

The background features a large cyan circle. Inside it is a dark blue ring with a horizontal motion blur texture. At the center of the ring is a solid cyan circle.

**SMART
LAB**

X

**CRANS
MONTANA
2027**

Regulations

This document constitutes the official Rules and Regulations for SMART Lab x Crans-Montana 2027. It is deemed to be known, understood, and accepted without reservation by anyone submitting an application.

The organizer reserves the right to amend these Rules at any time if circumstances so require. Any amendments will be communicated to participants via publication on the official SMART Lab channels.

1. Objective of the Lab

SMART Lab x Crans-Montana 2027 is a call for innovation and an experimentation program initiated by CimArk (hereinafter the “organizer”), in partnership with the 2027 FIS Alpine World Ski Championships in Crans-Montana (hereinafter the “partner”), and developed within SMART Confluence, the Valais innovation ecosystem dedicated to health and sports.

It aims to create a dynamic ecosystem where bold ideas can be tested and implemented in a real-world setting and a stimulating environment within the Valais region.

SMART Lab’s objectives are numerous and ambitious:

1. To transform a sporting event into a unique experimental laboratory for innovators with groundbreaking solutions,
2. To test these innovations under real-world conditions to verify their effectiveness and relevance,
3. Provide rapid and constructive feedback, thereby facilitating the process of developing and optimizing the solution,
4. To provide tailored support to innovators to help them accelerate their go-to-market strategy.

2. Test Beds

Selected projects will have the unique opportunity to test their solutions during [the 2027 FIS Alpine World Ski Championships in Crans-Montana](#), taking place from February 1 to 14, 2027.

The world’s top athletes will gather on the slopes of Mont Lachaux and La Nationale to compete in the 11 disciplines on the program and vie for the prestigious world titles. In the heart of the resort, Ycoor will be the hub of the festivities, featuring fan zones, entertainment, activities for everyone, and a festive atmosphere throughout the day. Each evening, the public will also be able to attend the medal ceremonies and bib number draws, highlights of these World Championships.

The testing site will be determined by the organizer and the partner following the evaluation and selection phase, taking into account the specific characteristics of each innovation and the associated testing requirements.

3. Program Schedule

The SMART Lab is organized into six key stages:

1. APPLICATION

Through October 11, 2026

Project proposers must submit their applications online by the deadline. They must describe their solution, the target area, the project's level of maturity, and the requirements for the pilot program.

[VIEW THE REGULATIONS](#)

2. VALIDATION

October 20, 2026

The most promising projects are then shortlisted by the jury and invited to a confirmation interview on that date.

3. SELECTION

October 23, 2026

The selected projects are officially announced. The chosen teams join the SMART Lab and move on to the next steps in preparation for their pilot phase.

4. PREPARATION

The selected teams are working with the organizers to adapt their solutions to on-site constraints and create optimal conditions for testing.

5. FIELD TESTING

February 1–14, 2027

The selected solutions will be tested under real-world conditions during Crans-Montana 2027.

6. ACCELERATION

After the pilot, a feedback session is held with the organizers to share insights from the field, draw key lessons, and discuss the next steps for development.

4. Challenges

Applications must propose innovative solutions focused on one of the following two themes:

#1 FAN EXPERIENCE

A major sporting event extends far beyond the competition itself. It begins the moment spectators arrive on site and continues through access to information, the atmosphere, wayfinding, accessibility, and the way each spectator can experience the event according to their own expectations. SMART Lab is seeking solutions that make this experience more seamless, inclusive, immersive, and personalized.

- **Real-time information:** How can we help visitors access the right information at the right time, without any friction?

The solutions we're looking for can facilitate on-site navigation, guide spectators along their journey, share practical information, notify them of changes in real time, or allow organizers to adapt content as the event unfolds. The goal is to make the experience simpler, smoother, and more responsive—for fans and teams on the field alike.

- **Accessibility:** How can we enable everyone to fully experience the intensity of a live competition?

This theme focuses on solutions that improve the experience for people who are deaf or hard of hearing, as well as the overall accessibility of the event. Translation, adapted signage, visual alerts, assistive devices, inclusive content, and new interfaces can all help make the event more open, understandable, and emotionally accessible to everyone.

- **Personalized Experience:** How can we offer each spectator an experience tailored to their interests, needs, and preferred way of following the competition?

Solutions can leverage data, artificial intelligence, sports statistics, interactive content, or user preferences to enhance the fan experience. The goal is to enable everyone to follow the event with the information, camera angles, content, or recommendations that are most relevant to them.

#2 ORGANIZATION

Behind every international sporting event lies a complex organizational structure, often invisible to the public: energy, logistics, equipment, coordination, on-site constraints, and sustainability. SMART Lab seeks concrete solutions to help organizers improve their efficiency, control, and positive impact.

- **Energy:** How can we better understand, manage, and optimize the energy needs of a sporting event?
The solutions being sought can help measure consumption, identify the areas with the highest energy use, anticipate needs, or optimize resource use in real time. The goal is to contribute to a more efficient, better-managed, and more sustainable event, without compromising the quality of the experience or operational requirements.
- **Sustainable Transportation:** How can equipment be transported in the mountains more efficiently and in a more environmentally friendly way?
This theme focuses on solutions capable of reinventing the transport of heavy loads in an alpine setting. Technical equipment, temporary facilities, infrastructure, and event resources must be moved reliably, sustainably, and in a manner adapted to the constraints of the terrain. The goal is to reduce the logistical impact while improving operational efficiency.
- **Equipment:** How can we know where each piece of equipment is located, what condition it's in, and when it's available?
The solutions sought can improve inventory management, traceability, location tracking, storage, maintenance, or equipment coordination. The goal is to enable organizers to better manage their resources, avoid wasted time, anticipate needs, and streamline team operations before, during, and after the event.

5. Eligibility Requirements

The SMART Lab is open to any individual, team, startup, company, research institute, association, or industrial group—from Switzerland or abroad—that wishes to submit, test, validate, and accelerate the development of an innovative solution.

To be eligible, applicants must:

- Complete the application form in full,
- Submit a solution in the form of a prototype or MVP, or an existing solution undergoing adaptation, a new use case, or validation under real-world conditions. Solutions already on the market that do not involve a new experimental dimension are not eligible.
- Demonstrate the relevance of the solution to the chosen theme,
- Demonstrate potential for business growth.

Participation in the SMART Lab implies unconditional acceptance of these Rules.

6. Schedule

- **August 20, 2026:** Opening of the call for applications
- **October 11, 2026:** Applications deadline
- **October 20, 2026:** Interviews of shortlisted applicants (*please save the date*)
- **October 23, 2026:** Announcement of nominees
- **February 1-14, 2027:** Field testing
- **Starting in March 2027:** Debriefing phase and potential support for projects

7. Application Guidelines

Applications must be submitted via the online form, in French or English, available at the following address: <https://smartconfluence.ch/smart-lab>.

Any person submitting an application agrees to provide the information necessary for the review of their application. An application that is incomplete or does not meet the requirements of these guidelines may be rejected without further review.

Any requests for information regarding the SMART Lab must be sent exclusively by email to contact@smartconfluence.ch.

8. Selection Process for Applications

The organizer conducts an initial review to determine the eligibility of applications.

Eligible applications are then reviewed and scored by a jury composed of, among others:

- representatives of CimArk SA (organizer);
- representatives of Crans-Montana 2027 (partner);

The jury evaluates, scores, and selects the applications based on the following evaluation criteria:

1. Relevance of the solution and its suitability for the challenges outlined
2. Innovative or creative nature
3. Technical feasibility and testability under real-world conditions at the event
4. Potential for dissemination and impact in terms of societal, economic, and/or environmental benefits
5. Alignment with the event's values and the support offered by the organizer

Shortlisted applicants will be personally notified by email and invited to present their proposals during a validation interview before the expert jury to allow for an in-depth evaluation and direct dialogue.

The jury reserves the right to determine the number of projects selected for the pilot phase based on the quality and relevance of the proposals received. The jury's decisions are confidential and final.

9. Conditions of the Pilot Phase

Nominees will discuss the specific details of the pilot phase with the jury:

- **Field testing conditions**, including logistical and technical aspects.
- **Interactions with testers** to ensure the tests are seamlessly integrated into the context of the event.
- **Planning of the pilot phase**, establishing a detailed timeline for the preparation and execution of the tests, thereby ensuring optimal organization and clear communication among all parties involved.

Selection of a project does not automatically guarantee access to or deployment at the event site. Testing terms and conditions are validated on a case-by-case basis with the organizer and the partner, including the scope, timeline, logistical requirements, safety rules, data processed, and conditions for adapting or halting the test. The organizer or partner may adapt, limit, or interrupt a pilot if operational, safety, or data protection conditions require it.

The active participation of the nominees is required throughout the trial phase to ensure proper implementation and rigorous monitoring of the tests.

Nominees are responsible for organizing, setting up, conducting, and supervising the tests during the event. This includes recruiting and coordinating testers, adhering to established test protocols, and collecting relevant data.

Nominees are responsible for obtaining all necessary authorizations and strictly adhering to the guidelines specified by the SMART Lab partner.

Nominees are also responsible for logistics management, tester safety, and ensuring the ethical compliance of their experiments.

10. Benefits for Participants

- **An exclusive testing ground** with privileged access to the event to organize user tests;
- **Access to a large community of testers** comprising spectators, volunteers, operational teams, and other event stakeholders, enabling accelerated feedback;
- **Tailored support** with personalized coaching, targeted networking opportunities, and feedback from the Crans-Montana 2027 organizing team following the experiment;
- **Access to a qualified network** offering opportunities for collaboration;
- **Increased visibility through the promotion** of the solution and the team on social media during the pilot phase and at the event.

Candidates planning to create or develop a startup may, subject to eligibility and a separate decision, be referred to a local incubator and potentially receive in-kind support or services offered by The Ark Foundation. This support does not constitute an acquired right or a cash payment.

11. Terms and Conditions

Participation in the call for solutions and the right to conduct field trials are free of charge.

The costs associated with applying and participating in the selection and experimentation phases, as well as any other activities requiring the physical presence of applicants or nominees at the SMART Lab, are their responsibility (e.g., application fees, travel expenses, lodging, per diem, etc.).

Nominees are fully responsible for providing and managing all materials, equipment, and personnel necessary to carry out their experiment. This includes, but is not limited to, technological devices, measuring tools, supplies, and any other specific materials required to successfully conduct real-world testing.

The costs associated with the purchase, rental, transportation, and maintenance of this equipment are entirely the responsibility of the nominees. No reimbursement will be made by the organizer or partner for expenses incurred by candidates or nominees in connection with their participation in the SMART Lab.

Communications taking place within the framework of the SMART Lab, including those with the partner or the organizer, do not constitute any contractual commitment to collaboration, funding, experimentation, or commercialization, unless otherwise specified in a separate, formalized agreement.

12. Organizer's Commitment

The organizer agrees to:

- Establish the necessary conditions for the smooth operation of the SMART Lab, including a dedicated webpage, rules and regulations, and a specific application form, as well as the deployment of promotional tools and messages;
- Coordinate the various stages of the call for solutions, from recruiting candidates to evaluating applications and validating nominees, in collaboration with the partner;
- Coach the nominees in preparing for and conducting field tests, providing support tailored to their needs;
- Provide privileged access to the testing site and event participants, subject to their consent, while adhering to the terms and agreements established with the event partner;
- Communicate via social media and other communication channels to highlight the SMART Lab, the partner, the participants, and their innovations;
- Explore opportunities for tailored support and provide access to a network of qualified professionals, thereby facilitating collaboration and development opportunities for the nominated projects.

13. Candidate Commitment

Each candidate agrees to:

- Provide accurate, truthful, and complete information;
- Comply with the application deadlines and procedures;
- Waive, to the extent permitted by applicable law, any claim or request for compensation related to the Jury's results and decisions;
- Authorize the organizer and the partner to publicize their participation in the SMART Lab, including by mentioning the project name, the name of the team or organization, a non-confidential description of the solution, and visuals provided or approved by the candidate;
- Ensure active participation in the various events organized in connection with the SMART Lab;
- Keep the organizer informed of the progress and any potential commercialization of the solution;

14. Confidentiality and Intellectual Property

Each applicant retains ownership of the intellectual property rights related to their solution, subject to the rights of third parties. However, the applicant grants the organizer and the partner a non-exclusive, royalty-free license limited to the purposes of analysis, evaluation, selection, preparation for the pilot, and communication related to the SMART Lab, within the limits of these rules and the information approved for publication.

Information expressly identified as confidential by the applicant will be treated with discretion by the organizer, the partner, and the members of the Jury. It is, however, the applicant's responsibility not to disclose any sensitive, strategic, or patentable information that is not necessary for the evaluation of the application, unless a separate confidentiality agreement is in place.

15. Data Protection

Personal data is collected only when the applicant voluntarily provides it by completing the application form during registration.

The organizer collects only the data strictly necessary for the implementation of the SMART Lab.

This data will be used exclusively for the processing and execution of the SMART Lab, as well as to send invitations to future events or newsletters (you can unsubscribe at any time with a single click). If necessary, it may be shared with the SMART Lab partner and service providers involved in the execution and communication of the event.

The data shared in this manner may only be used to successfully carry out the service. No other use is permitted by third parties other than the organizer.

Information expressly identified as confidential is treated with discretion, to the extent necessary for the evaluation and communication of the SMART Lab.

16. Modification, Postponement, or Cancellation

The organizer reserves the right to modify, postpone, shorten, or cancel the SMART Lab if circumstances so require. Neither the organizer nor the partner shall be held liable in this regard.

17. Liability

The organizer shall not be held liable for:

- for any technical issues affecting the submission of applications;
- for an application that is not received, is incomplete, or is illegible;
- indirect damages related to participation in the SMART Lab;
- the failure to implement, fund, or roll out a submitted proposal.

18. Disputes

These rules are governed by Swiss law. The organizer has sole authority to interpret these rules and to resolve any disputes related to the SMART Lab, within the limits of applicable law.

The Jury's decisions regarding the evaluation of applications, the selection of projects, and the designation of nominees are final and binding and do not require individual justification. They may not be contested, except in the event of a clear violation of applicable law.