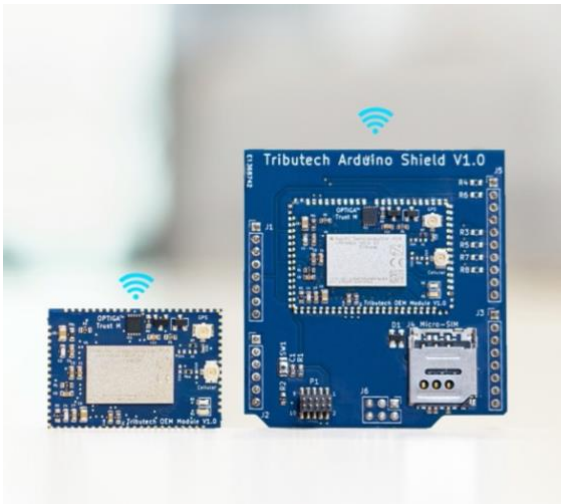
APPLICATION GUIDELINE

Tributech Smart Product Challenge

What is a Smart Product?



A smart or connected product is a device that is linked to the internet so that it can share information about itself, its environment, and its usage. These products are ranging from sensors, industrial equipment, vehicles to smart buildings and building infrastructure equipment.

The data that smart products share helps them work more efficiently and makes the life of the owner or operator easier and safer. Smart products improve maintenance and support by monitoring and optimizing operational use. They provide intelligence to indicate condition, health state or current location and predict failures to avoid downtime by anticipating service needs. A smart and product-centric ecosystem opens opportunities to create new business models as well as to design and develop better products and services aligned with customer needs and preferences.

Who are we looking for?

Tributech is looking for startups with smart product ideas or innovative projects which are already in progress and that turn captured data into actions and insights, reinventing the current state-of-the-art and making life smarter. If you want to leverage innovative sensors, hardware, connectivity, and platform technologies to build secure, smart, and connected products then you are definitely a suitable candidate for our challenge.

In addition to the prizes including our free Smart Product Development Kit and the acceleration of the first prototype development within the challenge, startups can also benefit from Tributech's in-house IoT lab for prototyping, as well as consultation of our partner network, which can support them from prototype to series production and beyond.

Every full application will receive a free smart product development kit

As a bonus, every startup with a meaningful and complete submission will receive a free development kit. The development kit includes everything you need to prototype your smart and connected product idea, ready to start immediately. It consists of the Tributech OEM Module, Nordic's nrF52840 kit and Infineon's Shield2Go sensors.

How to submit?

To take part in our challenge, you need to fill out the **Online Application Form** and upload your **Pitch Deck**. Please refer to the link down below for your application. The business language is obligatory English.

https://tributech.io/smart-product-challenge/application

For the **pitch deck**, we recommend including at least the following content:

- Problem that your smart product aims to solve
- Solution and the benefits to the customer
- Technical solution / architecture
- Innovation and uniqueness
- Go-to-market
- Team

If you still have questions, please **join our official Discord server**. Connect with Tributech's experts or other participants to exchange ideas with like-minded people and get all your questions about the challenge answered right away.

Challenge Timeline

The application phase starts with the announcement on the 14th of February and is open for 6 weeks until the 25th of March. All important dates can be found in the graphic below. Business language for the entire process, including Q&A Session and Pitching Event, is English mandatorily.

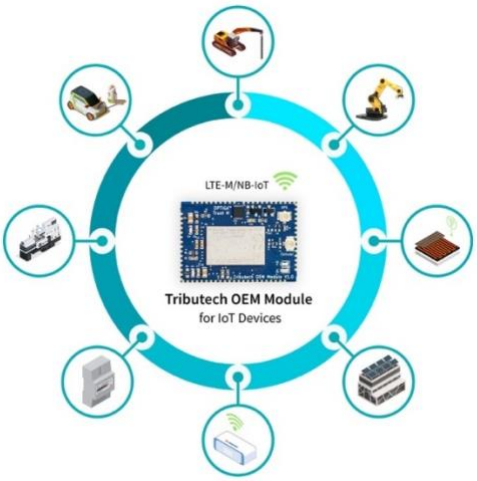
Evaluation process

All completed submissions will go through a first filtering by a group of experts and afterwards the best submissions will be selected for the pitching event. The official jury of the challenge will evaluate and rate your pitches based on the following criteria:

- ✓ Level of innovation
- ✓ Technological feasibility
- ✓ Commercial potential
- ✓ Marketing & go-to-market approach
- ✓ Time to market
- ✓ Pitch
- ✓ Sustainability

The winners of the challenge will be notified directly after the pitching event. The prices, including the Smart Product Development Kits, will be handed out after the winners have been notified.

About the Tributech OEM Module



The Tributech OEM module is designed to be at the heart of next-generation IoT devices and accelerate time-to-market for IoT products.

It provides a hardware and software backbone for the development of secure, smart, and connected products with LTE-M or NB-IoT connectivity. As a simple example, it can be used to build a battery-powered CO_2 measurement sensor or a telematic module for a smart and connected construction machine. Together with the integrated connectivity and the IoT data management stack, this solution has the capability to reduce the development effort for such IoT applications by more than 90%.

The miniaturized 32 x 22 x 3 mm Tributech OEM module is packaged as a system-on-module (SoM) that includes Nordic's low-power nRF9160 SiP with integrated LTE-M/NB IoT modem, Infineon's high-end OPTIGA Trust M hardware security module, and plug-and-play connectivity with Magenta Telecom. Together with Tributech's software stack, it provides all core functionalities of an IoT device like managing telemetry data, configurations, updates, provisioning, and security. This design allows developers of medium-to-large scale applications to design IoT devices that are optimized in terms of interfaces, form factor and costs for their use case, without the need to take care of all the complexity of a connectivity and data management platform. It is also offered in an Arduino Shield variant for prototyping. The shield can be used with all popular hardware development platforms like Nordic nRF Kit's or Infineon's XMC Relax Kit.

The Tributech OEM module is fully integrated with Tributech's IoT and data management platform for managing connected devices. The platform includes unique features like digital twin-based configuration and data management, support for hardware security, blockchain-based data verification and audits as well as built-in data sharing. In addition to the IoT and data management middleware, Tributech provides all the building blocks to create dataspaces where data providers and data consumers can share selected data streams in a secure and trustworthy way in order to manage data assets through an integrated web portal. The blockchain based data verification technology guarantees the origin and integrity of data across systems and companies for traceability and sustainability, while compliance can be implemented based on data audits.

Additional Resources

If you're interested in learning more about Tributech and our technology, then you can find additional resources here:

Download OEM Module Spec Sheet

Join Discord Community

Tributech on GitHub

Selected blog posts

Introducing the Tributech OEM Module: https://www.tributech.io/blog/oem-module
Digital Twins for IoT Devices: https://www.tributech.io/blog/digital-twins-for-IoT-device-configurations
Data Notary for Trustworthy Data https://www.tributech.io/blog/data-notary