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Lisbon, Portugal

**Vodafone Power Lab challenges startups to compete in a boxing ring**

- Application phase for the “Get in the Ring” competition is now open and runs until April 29;
- Winners can receive a prize of up to 20 thousand euros;
- The competition also offers participants online training sessions and working sessions with partner entities;
- Competition is a joint initiative of Building Global Innovators (BGI), EIT Urban Mobility and Lisbon City Council, through the Made of Lisbon platform.

Applications are now open for the “Get in the Ring” competition, promoted by Vodafone Power Lab, which seeks to challenge tech startups to find the true champions of innovation. This initiative takes the selected projects to a real boxing ring to present their solutions and compete with each other for the title of winner. The organization of this event - which aims to stimulate entrepreneurship in Portugal - is in charge of Building Global Innovators (BGI) in partnership with EIT Urban Mobility and the Lisbon City Council, through Made of Lisboa.

In addition to the title of national champion, the winners receive a cash prize of up to 20 thousand euros, as well as direct access to the worldwide contest “Get in the Ring - Global Meetup” and to Vodafone Power Lab, Vodafone Portugal’s acceleration program that supports innovation and entrepreneurship, providing startups with the necessary tools – including access to a vast ecosystem of mentors and investors – for the development of their projects. Semifinalists also receive direct access to the Vodafone Power Lab.
“Get in the Ring” also intends to enrich the performance of all the projects that will enter the ring in the final event. In this sense, the organization will provide online training and meetings with partner entities for the preparation and sharing of knowledge.

Entrepreneurs can apply until April 29, individually or in groups, with disruptive solutions that respond to challenges based on the following categories:

- **XR Solutions** - Solutions based on augmented reality, virtual reality and mixed reality technologies applied to the most diverse sectors.

- **Automation & Gamification** - Solutions based on artificial intelligence and machine learning technologies, as well as solutions that use game mechanics to promote and enhance their use.

- **Smart Mobility** - Solutions that improve the efficiency of urban mobility and that can be applied to both large cities and smaller urban areas.

- **Big Data** - Solutions that develop innovative methods for the efficient and safe collection and treatment of a large volume of data, creating useful tools for the development of different types of business.

Applications must be submitted in English, as the competition has an international scope. The jury, composed of the organizers and special guests, will analyze all the candidate solutions and, based on the criteria mentioned in the regulation, will choose 16 solutions to take to the final event, which will be on May 31, in Lisbon.

In the final event, participants will have to compete with each other for the title of winner. Each one will have the opportunity to present the solutions through a pitch presentation and to be
evaluated by a jury. As in the typical format of this competition, the event will have three rounds of one minute each.

Interested parties can register and read all the conditions to participate in the contest at www.getinthering.co/event/vodafone-power-lab

About Get in the Ring

Get in the Ring is a global startup competition, present in 200 cities, created to solve one of the biggest challenges facing small businesses: the failure rate. In every corner of the world, incredible startups appear that shortly after materializing disappear without demonstrating their potential. By connecting these startups with the challenges of global partners, Get in the Ring gives companies the chance to prove their worth and gain global exposure to investors, customers and potential partners.

About Vodafone Power Lab

Vodafone Power Lab is a Portuguese acceleration program created in 2009 by Vodafone Portugal to support innovation and entrepreneurship in Portugal and promote the creation of technological and digital projects. The program provides incubation, mentoring, workshops, training, access to investors and Go-to-Market support.

About Building Global Innovators (BGI)

BGI is a Portuguese deep tech startup accelerator born from a public-private partnership between MIT Portugal and ISCTE to foster the transfer of knowledge from research and universities to the market. Currently, the company organizes programs distributed in three main areas: education, acceleration and innovation.
About EIT Urban Mobility

EIT Urban Mobility is an initiative of the European Institute of Innovation and Technology (EIT) which, since January 2019, has been encouraging positive changes in the way people move around cities. EIT Urban Mobility aims to be the largest European initiative for the transformation of urban mobility. Co-financing of up to €400 million (2020-2026) from the EIT, a body of the European Union, will help to achieve this goal.

About Made of Lisboa

The Made of Lisboa platform is a strategic project of the Lisbon City Council in the area of Entrepreneurship and Innovation, created to federate and network business incubators and accelerators, Fab Labs, Coworking Spaces, Business Angels and Venture Capitalists in Lisbon.

Press KIT

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