



APPLICATION GUIDELINES

The Smart Industry Challenge Peru & Bavaria 2026

For innovation co-creation, technology transfer and stakeholder collaboration

"*The Smart Industry Challenge*" is a technological immersion program for startups and/or technology-based companies (hereinafter "companies") that have developed an innovative and digital solution in the field of industry and/or mining, and that additionally contributes to the energy transition, the mitigation of climate change impacts, or sustainability. The program is led by the State of Bavaria Office for South America and the Mining Innovation Hub of Peru, hereinafter referred to as "the organizing team". This initiative seeks to identify and invite German companies to one of the most dynamic and promising industry ecosystems in Latin America.

The winner of the program will have the opportunity to visit Lima, Peru, gaining access to a tailor-made agenda of meetings specifically organized for the company with representatives from industry, applied science and research, as well as the Peruvian innovation and startup ecosystem. The agenda will include matchmaking meetings, networking encounters, and participation in the Expomina trade fair in Lima, Peru.

1. Objective

The objective of "*The Smart Industry Challenge*" is to identify and support German startups and SMEs with validated and market-ready innovations in the following (non-exhaustive) fields of digital solutions for:

- (i) Operational intelligence (like AI and others)
- (ii) Decision making tools (predictive and prescriptive analytics)
- (iii) Production improvement and optimization
- (iv) Cost efficiency
- (v) Resource efficiency (energy or water)
- (vi) Safety
- (vii) Co2 reduction
- (viii) Circular economy and sustainability
- (ix) Exploration efficiency and resource discovery
- (x) Others

1.1 Applicants should present solutions that contribute directly to the fields of digital solutions mentioned above, reducing environmental impacts or enabling circular, resilient, sustainable production and resource use in Peru. Applicants come from Startups and SMEs based in Germany that meet the requirements described in points two and three of the application guidelines.

1.2. One startups / SMEs will be selected by a Peruvian-German jury according to technical maturity, applicability to the Peruvian market context, and potential for long-term collaboration.

2. Applicants

2.1. Eligible applicants are startups and SMEs based in Germany that meet the criteria of Section

4. Companies will be automatically excluded if:

- i. Their impact is generated exclusively through customized consulting services.
- ii. Their core business model is based on real estate development.
- iii. They do not meet the eligibility requirements in Section 4.



2.2. Companies meeting the criteria and submitting a complete application will be considered “applicants”.

2.3. The selection process consists of three stages: Application Phase, Pre-selection, Demo Day.

3. Application Schedule

The timeline of the selection process will be the following:

| Stage | Date* |
|--|--------------------------------|
| 1. Beginning of the application phase | March 25, 2026 |
| 2. Closing date for applications | April 27, 2026 - 23:59 (UTC-5) |
| 3. Personal interview session | April 28 to June 19, 2026 |
| 3. Communication and pre-selection | June 22, 2026 |
| 4. Demo Day and announcement of winner | July 2nd, 2026 |
| 5. Acceleration program in Lima, Peru | September 7-11, 2026 |

(*) All dates will maybe subject to modification.

3.1 The updated schedule will be published on the website of the Mining Innovation Hub of Peru <https://hubinnovacionminera.pe/the-smart-industry-challenge-peru-bavaria-2026/>. The organizers reserve the right to modify dates or procedures. Changes will be communicated on the website and updated in the guidelines.

4. Application requirements

Companies based in Germany must meet all of the following criteria:

4.1. Investment or scaling capacity – Startups / SMEs must have secured at least a Series A investment round or demonstrate adequate resources for international expansion.

4.2. Validated technology and business model - therefore, they must have a product or service already in the market and an existing customer portfolio.

4.3. Relevant technical capabilities and team - Applicants must be able to work with the Peruvian industry partners and adapt solutions to local conditions.

4.4. Innovative solution - Applicants must have developed their own innovative technology (not a license) for industry, with a focus on the verticals described in Section 1.

4.5. Application form - Applicants must fully complete the online application form, which can be accessed through the website mentioned in Section 3.1.

4.6. English proficiency - Applicants must deliver their presentations in English during the Demo Day and must also be able to respond to questions in English.



4.7. Documentation - If pre-selected, applicants may be asked to submit additional documents.

4.8. If selected as the winner of the competition, applicants commit to attending all meetings and activities described as mandatory in Section 6 of this document.

5. Selection Process

The selection of the companies will be divided into three stages. The results of each stage will be communicated to the applicant's e-mail address indicated in the application form. The selection stages will be the following:

5.1. First stage: "Application Phase"

Applicants shall fill out the application form, which can be accessed through the website mentioned in Section 3.1., available before the deadlines indicated in section 4 of these guidelines.

5.2. Second stage: "Pre-selection"

The organizing team evaluates applications based on relevance, innovation, scalability, and alignment with the application requirements in section 4.

The organizing team will select a group of companies who will continue to the next stage, called "Demo Day". The results of this stage will be communicated to the applicant's e-mail address indicated on the application form on the dates indicated in section 3 of these guidelines. Applicants are responsible for reviewing this information.

Applicants who have been pre-selected shall virtually attend personalized interviews with the organizing team to inform further details and clarify questions. The information discussed during the meetings will be kept confidential, as stated in point 10 of these application guidelines.

The details on the selection process and reasons for acceptance or rejection of an application are exclusively reserved to the organizing team and there is no obligation to communicate these to the applicants, nor to provide any feedback on the application.

5.3. Third stage: "Demo Day"

If requested by the organizers, virtual meetings are mandatory for the applicants who have been pre-selected. The dates will be communicated in due time and the personalized interviews as well as the pitch mentoring will be held via videoconference.

On Demo Day all selected companies are to pitch in English to a Peruvian-German expert jury that will be announced in due course, according to the dates indicated in section 3 of these guidelines. In addition, the company shall submit their pitch deck three days before the scheduled date of the Demo Day.

During the Demo Day, the jury will select (1) winning company that will participate in the acceleration program "*The Smart Industry Challenge*". The reasons for a rejection are exclusively reserved to the organizers who are under no obligation to give feedback to the applicants.

6. Acceleration Program

The winners of Demo Day will be part of the acceleration program "*The Smart Industry Challenge*", that considers compulsory activities to take place on the following dates:



| Activities | Dates* |
|--|------------------------|
| 1. Preparatory meeting prior to the trip | 1 week before the trip |
| 2. Trip to Peru | September 7, 2026 |
| 3. Acceleration program: meetings, visits, workshops and pitch session | September 8-11, 2026 |
| 4. Return to Germany | September 11, 2026 |

(*) All dates will maybe subject to modification.

7. Program Benefits

The winning company will receive the following benefits:

- Return ticket from Germany to Lima, Peru (1 ticket in Economy Class)
- Accommodation in a 3-star hotel for 5 nights, for 1 person.
- Access to a contact network to foster business opportunities in Peru.
- Access to potential partners and clients in Peru.
- Access to mentoring sessions and workshops.

8. Acceptance of these Application Guidelines

8.1. The organizers may freely update or unilaterally modify these guidelines at any time and will publish the new version on the website.

8.2. The organizers reserve the right to cancel, modify or proceed to suspending the application process or to reject all of the applications received during any of the selection stages they deem appropriate.

8.3. Sending in the application will be considered as the irrevocable acceptance of the present application guidelines.

8.4. The data provided by the applicant shall be correct, true and complete and the applicant shall assume all responsibility for the lack of veracity or accuracy thereof. In the event the data provided by the applicant is false, inaccurate or misleading, the organizing team will be empowered, without prejudice to other legal measures at their disposal, to withdraw, deny or suspend the rights granted to the applicant by virtue of these guidelines.

9. Trademarks

The applicant authorizes the organizing team to use their name and image in the publicity material related to this application and/or the dissemination activities of the "*The Smart Industry Challenge*" that they deem appropriate. Likewise, the applicant may publicize their participation in the acceleration program including the organizers' logos and the following sentence: "*The Smart Industry Challenge 2026* is a special acceleration program organized by the State of Bavaria Office for South America and the Mining Innovation Hub of Peru."



10. Confidentiality

10.1. By submitting the information without expressly marking it as confidential, it is understood that the company authorizes its use and publication, including in documents such as market studies, among others. In the event that there is confidential information that cannot be disclosed or made publicly available, this must be explicitly indicated in the documents submitted to the organizing team. Otherwise, the information will be deemed non-confidential and may therefore be made publicly available and used by the organizing team for their various purposes.

10.2. The requested application data is mandatory as it is considered essential for the development of the application process.

11. Inquiries

Any inquiry regarding this call can be made by e-mail addressed to especialista.innovacion@hubinnovacionminera.pe

12. Legal

For all legal purposes related to "*The Smart Industry Challenge*", the venue is Lima, Peru. The applicable legislation is the Peruvian law. All applicants and selected companies must comply with the Peruvian legislation during the program.