

# CALL FOR SELECTION OF INNOVATIVE TOURISM SME Stage 1

### Annex I - Application Form Template



23 November, 2022

# **EU DigiTOUR High Growth Transformation Programme**

#### **INNOVATIVE TOURISM SME**

Legal Representative Full name:

EU DigiTOUR Call for Selection of Tourism SMEs Template Annex I - Application form

Reference contact for this application full name, role in the company email and telephone number:
Legal Name of the company:
Legal office (full address: street, region)
Country (EU MS listed)
Operating office (indicate full address: street, region):
Country (EU MS listed)
Vat Number:
Tax code:
Code of activity (NACE):

Type of organisation (Innovative Tourism SME, t	courism startup):
Telephone number:	
E-mail address:	
Website:	
Short description of activity (max length 500 ch spaces):	aracters, including
Description of the innovative solution proposed and of the so far (AI, AR/VR, IoT, big data) (max 500 characters, incl	
Did you attend the EU DigiTOUR Transformation Academy?	Yes
	No

TRACK RECORD AND AMBITION.
General description of the company, your achievements, your actual innovative
solution(s) to digitise the tourism industry sector.
Brief description of the company (max length 1.500 characters, including spaces):
Please describe your company's innovative solution.
(max length 1000 characters, including spaces):

#### PRODUCT TRL, and BRL

Please also elaborate on your business readiness and the technology readiness of your innovation proposed.

The minimum requested TRL level for participation in the EU DigiTOUR is TRL6. Please, choose the most relevant one and describe how you achieved this level:

TRL	Definition	Description	Your comments
6	System/sub-syste m model or prototype demonstration in a relevant environment	Representative model or prototype system, which is well beyond that of TRL 5, is tested in a relevant environment. Represents a major step up in a technology's demonstrated readiness. Examples include testing a prototype in a high-fidelity laboratory environment or in a simulated operational environment.	
7	System prototype demonstration in an operational environment	Prototype near or at planned operational system. Represents a major step up from TRL 6 by requiring demonstration of an actual system prototype in an operational environment (e.g., in an aircraft, in a vehicle, or in space).	
8	Actual system completed and qualified through test and demonstration	Technology has been proven to work in its final form and under expected conditions. In almost all cases, this TRL represents the end of true system development. Examples include developmental test and evaluation (DT&E) of the system in its intended weapon system to determine if it meets design specification.	

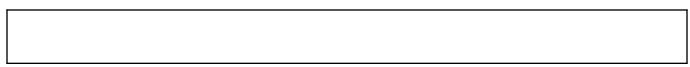
9	Actual system Actual application of the technology in its final		
	proven through	form and under mission conditions, such as those encountered in operational test and evaluation	
	successful	(OT&E). Examples include using the system under	
	mission	operational mission conditions.	
	operations		

The minimum requested BRL level for participation in the EU DigiTOUR is BL6. Please, choose the most relevant one and describe how you achieved this level:

BRL	Definition	Description	Your comments
6	Minimum Viable Product	Business Readiness Level 6 can be characterised as: Having released an MVP	
7	Feedback	The feedback loop of features which are developed alongside early adopters and customers	
Scale  A product or service has been developed beyond  MVP stage			
9	Fully Embedded business	A business model or venture that is fully embedded in a market (or many markets)	

#### Please describe your actual traction and financial forecast (3 years)

(max length 1.500 characters, including spaces):



#### TOP EU DigiTOUR Challenges your company can contribute to solve

Please select up to 3 CHALLENGES listed.

- 1. Voice Search & Voice Control
- 2. Gamification of travel planning
- 3. Contactless Payments
- 4. Robots in Hotels & Restaurants
- 5. Virtual Reality
- 6. Mobile Check-In
- 7. Recognition Technology
- 8. Artificial Intelligence
- 9. Internet of Things (IoT)
- 10. Augmented Reality
- 11. Cybersecurity
- 12. Big Data
- 13. WiFi 6
- 14. NFT Marketing in Hospitality Industry
- 15. Wearables

## TEAM. Please introduce your company team, main roles covered, experience, seniority.

Please give us a specific focus on	their skills, if any, in the	domain of digital trai	nsformation, AI,
AR/VR, IoT, big data, etc.			

ENVIRONMENTAL, SOCIAL AND ECONOMIC IMPA	CTS.
Please provide evidence from the quantitative ar	nd qualitative indicators around
how your innovative solution could impact the to	ourism industry at
environmental, social and economic level.	
(max length 1.500 characters, including spaces):	
Have you received any other funding from the ot	her proiects in the same Call
(CULTOURDATA; SMARTER AOE; TOURISM 4.0; RESE	
TOURINN-ACT; EURO-EMOTUR):	, ,
	Yes
	No
Please attach your Business Register extract provid	led by the Chamber of Commerce
where <b>the NACE code</b> and the Company Structure	is demonstrated.

	Legal Representative Signature*
(* Sc	canned handwritten signature)
	Place and date























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