round the Organiser will announce a maximum of 4 final winning applications. The applicants of these winning projects will be able to accept Smart Future Lab Zrt.'s offer to present their project before the representatives of Smart Future Lab Zrt., a member of MVM Group. Based on their presentation before the representatives of Smart Future Lab Zrt., these projects will be offered an opportunity to use a maximum of HUF 50 million seed investment and the incubation/acceleration services of Smart Future Lab Zrt.

The Prize is not transferable and cannot be used for purposes other than the application's purposes.