

## **Bases of the Challenge for**

### **RETAbet.es**

#### **1. BIZ OPEN**

BIZ OPEN is an open innovation service offered by the Department of Economic and Territorial Development of the Provincial Council of Bizkaia through its public company BEAZ that aims to support businesses and entrepreneurs of Bizkaia in their journey to create new projects, innovate and internationalise with the purpose of contributing to the growth of economic activity and the creation of qualified employment in Bizkaia.

More specifically, the objective of the service is to put in contact reference companies from Bizkaia that set out a real technological challenge with startups, SMEs and local and international entrepreneurs who can propose solutions to the request.

The service is aimed at companies in Bizkaia, which are reference in their sector, preferably belonging to the priority areas of specialisation (advanced manufacturing, energy, biosciences and health) or to the territories of opportunity (cultural and creative industries, food, environment and urban habitat) defined in the Euskadi RIS3 strategy, with a workforce of more than 100 workers, and that as part of its intrapreneurship strategy, seek to collaborate with smaller companies to solve real technological challenges.

#### **2. Purpose of the document**

This document establishes the basis for the collaboration between BEAZ , organiser of the service, and RETAbet.es, reference company that launches the technological challenge.

#### **3. RETAbet.es**

The RETAbet.es Group has been working for more than ten years in the sports betting sector. The technology used has positioned the firm as a reference company with more than 220 million bets managed.

The company believes in innovation and in the constant development of its own SARESOFT platform, a unique system in the market that makes possible the integration of all the activities involved in the exploitation of sports betting.

Thus, it is in charge of the entire production process, from the software development and the design and manufacture of betting terminals to the comprehensive management of the more than 2,100 points currently available, in addition to the betting website RETAbet.es.

The basis for success lies in the dynamism and talent of its professionals. Therefore, it has a qualified R&D&i department in growth process, dedicated to the thorough research of new solutions to offer a quality product to its clients.

The group has a staff of more than 350 professionals, distributed in 17 Companies in more than 10 Autonomous Communities in Spain.

#### **4. The Challenge**

The RETAbet.es challenge lays the following question “How can new technologies help me to promote responsible gaming?”

The challenge responds to the following needs:

Since its creation in 2008, RETAbet.es has always aimed to socialise sports bettings, so rooted in the Basque Country, as a playful shared activity.

In this sense, a lot of emphasis has been placed on responsible gaming, carrying out a set of multidisciplinary measures aimed at maintaining the person's activity in relation to games within healthy parameters.

Taking advantage of the technological infrastructure that RETAbet.es has, and of the fact that all the betting terminals are connected to a central system, it has been considered the possibility of taking a step further in the Responsible Gaming policy detecting anomalous behaviours in the interaction of the users with the betting terminals, to be able to offer immediate advice, when any of these behaviours is identified.

Therefore, we seek a solution to identify and categorise the behaviour of the users of the betting terminals. This categorisation would allow detecting possible compulsive or inadequate uses and offering a series of recommendations to the users in terms of their interaction with the terminals.

#### **Specific objectives:**

- Promote responsible gaming
- Seek the protection of the player from anomalous behaviour in the handling of the terminal.
- Detect behavioural patterns in the user of the betting terminal that make us see that a user acts compulsively.
- Prevent and correct excessive behaviour of users.

**Context:**

The following case study clearly explains the type of behaviour we want to identify through the solution sought.

John enters the store; he is new and seems shy. He sits alone, in the most distant place, he seems nervous...he starts to play and loses; he gets more and more nervous...has excessive sweating, and interacts compulsively with the terminal.

He loses again...but goes on playing...and every time interacts more violently and quickly with the terminal.

Entrepreneurs, startups, SMEs, as well as universities, technological centres, etc., which can develop solutions that answer the following questions can take part in the challenge.

- Which elements of interaction with the terminal, existing or new, would be necessary to use or incorporate to identify abnormal behaviours?
- What new components would be necessary to add to the RETAbet.es platform?
- Which are the parameters that define an abnormal behaviour?
- What kind of abnormal behavior could be detected?

Finally, it is important to understand that the volume of user interactions with betting terminals is measured in more than 200,000 actions per day.

Some technologies that could help solve the challenge would be:

- Machine Learning
- Big Data
- Gaming
- IoT
- Neuroscience

**5. Evaluation process**

In order to choose the best projects, an Evaluation Team will be formed by members of RETAbet.es and BEAZ.

RETAbet.es will then analyse and evaluate the proposals from a technical point of view, to preselect approximately 10 projects.

From **January 15 to the 16 of 2018** individual online or telephone interviews will be carried out with the projects that are shortlisted, so that the Evaluation Team has more information about the proposed solution.

Right after the final selection will be made. They will be informed at least two weeks in advance, by email, deadline on **January 17, 2018**.

The finalist projects (Approximately 5 projects) will participate in a four day Immersion Trip, according to the following agenda:

- Day 1: Visit RETAbet.es and get to know the innovative ecosystem of Bizkaia.
- Day 2: Immersion in the challenge, working hand in hand with the technical team of the company to analyse the proposed solutions.
- Day 3: Final definition of the proposed solution outlined from the received feedback
- Day 4: Final presentation

The scheduled dates for the Immersion trip will be the **30 and 31 of January and the 1 and 2 of February, 2018**.

The Provincial Council of Bizkaia will pay the cost of the stay and the trip of one person of the finalist organisations that do not have the registered office in Bizkaia (expenses not included).

The Evaluation Team will decide who the winner is, and the results will be communicated by email, on **January 16, 2018**.

The dates indicated are tentative and could be modified if necessary.

In order to carry out the analysis and evaluation of the project, the selected ones authorise the organisers to inform the members of the Evaluation Team of the ideas, documentation and information provided in the framework of this call.

The evaluation team will assess the following aspects of each of the finalist proposals:

- Technology: The technology used.
- Innovation: The degree of innovation in the proposed solution.
- Degree of construction of the project: The degree of development of the proposed solution.
- Project team: The promoter team, its experience, dedication, market knowledge, contacts.

- Deadlines: Deadlines in which the solution could be operational in the market.
- Feasibility: The feasibility and cost of the solution in a real environment.

## **6. Winning project**

RETAbet.es will select the winner of the challenge and agrees to hire the development of a pilot project that at least amounts to €15,000.

The period of development of the project will be agreed with RETAbet.es, taking as a guiding reference a period of six months.

The Provincial Council, through Beaz, agrees to support the winning company with a further €15,000, which will be used to increase the social capital of the company.

The winning organisation of the challenge, to be beneficiary of the prize, will have to:

- Be legally constituted.
- Have its registered office in Bizkaia.
- Have at least one production or high added value centre in Bizkaia, with at least one worker.
- Be up to date with tax liability and Social Security.
- Not have been administratively or criminally punished for sex discrimination.
- Not being involved in legal cases of dissolution.

In the event that the winning company is from outside Bizkaia, it must proceed to establish a company in Bizkaia and have a work centre in the Territory, with at least one worker. A period of two months from the notification of the condition of winner will be given for this purpose.

The winning company will have an approximate period of 6 months, individually agreed with RETAbet.es, to execute the project.

## **7. Participation requirements**

Any entrepreneur, startup, SME, technology centre or university can take part with a proposal that could contribute to the partial or total resolution of the challenge posed by RETAbet.es.

Participants that do not fulfill any of the following requirements may be excluded from the challenge, losing any option to receive any service and without the right to claim anything from the organisers of this call.

- Each promoter may only participate with one project, either individually or jointly with third parties.
- The project team members involved in developing the solution must be of legal age and must have legal capacity.
- The data that participants provide when registering for the challenge must be truthful and complete.

The organiser of this challenge reserves the right not to accept or withdraw from the challenge, without prior notice, all those participants who, in their opinion, act fraudulently, abusively, contrary to the spirit of the programme or the law, to third party rights and / or to good faith, all of this, without prejudice to the responsibilities that derive from these behaviors, which will be fully assumed by the participant, leaving in any case the organiser unhindered.

In any case, the organiser may cancel any participant whose performance (or that of a related person) may be contrary to the reputation or good name of the organisers.

The organiser also reserves the right not to accept any participant that it is understood does not give an adequate response to the challenges presented or, due to the number of projects accepted, or for any other reasons.

By registering in this challenge the participant accepts in full and without reservations or conditions the terms contained in these Bases.

## **8. Submission of applications**

Organisations participating in this initiative will complete the application form, enclosing the required information, and any other facts which may be of interest.

- ✓ The application can be submitted through the following platform:

<http://bizkaiaopen.eus>

- ✓ Additional information on:

[bizopen@beaz.net](mailto:bizopen@beaz.net)

The application form will contain the following information:

- Contact information
- General information about the company
  - Proposed solution

- Technologies
- Benefits
- Risks
- Collaborators
- State of development
- Cost
- Deadlines
- Other remarks

The deadline for submission of applications will begin **on Monday, November 6, 2017 and will end on Monday, December 18, 2017 at 18:00 pm (GMT + 1).**

### **9. Industrial and intellectual property**

The project, as well as the possible patents that may be derived from it, will be owned by the person or company that submitted the application at all times. The submission of proposals does not imply assignment to RETAbet.es.

However, the execution of a real pilot project of the solution with RETAbet.es, will involve the signing of a contract between both parties, which, among other things, will agree the terms of use derived from the possible industrial/intellectual properties born of the pilot's own execution.

### **10. Final Considerations**

The participants expressly consent, and for the mere fact of taking part in this call, that the organisers can use both their name, as an individual as well as that of the startup, and their associated images and / or logos, by any means and exclusively for corporate, advertising, promotional purposes and / or to publicise the winning project to the rest of the participants and the public in general, without territorial limitation or any temporary, and without generating any remuneration in their favour.

The present challenge may be modified, interrupted, deactivated and / or canceled if there were justified circumstances that required it.

The organisation also reserves the right to declare null and void all or some of the benefits, if no submitted project deserves to be finalist or winner in accordance with the evaluation team's criteria.