sofia development association

INNOAIR CHALLENGE

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WHY

Agenda setting;

Experimenting ideas, exploring opportunities;

Bridging the gap between public authorities and stakeholders;

Seeding the culture of innovation;

Excitement and public and media interest.

https://innoair-sofia.eu/en/challenges.html

HOW

- **Need:** Parking-related parasite traffic
- **Resources:** Municipal parking related data, fines, air quality sensors data, etc.
- **Challenge:** We're looking for projects/prototypes that will put new products on the market, introduce new and improved commercial processes and services, and can be tested/applied directly locally in Sofia.
- **Financial and non-financial support:** 10,000 Euro + municipal sandbox + demo site + communications support

CONS

- Minimum viable products do not necessarily turn into products/start-ups, it is the start of a process
- Require significant resources
- Teams tend to lack diversity

PROS

- Identify viable ideas with short research cycle
- Good ideas can come from anywhere
- Ecosystem strengthening

LESSONS LEARNED

- Know where to find participants
- Don’t make challenges super difficult, or vague, or numerous.
- Framing a challenge: “preserving biodiversity” or “stop biocide”.
- Provide the right contextual knowledge, guidance and mentorship.
- Have appealing prizes and reward not only the winners. Work with partners and sponsors.
- Be mindful with IPR.
- Do regular public reporting about the outcomes of your hackathons.