

October 30th - November 30th 2020

## 1 Launch phase

The competition opens for submission of projects in the following categories:

- 1) Health improvement and digital technology (e-Health).
- 2) The economics of ageing: Ageingnomics. **NEW!**
- 3) Prevention and safe and sustainable mobility.

And regions: Europe, Brazil and rest of Latin America.

December 2020 - February 2021

## 2 Pre-selection phase

The 27 semifinalists

are chosen (3 in each category and region).

December 2020 - February 2021

## 3 Warm up for the semi-final

Online mentoring for the semi-finalists to strengthen their pitches.



Semi-final events are held in each of the 3 regions, in Madrid (Europe), Mexico City (LATAM) and São Paulo (Brazil).

Maximum of 3 semifinalists in each of the categories and region: 27 semifinalists in total.  
Grand final with 9 finalists:  
3 for each region and categories



## 4 Semi-finals

## 5

April 2021

## Warm up for the final

Coaching sessions will be provided to the project representatives.



May 2021

## 6 Grand Final and wrap up

The finalists will pitch in front of a jury invited by Fundación MAPFRE and IE.

3 winners (one per category) will receive 30.000€ to boost their projects.



## 7 Red Innova Fundación MAPFRE

Semifinalists, finalists and winners will join this "network of networks" to strengthen bonds and share obstacles, opportunities and achievements.



GOOD LUCK TO EVERYONE

