



# **Kathmandu Metro Idea & Innovation 2080**

## **(KMII 2080)**

### **#KathmanDolt**

#### **1. About KMII 2080**

Kathmandu Metro Idea and Innovation 2080 is an initiative of Kathmandu Metropolitan City that aims to facilitate the space between creators, experienced professionals, and investors by finding workable common ground. The two-week-long event will be giving the entrepreneurs a real-life experience to turn their idea into a minimum viable product (MVP), enhance their business strategy and learn what it takes to run a successful company.

KMC's aim is to bring out a positive entrepreneurial spirit within the Nepalese community by joining hands with potential investors who are looking towards funding excellent innovations that solve the city's and/ or country's persisting problems related to urban development. In the process, we want to see your ways to generate sustainable revenue and also bring significant impact by creating employment opportunities.

#### **2. Objectives of KMII 2080**

- Promote the startup / entrepreneurial mindset among the citizens
- Create a platform for functional engagement of problem solvers and change makers willing to add value to the municipality
- Crowdsourcing of urban problems and challenges along with creative and innovative ideas to solve those problems by taking the geography of Kathmandu Municipality as their pilot area
- Help startups with coaching and connections to capital and customer

#### **3. Benefits to the Applicants**

- Interactive workshops regarding the latest trends and practices for urban development inclusive of Community and Environment, Municipal Community Services



- Intensive workshops on Design Thinking, Lean Startup, and Minimal Viable Product Development and Business Development
- Competitive chance to test your solution in the field in collaboration with the KMC through pitching and presentation skills workshops
- May get an opportunity to receive financial packages as seed investments to scale up the ideas
- Get a larger platform to pitch ideas in front of potential investors
- Opportunity to promote your ideas/ products through a wide-reaching platform

## 4. Categories for Participation

The program focuses on the following five categories of urban development. The categories have been selected based on the priorities of KMC as well as based on suggestions from experts working on respective areas. Various areas mentioned under each category are not exhaustive and should be taken as indicative areas.

### 4.1 Community and Environment

- Urban Waste Management
- Environment protection
- Disaster Management and Preparedness
- Urban agriculture (terrace farming, vertical farming, etc.)
- Provisioning of nighttime services (food, medicines, transportation, etc.)

### 4.2 Urban Infrastructure

- Public Infrastructure (lights, roads, walkways, sewerage, etc. ) maintenance
- Public transportation and traffic management
- Parking management
- Public toilets
- Protection and rejuvenation of public spaces and parks
- Alternative Energy

### 4.3 Municipal Community Services

- Health services (primary, secondary, tertiary)
- Public education school management
- Public Safety
- Community pharmacies
- Urban Employment



#### 4.4 Municipal Administration and Efficiency

- Civic Engagement and Feedback/ grievance management
- Municipal process Digitization and Automation
- Urban mapping
- Assignment of house addresses
- Municipal revenue and expenditure tracking
- Transparency and Open Data systems
- Improvement of municipal tax arrangement

#### 4.5 Socioeconomic

- Gender-responsive technologies
- GEDSI inclusive technology solutions
- Other related socio-empowerment solutions

### 5. Different kinds of technologies

As part of KMII 2080, we view technology in two folds as below:

- Low fidelity technologies: These are technologies that are not necessarily hi-tech and could be simple enhancements of processes and practices for better and tangible results (eg. setting up efficient trash cans within the city)
- High-fidelity technologies: These are technologies that use modern concepts of Information and Communication Technologies (ICTs), the Internet of Things, Blockchain, etc. to bring forward newer approaches to solving problems. Visible technologies on this front could be the implementation of mobile apps, hardware sensors, big data, robotics, artificial intelligence, etc

### 6. Overall process

#### 6.1 Call for participation and submission of the idea

- Launch / Application Call
- Registration and submission of ideas **(25 days duration)**
- Participant/s can apply as an individual or as a team, maximum of 4 members.
- The participant/s have to submit ideas under one of the categories mentioned above within the 15 days time frame through a Google form
- Organizers will host a debriefing session through a presentation on the website, where organizers will share information about the event and answer the queries of the participant/s to clear any confusion about the event.



## 6.2 Selection of Ideas

- Organizers will select as many ideas/ startups that have value from submitted ones on the basis of participating criteria and judging criteria. **(5 days duration)**
- Based on the initial screening done, the selected participant/s can participate in various thematic seminars/ workshops and refine their ideas on the go. Capping the number to 100 - 150 applications (100\*4 = 400 on average) as we need to be careful with the budget.
- Each application is evaluated on the strength of the business case, the financial case, and the trajectory of the team (when applicable). The selected participant/s will advance to the next level of the program.

## 6.3 Seminar and Workshops

Organizers will conduct seminars, within one or two days, including business/ prototype development, business model/ value proposition, and pitching. The next eight days will be focused workshops led by Mentors who will be assigned as per five different categories of applications. The sessions they will lead will focus on product/prototype development, developing a business plan, idea pitching, and presentation. The plan is as follows:

1. 1 Day Seminar on what being Entrepreneurial means: Design Thinking, Lean Startup, and Minimal Viable Product development; Business Development; Idea Pitching and Presentation
2. Mentor Led 7 days sessions
3. 3 Pitching Days

The selected ideas/ applications will go through various venture-building stages, with a shared goal to secure seed funding. During this journey, they benefit from the guidance and expertise of experienced mentors and judges within their respective industries, equipping them with the tools to turn their innovative ideas into reality.

We are planning to conduct all the seminar and mentor-led sessions within 14 days.

## 6.4 Prototype development

- Selected applications, along with participating in the seminars and workshops, will be working on developing a working prototype so that they can utilize the learnings directly in their product development.
- The participant/s should focus on developing minimum viable products (MVP) based on their preliminary ideas. Along with MVPs, the participant/s should also focus on business development around the apps.



## 6.5 Pitching Days

- There will be 3 pitching days. The marks will be given on the same day.
- The results will be announced after a couple of days of discussion after the pitching days.

## 6.6 Phase II

In the second phase of the program, the Participant/s from 50 ideas will

- Submit their minimum viable products, which are refined and finalized ideas after the pitching day
- A team Jury will then judge all the MVPs through judging criteria and selected ideas that will go through a rigorous incubation program. They will go through various venture-building stages, with a shared goal to secure investment funding. During this journey, they benefit from the guidance and expertise of experienced mentors and judges within their respective industries, equipping them with the tools to turn their innovative ideas into reality.
- At the end, these refined ideas will be made ready to be presented live in a Shark Tank format.

**# Decision of Phase II will be made after the completion of Phase I (until the top 50 ideas selection), depending upon the number of applications.**

## 7. Timeline

Activities		2079/2080	
		Jestha (May - June)	Asar (June - July)
1.	Application Call		
2.	Selection of Top 100		
3.	Seminar and Workshops		
4.	Pitching Day		
5.	Selection of Top 50		

### 7.1 Details

SN	Activities	Nepali Date	English Date
1	Launch / Application Call	5 Jestha	19th May
2	Application Closed	29th Jestha	12th June



3	Idea Screening & Selection	30th Jestha - 3rd Asar	13th - 18th June
4	Announcements of selected applications	By 5th Asar	By 20th June
5	<b>Welcome, briefing,</b> and Seminar including business/ prototype development, business model/ value proposition, and pitching	8th Asar	23rd June
6	Mentor-Led Workshop Days	10th - 17th Asar	25th June - 2nd July
7	Pitching Days	Asar 19, 20, 21	July 4,5,6

## 8. Criteria for participation

- Participant/s can apply as an individual and a maximum of four people in a team. Participant/s can be from an established company working on an in-house product, a start-up company, a group of students from an educational institute, a team of freelancers, an informal group of friends, etc.
- The idea, concept, or product that is submitted can be at any stage. They could be in the idea conception phase, planning phase, development phase or implementation phase provided the product is in operation for not more than 3 years.
- The idea, concept, or product that is submitted must have the features of novelty, innovation, and creativity. We are not just looking for a local version of existing ones.
- The submitted idea must have a vital component of technology. We are not looking for ideas that are very promising but do have an emphasis on using technology solutions; either low or high fidelity described above.
- Participant/s have to take total responsibility for any infringement of intellectual property or other legal issues related to their submissions and KMC shall not be held liable for any issues arising thereof.
- The program is open to participant/s who are Nepalese citizens.

## 9. Selection and/ or Judging Criteria

### 9.1 Importance of Problem (Weightage: 30%)

Ideas should serve as an important milestone in providing solutions to problems that matter the most. So, the following aspects among others will be looked upon:

- How important is the problem that the application is trying to solve?



- How important is it to provide technology solutions to solve the stated problem? If it is important, How much impact (Qualitative and Quantitative) does the solution have on solving the problem?
- Is the solution feasible enough to make any changes in the current scenario or future?
- Does it solve a portion of the problem or is it capable of solving it completely?
- Is the idea innovative and unique? Ideas should not be an exact copy of an existing solution elsewhere. Even if the idea is based on similar existing concepts, they must depict the characteristics of innovation and uniqueness by adapting them to the local context or local need.

## 9.2 Product (Weightage: 20%)

Ideas have zero value unless they are worked on and implemented. Individuals/ Teams that have promising ideas should also possess equally promising products to go along. So, the following points are vital to evaluate the product of the individual/ team

- Is the solution qualified enough to justify the idea, description, and other artifacts that the individual/ team has presented?
- Do the technology features and functionalities justify the problem(s) the participant/s intends to solve?
- Are the features of the solution innovative and useful?
- Does the technology solution look intuitive and user-friendly?
- Does the proposed or used technology exist in our local context or is easy to acquire? For e.g., it is difficult to get Google Glass as it is expensive and might not fit in the context of Nepal.

## 9.3 Business Model (Weightage: 20%)

Ideas should have the potential to sustain themselves by creating a business model around them. Hence, the business model is a vital component that can be attributed to some of the points below.

- Does the idea provide any value to its users?
- Does the idea really tap the opportunities and solve the unmet needs of the market?
- How supportive are the factors such as Political, Economic, Social, Technological, Legal, and Environmental to the idea in the present and future?
- Could the idea capture a potential market and grow in the future?
- How prepared is the individual/ team to tackle any possible competition existing in the market at present or in the future?
- How well are they prepared to market their product?
- Does the idea have the potential to earn revenue?
- How good is their sustainability plan?



#### **9.4 Scalability (Weightage: 20%)**

Do the individuals/ teams have the potential to scale up (both at the national and international level) by providing innovative solutions that matter? In this context, the following points among others are considered in assessing scalability:

- Is it feasible for the idea to scale up their business to another location other than the primary one in the future?
- How do you assess scalability at an international level (other countries, regions, etc.)?
- How prepared is the individual/ team to scale up?

#### **9.5 Presentation and Articulation (Weightage: 10%)**

Participant/s should be able to articulate their vision and plan properly even at an early stage showing they are in the best position to sustain their ideas. The following points among others are used to assess the articulation and presentation of ideas.

- How is the overall presentation of the idea?
- Is articulation clear enough to understand the idea and product?
- Do the supporting materials help to comprehend the idea more?

### **10. Contact**

The KMI 2080 Secretariat will remain the primary contact for any queries and questions related to the event. The secretariat can be reached at

10 am - 4 pm (office hours)

KMII 2080 Secretariat

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