TERMS AND CONDITIONS

ADR RUNWAY TO THE FUTURE – 4th GLOBAL CALL FOR STARTUPS

1. HISTORY AND PURPOSE

Aeroporti di Roma S.p.A. (ADR) launches the "Runway to the Future – 4th Global Call for Startups" aimed at identifying innovative solutions across six strategic technology areas. This initiative builds upon ADR's commitment to fostering innovation and supporting emerging technologies that can enhance airport operations, passenger experience, and sustainability.

The Call aims to select startups that will participate in an **Acceleration Program** of up to 8 months, developing Proof of Concept (PoC) solutions in a real airport environment at Rome Fiumicino International Airport.

2. CHALLENGE AREAS

The Call is structured across **6 challenges**, each focusing on specific innovation areas:

CHALLENGE 1 - ASSET INTELLIGENCE & PREDICTIVE MAINTENANCE

Solutions to monitor, analyse and optimize critical asset management, reducing downtime and improving operational efficiency:

- **IoT & Data Collection:** Tools for collecting and monitoring data from uncontrolled assets

- **Data Analysis:** Solutions for processing IoT data and generating predictive maintenance insights

- **Building Management Systems:** Integrated platforms for digital building management

- **As Built Documentation Digitalization:** Technologies for digitalizing technical documentation

- **Asset Performance Optimization:** Solutions for monitoring and improving asset efficiency.

CHALLENGE 2 - ROBOTICS & AUTONOMOUS OPERATIONS

Innovative solutions to automate and optimize airport processes through robotics and autonomous systems:

- **Autonomous Cleaning Solutions:** Advanced robots for airport cleaning automation

- **Autonomous Airside Vehicles:** Self-driving vehicles for baggage, cargo, and passenger transport

- **Robot Concierge/Mobile Assistants:** Voice and multilingual interaction for passenger information

- **Autonomous Charging for Electric Vehicles:** Mobile robots for automatic vehicle charging

- **Workforce Management:** WFM solutions for optimizing staff allocation

CHALLENGE 3 - AUTOMATION & AI FOR CONSTRUCTION MANAGEMENT

Innovative solutions to digitalize design, development and management of airport infrastructure:

- **Data Integration and Management:** Solutions for integrated workflow management from concept to delivery

- **Cost Control and Discrepancy Detection:** AI and Mixed Reality technologies for real-time discrepancy detection

- **Compliance:** AI-driven digital solutions for automated compliance control

- **AI Generative Rendering:** Generative AI solutions for developing renders through natural language

- **Digital Construction Management:** Digital tools for planning, managing, and controlling construction sites.

CHALLENGE 4 - DATA INTELLIGENCE FOR PAX EXPERIENCE & RETAIL MANAGEMENT

Advanced technologies to revolutionize shopping and passenger experience through real-time data analysis:

- **Gamification & Entertainment:** Solutions to make passenger experience more engaging

- **Smart Wayfinding:** Advanced asset management systems for dynamic wayfinding

- **Digital Services:** Intelligent solutions with AI-driven dashboards and alerting

- **Interactive Passenger Engagement:** Immersive digital technologies for shopping areas

- **Accessibility:** Technologies to improve airport services for people with disabilities

- **AI Forecasting Travel Retail:** Predictive solutions for analysing sales and behaviours

- **Pricing Intelligence for Travel:** Technology for dynamic price monitoring and comparison.

CHALLENGE5 - ROAD TO NET ZERO - SUSTAINABILITY SOLUTIONS

Innovative technologies to accelerate sustainability performance through decarbonization and circular economy:

- **Decarbonization Solutions:** CO_2 emissions reduction in airport operations

- **Energy Tech:** Production, storage and intelligent management of renewable energy

- **Sustainable Mobility:** Intermodality improvement and electric mobility promotion

- **Circular Economy:** Optimized waste management and sustainable packaging

- **Emissions Monitoring:** Non-CO_2 pollutant monitoring (NOx, PM, SOx)

- **Noise Pollution:** Measurement, monitoring and environmental impact reduction.

CHALLENGE 6 - ENTERPRISE AI TRANSFORMATION

AI and GenAI Solutions to Optimize Internal Processes and Support Data-Driven Decisions:

- **Gen AI Automation:** Automation of data comparison and generation of payment certificates

- **Feedback Automation:** Automated collection and analysis of passenger feedback

- **AI Content Creation:** Automated and personalized generation of multilingual and visual content, multichannel management, media relations support, reputation monitoring, and real-time crisis communication

- **AI SEO Optimization:** AI solutions for keyword, competitor, and search intent analysis; personalized SEO content generation and automation; ranking improvement; reputation management; and sentiment analysis in the airport sector

- **AI-Powered HR:** AI solutions to optimize recruitment, coaching, performance evaluation, and workforce planning with predictive analytics and data-driven decision-making

- **Training & Upskilling:** AI-integrated solutions with VR/AR, gamification, and microlearning for personalized and engaging training of airport staff, including virtual assistants and operational training

3. ELIGIBILITY CRITERIA

To participate in the Call, Startups must meet the following requirements:

Company Requirements:

- **Stock Exchange:** Shares not listed on regulated markets or multilateral trading systems

- **Corporate Structure:** Not resulting from merger, demerger or business unit transfer

- **Tax Residence:** No legal headquarters in countries adopting privileged tax regimes ("blacklist").

4. FUNDING AND BENEFITS

Financial Support for each winning startup:

Maximum amount per Challenge: €80,000, structured as follows:

- **€20,000:** Recognition to winning Startup for PoC development within Acceleration Program

- **Up to €10,000:** Additional payment upon completion of Delivery Phase, subject to physical presence verification at Innovation HUB

- **€50,000:** Additional convertible contribution, subject to explicit agreement between both parties

Additional Benefits:

- Access to Innovation HUB at Terminal 1 (650 sqm coworking space)

- Direct collaboration with ADR management team and international innovation partners

- Mentoring and workshops with industry experts

- Insurance while deploying the PoC

- Potential future procurement opportunities up to €2,000,000 per Challenge

Program Structure:

- **Setup Phase:** Maximum 2 months for defining use case, work plan, governance and objectives

- **Delivery Phase:** Maximum 6 months for solution experimentation and development

- **Total Duration:** Up to 8 months (with possible extensions by mutual agreement).

5. SUBMISSION REQUIREMENTS

Participation Limits:

- Each startup may participate in **multiple challenges** but **can win only one challenge**

Required Documentation to apply:

- **Format:** your **pitch deck** in PDF format including images and links to video

- **Name of the document:** NameStartup_ChallengeName.

  (example: StartupA_DataIntelligenceForPaxExperience_And_RetailManagement)

- **Length:** Minimum 5 to **maximum 20 slides**

- **Language: English** or **Italian**

- **Selected Challenges:** One presentation required for each **challenge**

- **Key elements to include in your application** (click **HERE** for guidance on how to prepare your deck):
  1. Startup Name
  2. Country
  3. Year of Establishment
  4. Revenues / Annual Recurring Revenues
  5. Funding Stage
  6. Solution & Technology
  7. Challenge you are applying for
  8. Use case description

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6. EVALUATION CRITERIA

Total Points: 100

Category	Criterion	Points
Organization (20 pt)	**1.1 Company Profile - Mission E Vision** *Mission: What the startup does and the problem it aims to solve.* *Vision: What is the startup's long-term goal?* *Value Proposition: What unique value does the startup offer compared to its competitors?*	5
	1.2 References and Previous Projects *The main projects carried out and the clients served.* *Any active partnerships.* *Awards and recognitions received (e.g., prizes, certifications)* *Relevance of the projects to ADR's needs*	15
Project Specifications (45 pt)	**2.1 Project Description** *The proposal must:* *Be clear and easily understandable.* *Be aligned with the objectives set out in the Challenge*	20

Category	Criterion	Points
	Indicate the maturity level of the proposal, i.e., whether the project is in development, prototype, or market-ready stage.	
	2.2 Solution Technology	
	Highlighting:	15
	Why this technology is the best fit to address ADR's innovation challenges	
	The benefits the technology brings to the solution	
	2.3 Team Structure	
	The organizational structure and key roles within the team	10
	Relevant skills and experience for the project	
	Background of team members and their previous experiences	
	3.1 Market and Solution Scalability	
Market (35 pts)	*Market opportunity value: Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM)*	
	Business model and go-to-market strategy: Assessment of the business model and market entry strategy, using a framework to calculate Return on Investment (ROI) and define the business case	20
	Applicability to the ADR context: Analysis of project feasibility in terms of implementation timeframe, ease of deployment, and economic aspects	
	3.2 Competition Analysis	
	The uniqueness of the proposal, and the strengths of this solution compared to those developed by competitors.	15

7. SUBMISSION PROCESS

Deadlines:

- **Startups should submit their applications from <u>June 4, 2025</u>, 12:00 PM CET to <u>July 23, 2025</u>, 12:00 PM CET**

Submission Platform:

- **Website:** link

- **Process:** Fill the form → Upload your pitch deck → Submit completed proposal

8. SELECTION PROCESS

Evaluation Phases:

1. **Technical Evaluation:** Commission assessment of technical proposals

2. **Award Communication:** Notification from innovation@adr.it

3. **Contract Signature:** Acceleration Agreement and Convertible Investment Agreement

Commission Evaluation:

- Independent evaluation by qualified commission (appointed post-deadline)

- Scoring based on defined criteria

- **Reparameterization:** The highest score is set to 100 points, with all other scores adjusted proportionally

Award Conditions:

- Award effectiveness subject to positive legal verifications

- Required documentation production within specified timeframe

- Contractual signature of Acceleration Agreement and Convertible Investment Agreement

9. INTELLECTUAL PROPERTY AND CONFIDENTIALITY

IP Ownership:

- **Participants retain ownership** of all submitted materials and developed solutions

- ADR reserves **non-exclusive usage rights** for initiative-related purposes only

- Participants guarantee no violation of third-party industrial property rights

ADR Usage Rights:

By submitting proposals, applicants authorize ADR to:

- Use company name, images, and project identifying signs for promotion

- Present projects at conferences, seminars, and similar events

Confidentiality:

- Participants must indicate confidential/commercial secret portions in submissions

- Protection of sensitive information according to applicable regulations

- Respect for confidential nature of accessed information during program

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10. LEGAL FRAMEWORK

Governing Law:

- **Language:** Italian and English accepted for all documentation

- **Regulatory Compliance:** D. Lgs. 231/2001, Ethical Code, Anti-Corruption Policy, Human Rights/DE&I Policy

Data Protection:

Data processing according to EU Regulation 2016/679 (GDPR), Legislative Decree 196/2003, and related implementing acts.

Withdrawal and Penalties:

- ADR reserves the right to suspend or cancel procedure at any time

- No compensation due to participants in case of procedure suspension/cancellation

- Participant withdrawal after award may result in damage claims

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11. CONTACT INFORMATION

Technical Support:

- **Issues & queries:** innovation@adr.it

- **Information Sessions:** Online sessions scheduled post-launch with Q&A and recordings

Additional Resources:

- **Detailed Guide:** Available at this link

- **Application portal:** Available at this link

This document establishes the complete regulatory framework for participation in ADR's Runway to the Future – 4th Global Call for Startups. Participants are encouraged to review all annexes and supporting documentation before submission.