

BeltLine IoT Project FAQs

Who qualifies for this opportunity?

- Must be a for-profit business that has a scalable product or service. Potential participant should be fundamentally beyond "idea stage" but have an MVP or pilot that can be tested.
- Potential participants should have the ability to fund the hard costs of implementing the pilot and availability to work with project team to guide the implementation of the pilot.
- Potential participants should understand the labor and physical requirements necessary for the implementation and maintenance of the pilot project.
- A minimum of 2 pilots will include Atlanta based companies.

What are the conditions of the pilot?

- Six selected applicants will gain access to a 12-month pilot with the City of Atlanta, located on the BeltLine project through Invest Atlanta's Demonstration Project.
- As a part of this program, each winner will gain access to a 20-foot shipping container (used for any purpose) to test their urban agriculture technologies over the course of the 12-month period and will receive: access to Atlanta's most valuable real estate valued at \$10 billion, mentorship and hands-on support from City business leaders.
- Program participants will cover the hard costs of implementing and maintaining the pilot.
- Collaboration on solutions with start-up community is highly encouraged
- The pilot project is contingent on agreeing to the legal terms and conditions.

Where will the pilots be located?

The shipping containers which will house the pilot projects will be located around the Atlanta BeltLine Trail both on the westside and eastside trails. Stay tuned for additional information about the exact locations.

Can I apply jointly with other startups and partners?

Yes. We encourage each applicant to seek partnerships that will lead to a successful program. There is no disadvantage to recruiting the partners you need for maximum team results. These may include assistance with technology, business, or other resources.

Timeline

- September 26, 2018-- Launch of Applications
- Early November—Applications Close
- November / December—Interview Process + Judging
- December 2018—Announcement of the winners
- Early 2019—AgTech Challenge Program launch

What is the interview process like?

Applicants will undergo a two-part interview process as a part of the selection process. The initial interviews will be used to screen the qualified applicants for program fit, business maturity, space requirements, and level of commitment to program.

If the applicant is deemed a fit for the program, applicants will move to the final round of in-person interviews with a committee made of subject matter experts and from the civic, corporate, and startup community in Atlanta. Generally, interviews will follow the following format: 10-minute Pitch followed by 20 min of Q+A evaluation.

How will judges evaluate and rank applicants?

The judging committee will be made of subject matter experts and from the civic, corporate, and startup community in Atlanta. Judges will be ranking applicants on the following criteria:

Readiness:

- Business stability and ability to commit to rolling out year-long pilot under program.
- Business is in the position to fully take advantage of the opportunity and thrive?
- Does business understand the hard costs to implementing the pilot, and can they commit the necessary resources to pilot implementation?

Problem and Market Need:

- Clearly defined problem and customer?
- Can see clear users of the solution within the community?

Solution:

- Is the solution timely, relevant to community, and provides value to the City of Atlanta in addressing issues of equity and inclusion and urban agriculture?
- Solution addresses one or more of the following themes: education/training, economic development, equity / inclusion / engagement, and future farm or IoT technology.

Innovative:

- Does this solution provide novel solutions that don't readily exist or aren't delivered to their full potential?
- Does this solution have the ability to attract an audience and attention of City of Atlanta residents and those outside of the City?

Community driven:

- Does this company provide additional benefits to the communities of Atlanta in and around the BeltLine?
- Is the applicant particularly committed to bettering access to food in the community? How?
- Does this business have the potential to generate additional jobs?

Founder / Business Model

- Do we think this founder has the ability to commit to and successfully complete the pilot project?
- Beyond idea, does the founder have a firm understanding of business operations and their business model?
- Is this founder a self-starter who holds themselves accountable and is open to guidance on how to improve?

What do program participants receive as part of the program?

Selected program participants gain access to City of Atlanta assets to test and validate technology for 12 months and the ability to locate their pilot on the highly visible Atlanta BeltLine, which hosts nearly 2 million visitors annually. This real estate is valued at \$10 billion per year. Selected program participants will also receive mentorship and guidance from the Atlanta civic, corporate, and technology community during the course of the pilot. Program participants will be given opportunities for visibility and exposure in and out of Atlanta through press, social media, and communications. There is no prize money associated with the opportunity.

What are the costs for pilot?

As a program participant, startups will have access to a 20-foot shipping container (used for any purpose) during the pilot's duration. However, other hard costs for setting up the pilot and the ongoing management will be the responsibility of the program participant. An understanding and clear articulation of the hard costs should be included in the application.

Do program participants need to be based in Atlanta throughout the pilot?

While program participants do not need to be based in Atlanta throughout the duration of the 12-month pilot, selected startups must have a level of commitment and availability to be present to assist with implementation, and if necessary, ongoing pilot management and maintenance. Applicants should display an understanding of the ongoing maintenance required for their proposed pilot project.

What happens after the pilot, do program participants continue working with the City of Atlanta?

Participation in the program allows startup companies to test and pilot their technologies. However, the pilot ends after a 12-month period of implementation. If the startup provides a viable solution to the City of Atlanta, the startup will then continue through the formal procurement process.

What is the City of Atlanta Demonstration Project?

- In accordance with Resolution 13-R-3778, the City of Atlanta alongside Invest Atlanta created a policy, under Resolution 14-R-4004, that would advance the development of innovative technologies with the objective of fueling the best science and innovation between the City of Atlanta and local businesses and entrepreneurs. As a result, which allows entrepreneurs to access the City of Atlanta assets to test and validate their products for a period of 12 months

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Demonstration Project

- The BeltLine IoT project will be powered through the Demonstration Project Process to give selected entrepreneurs the ability to test and validate technologies in the City of Atlanta on the BeltLine trail.
- Interested startups can apply for the opportunity.

If applicants have questions, who should they contact?

If you have questions regarding the Challenge, Demonstration Project, or application, please contact: Noelle London, Invest Atlanta at nlondon@investatlanta.com or Cynthia Curry, Metro Atlanta Chamber at ccurry@macoc.com.

If you have questions regarding the AgTech pilot, please contact: Stan Vangilder from Southern Company at swvangil@southernco.com.