

# innoup

## CHALLENGE DESCRIPTION

# OPTICON



# Klarsicht<sup>ONLINE</sup>



*Opticon: the power of the community inspires the success of the individual*

*As a professional partner who supports you in purchasing, marketing and corporate management, we make a significant contribution to securing the economic future of our trading partners. Your individuality and independence will find strength through our committed partnership, which will make you the number 1 on site.*

*klarsicht.online*

*The world's first multi-optician platform enables supra-regional access to the regional eyewear trade. The core of the business model is the provision of the digital infrastructure and the assumption of central processing functions for both opticians and brands. The portfolio includes more than 31 opticians and over 5,000 models of glasses. The glasses are shipped exclusively using reusable shipping boxes. Klarsicht.online offers the first e-commerce lens concept & DOA (digital optician avatar) adapted to the needs of spectacle wearers.*

## Category:

Opticon Handels GmbH and klarsicht.online D-A-CH GmbH are looking for innovative start-ups with technologies/services/solutions (or parts of the solutions) to digitize and thus improve the on-site shopping experience in stationary retail. In-store technologies are intended to improve the shopping experience or even do some of the work of salespeople or opticians.

The aim is to develop or combine a technology/s or service/s that offer an improved on-site buying experience or even possibly take some of the work out of the buying/selling process.

The following technologies are of particular interest to us in this context:

- NFC technology
- on site hardware
- 3D scan & lidar
- Connections to e-commerce or databases and mobile applications.

The following technologies are expressly not wanted:

- Tablet Apps

## Eligibility criteria:

In order to take part in the Klarsicht & opticon challenge, your startup should meet the following criteria:

- Your solution is at least PoC ready
- Ideally, there is already a proof of market
- Plus point: sustainable solutions are very welcome
- Willingness to work with the largest optician community in Austria and the first multi-optician platform in the world.
- Willingness to collaborate with other finalists on an overall solution
- Working languages: German & English

## Offer to the winning team:

klarsicht & opticon offers the winning team:

- equity free prize money totaling EUR 5,000
- PoC with a test group of up to 20 opticians.
- If successful, offer to all Opticon members & partner opticians from klarsicht.online as well as access to industrial partners and possible implementation in Austria and Germany.
- Joint PR and communication work in case of success

## Legal Disclaimer:

All natural and legal persons of full age are eligible to participate, provided they meet the above-mentioned participation criteria. Employees of klarsicht & opticon and their relatives as well as officials are excluded from participation.

klarsicht & opticon defines a task (challenge) on the basis of which innovative start-ups register on an online platform via the project website [www.inno-up.at](http://www.inno-up.at). This platform is used to preselect eligible participants, which is then presented to the buddy company. Afterwards, the selection of the most suitable three (up to a maximum of five) startups for the final (pitch day) is carried out by klarsicht & opticon with the involvement of the coaches; the finalists will be informed via e-mail. In a final step, the ideas are finalized and presented. One or more winners can be chosen from the finalists. There is no legal entitlement to the conclusion of contracts or other business relationships between the participants/winners and Klarsicht & opticon. Likewise, there is no legal entitlement to a final and/or the determination of a winner. The participants will not receive any compensation for their participation.

The conditions of participation, parts of the process or even the entire process can be changed at any time. The changes will be announced in good time and published on the [www.inno-up.at](http://www.inno-up.at) platform.

It is possible and the participants expressly acknowledge that the research, development and other activities of the participants and Klarsicht & opticon overlap thematically. No claims arise from this for the participants. The participant registration is considered as an express consent to this disclaimer.