



Terms and conditions for Sparker Challenges

MEMA Aftermarket Startup Challenge

Preamble

These terms & conditions define the rules and fair modalities for start-ups engaging in start-up challenges organized by Sparker SAS. The objective for Sparker is to set high standards of quality and ensure the best outcome for all parties involved.

Sparker start-up challenges are competitions open to start-ups and usually carried out with the aim to promote startups in the Sparker ecosystem to create commercial opportunities or investment opportunities. This can be achieved through direct connection to a Sparker customer, participation to an event, obtaining visibility in the Sparker digital platform and various other communication means.

Challenges are usually targeted on a specific theme with set criteria. Any start-up, fulfilling the criteria, may apply to the challenge via the Sparker digital platform Sparker Hub. Sparker coordinates the application review process leading to the selection, announcement and reward of the selected startups.

It is of utmost importance for all parties to comply with ethics and professional rules including strict adherence to intellectual property codes.

By participating in the challenge, the startup agrees with these Terms & Conditions.

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Rules

- **Summary Challenge Description**

- **Organizer:** [MEMA](#) and [SPARKER](#)
- **Purpose of the challenge:** Offer the opportunity for startups to connect with vehicle suppliers at [MEMA Aftermarket technology conference](#) and initiate productive partnerships.
- **Conditions of participation:**
 - The startup can be global but with operations in North America (USA, Canada, Mexico)
 - The product presented is beyond Proof Of Concept

- **Selection criteria and specifications:**

The startup selection will be based on the technology, the traction, the quality of the team and the potential for partnership with Automotive Aftermarket suppliers.

Startups active in one of the following 10 pillars will be considered.

- **ADAS:** Advanced Driver Assistance Systems (ADAS) is an area of opportunity within the automotive aftermarket industry. Some innovative ADAS solutions include predictive maintenance for ADAS components, computer vision, and machine learning-based systems that enable more accurate and efficient ADAS calibration, and automated calibration tools that reduce the time and cost associated with ADAS calibration.
- **Predictive Analytics:** Startups that offer predictive analytics solutions for the Automotive Aftermarket can provide valuable insights into customer behavior, maintenance needs, and demand forecasting for aftermarket parts and services. By leveraging data and analytics, US-based Automotive suppliers can optimize their inventory management, reduce downtime, and increase customer satisfaction. This technology is highly relevant to the aftermarket as it allows suppliers to identify potential failures before they happen, providing proactive maintenance, and reducing repair costs.
- **Digital Customer Engagement:** Startups that offer digital solutions for customer engagement, such as mobile apps, chatbots, and personalized communication, can

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enhance the customer experience and drive loyalty. For the Automotive Aftermarket, such solutions can enable US-based Automotive suppliers to provide timely and relevant information about parts, services, and promotions, as well as personalized recommendations for customers based on their buying history. This can result in increased sales and customer retention.

- **Inventory Management:** Startups that offer inventory management solutions can help US-based Automotive suppliers optimize their supply chain, reduce costs, and improve delivery times. With the increasing complexity of the Automotive Aftermarket, startups that provide innovative approaches to inventory management can create a competitive advantage for US-based Automotive suppliers. This technology is highly relevant to the aftermarket as it allows suppliers to manage their inventory levels more efficiently, reducing stockouts and improving customer satisfaction.
- **Innovative Car Parts Creation, Use, and Monitoring:** Startups that focus on creating innovative car parts or improving the use and monitoring of existing car parts have the potential to create significant value in the automotive aftermarket. Examples of innovative solutions in this space include 3D printing of car parts, real-time monitoring of vehicle systems, and new materials and manufacturing techniques. By leveraging 3D printing technology, US-based Automotive suppliers can reduce lead times, minimize waste, and create unique value propositions for their customers.
- **Safety Systems for Servicing EVs:** Safety systems for servicing EVs have the potential to create significant value in the automotive aftermarket. As the market for EVs continues to grow, there is a growing need for safety systems that can protect service technicians when working on these vehicles. This growth is expected to result in an increased demand for servicing and maintenance of EVs, making safety systems for servicing EVs a highly relevant and important area of focus for startups.
- **EV workshops and online repair** The increasing trend towards online repair and service platforms presents new opportunities for suppliers to offer innovative solutions that meet customer demands.
- **EV batteries such as battery health checks, refurbishment, and upgrades in demand.** As EV batteries degrade over time, there is a need for aftermarket services to extend their lifespan and improve their efficiency, providing opportunities for suppliers to offer value-added services to EV owners.
- **The distribution, supply chain, spare parts logistics, and fleet management** As the automotive industry becomes more complex, the need for efficient supply chain management and fleet management solutions increases. This presents an opportunity

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for suppliers to offer innovative solutions that optimize supply chain and fleet management operations.

- **Sustainability and the circular economy** With a growing focus on reducing waste and emissions, there is a need for more sustainable solutions across the industry. This includes the development of circular economy models that encourage the recycling and repurposing of automotive components.

- Number of startups selected: 6

- Dates for application: Apply before June 9, 2023

- Dates for publication of results: August 2023

- Event Date: October 10, 2023

- Sparker contact persons:

- Startups selection and preparation for event: Kazuna Yamamoto & Anastasiia Pavlova (startup@sparker-hub.com)
- Event coordination : Rita Saliba (communication@sparker-hub.com)

- **Intellectual property and Privacy policy**

SPARKER will use the Start-up name and brand identity in challenge related communication without making any change to it.

The Start-up may use SPARKER brand identity on their website or other social media communication without making any change to it.

Any personal information collected during the challenge will be carefully managed and controlled in conformity with Sparker [Privacy Policy](#).

- **Communication of results**

1. After closing the selection process, every startup participating in the challenge will be informed of the result by email.
2. The selected start-ups will be announced through different channels at the convenience of Sparker and MEMA (LinkedIn, website, email, SparkerHub ...)

What happens for selected startups?

Sparker will invite the selected start-ups to a pitch and networking session at the following event:

Mema Aftermarket Technology Conference

Hosted at Genuine Parts Company's (NAPA) world headquarters in Atlanta

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October 10, 2023

with ~250 participants from Automotive Aftermarket

Selected startup will enjoy:

- A 5 min pitch on stage on October 10, 2023 at 10:45am
- Followed by a networking cocktail with a table for each startup.
- Visibility within the Sparker and MEMA platform and communication through various digital channels.
- Discounted ticket price for the entire conference (on request).

Travel and further expenses:

Startups are responsible to cover their travel and accommodation expenses.

If chosen to participate in the full conference on top of October 10th, startups are responsible to purchase their own discounted ticket.

Nb: Each participant will need to ensure that they have the Visas in force to enter into the territory.

- **Code of conduct for start-ups invited to an event**

Any startup member invited to join a Sparker in-person or online event undertakes:

1. To participate assiduously in the event (In case of no-show the start-up will bear the cancellation costs incurred),
2. To spread a good and professional brand image during the event and on social networks,
3. To be punctual and respect dates and deadlines as set out by the Sparker team to ensure a smooth and successful organization of the event,
4. To maintain a clean and tidy booth during an exhibition or a forum,
5. To behave in a respectful manner with any event attendee and respect the space allocated to each startup in an exhibition as the case maybe,
6. Not to transfer, free of charge or for a fee, the allocated space,
7. To conform to basic codes of ethics and good commercial conduct. Any type of harassment is not tolerated.