

CALL FOR PROPOSALS U-TAD INNOVA

Innovation and Creation Call 2026

1. Introduction and Objective

Project Center – U-TAD (University Center for Technology and Digital Art) organizes U-TAD INNOVA, the annual innovation call of U-TAD aimed at promoting innovative projects developed by students, alumni, and faculty members of the academic community.

The purpose of this call is to identify, reward, and accelerate initiatives that integrate technology, creativity, and design, fostering the development of solutions with professional, business, cultural, or social potential.

Selected projects will gain access to an incubation and mentoring program within U-TAD’s Project Center, supporting their development and consolidation.

2. Innovation Areas

Projects may be submitted in any of the following areas, without limitation:

- Video games and interactive experiences
- Virtual, augmented, or mixed reality
- Applied Artificial Intelligence
- Animation and digital storytelling
- Digital architecture and computational design
- Digital platforms and software development
- Educational innovation
- Cultural and creative innovation
- Technology with social or environmental impact
- New digital experience models

Products, services, prototypes, experiences, technological systems, or hybrid models at any stage of development will be accepted.

3. Participation Requirements

- Participants must be individuals over 18 years old who are students, alumni, or faculty members of U-TAD.
- Participation may be individual or in teams.
- Each participant may submit only one project.
- In the case of teams, one person must be designated as the project representative.

4. Registration and Documentation

Participants must complete their registration through the form available on the official website of the call.

Required documentation:

1. Curriculum vitae or professional portfolio of the applicant or team members
2. Project Presentation (PDF)
 - A. The project must be submitted in a document including:
 - B. Project Identification (name, team, area, status)
 - C. General Description (problem, solution, target audience)
 - D. Value Proposition (innovation and differentiation)
 - E. Technical or Creative Development (technologies, architecture, creative approach, maturity)
 - F. Viability Model (business model, resources, budget, scalability)
 - G. Impact (economic, cultural, social, or environmental)
3. Additional Material
 - A. Functional demo, explanatory video, concept art, prototype, or other relevant documentation

For any inquiries, participants may contact: project.center@u-tad.com

5. Selection Process

- Phase 1: Document evaluation
- Phase 2: Selection of finalist proposals
- Phase 3: Pitch preparation
- Phase 4: Project defense — presentation before a jury in pitch format (10-minute presentation + 10-minute Q&A)

6. Evaluation Criteria

- Innovation and originality
- Technical or conceptual robustness
- Creative quality and design coherence
- Technical and economic feasibility
- Potential impact
- Scalability and professional projection

7. Jury

The jury will be composed of professionals from the technology, creative, and business sectors, as well as academic representatives from U-TAD.

8. Awards

- **First Prize:** € 3,000 for project development, potential access to incubation at the U-TAD Project Center through an acceleration program with industry expert mentoring, and promotion through U-TAD's official channels.
- **Second Prize:** € 1,500, potential access to the U-TAD Project Center workspace for 6 months, and promotion through U-TAD's official channels.
- **Special Mention:** Promotion through U-TAD's official channels.

All monetary prizes will be subject to the corresponding tax withholdings in accordance with current tax regulations. U-TAD will apply the legally established withholdings and report them to the Tax Administration.

9. Timeline

- **Opening of applications: March 17, 2026**
- **Application deadline: April 21, 2026 (no submissions accepted after this date)**
- **Project evaluation: April 22 – May 3, 2026**
- **Finalists announcement: May 5, 2026**
- **Final event and awards ceremony (U-TAD INNOVA): May 14, 2026**

10. Data Protection Policy

In compliance with current data protection regulations, participants are informed that their personal data will be incorporated into a file managed by U-TAD CENTRO DIGITAL, S.L., located at Calle Rozabella 2, 28290 Las Rozas, Madrid.

The purpose is to manage participation in the competition, communicate results via the U-TAD website, social media, and official channels, and capture and disseminate images of winners in accordance with these rules.

Winners who receive mentoring or incubation programs are informed that their data may be shared with third-party industry experts for proper program management.

The legal basis for this processing is the participant's explicit consent upon accepting participation.

Data will be retained for as long as necessary to manage the competition and, if applicable, while the relationship persists, as well as for compliance with legal obligations.

Participants may exercise their rights (access, rectification, erasure, objection, restriction, or portability) by contacting U-TAD and providing proof of identity. Complaints may be submitted to dpo@u-tad.com or the Spanish Data Protection Agency (www.aepd.es)

11. Rights and Responsibilities

- **Originality:** Participants guarantee that submitted projects are original and do not infringe third-party rights. Violations will result in disqualification.
- **Modifications:** U-TAD reserves the right to modify these terms if necessary, notifying participants in advance.
- **Use of Material:** Participants authorize U-TAD to use submitted materials (descriptions, videos, images) for promotional purposes.

12. Image Rights

Winners grant U-TAD the necessary rights to film and photograph the presentations, as well as to use their image and the presentations themselves, which may be published through any media available to U-TAD, including its official channels (website, social media, video platforms), as well as press releases, promotional advertisements, and mass media worldwide in any format (television, radio, print media, websites, social media, etc.), for communication and promotional purposes related to the call.

This transfer of rights is granted free of charge, worldwide, and for an indefinite period.

Likewise, participants expressly authorize U-TAD to reproduce, distribute, and publicly communicate their name, voice, and personal image for the purpose of promoting the competition, as well as to report on its development and to inform other participants and the general public about the winners. The winners' first name, last name, and city of residence may be published both on the U-TAD website and in any other electronic or traditional media.

Furthermore, participants authorize U-TAD to transfer such images and audiovisual recordings, as well as their personal data, to companies responsible for the media and platforms where the promotional content of the competition is published. Some of these companies, as well as most social networks and online video platforms, are located in the United States or other countries outside the European Union, whose legislation does not require a level of personal data protection equivalent to that of the EU; this is acknowledged and expressly authorized by the participants.

13. Intellectual Property

Participants retain full intellectual or industrial property rights over their projects.

Winners grant U-TAD the right to use their projects for academic, educational, research, or promotional purposes, with proper attribution. This license is global and unlimited in duration.

14. Void Awards

Any prize may be declared void if the jury determines that no submitted project meets the required standards of quality, innovation, or impact..

15. Acceptance of Terms and Conflict Resolution

Participation in this call implies full acceptance of these terms and the jury's decisions.

Any breach of these conditions may result in disqualification.