

The Museum of the Future

Accelerator Challenge

'The Museum of the Future will be an incubator for ideas, a driver for innovation, and a destination for inventors and entrepreneurs from around the world.'

- HH Sheikh Mohammed bin Rashid Al Maktoum Vice President, Prime Minister and Ruler of Dubai



The Museum of the Future is a unique incubator for futuristic innovation and design, currently under construction in Dubai, UAE. Opening in 2019 and set to become the world's largest and most exciting home to tomorrow's trends and opportunities.

The Challenge

The Museum of the Future Accelerator is a six-week program pairing the world's most exciting technology companies with the Dubai Future Foundation. Successful companies will be flown to Dubai and provided accommodation while they test compelling visitor interaction technologies for the Museum of the Future. The program is starting July 1st 2018 and ends on August 9th 2018 with expected 10-15 companies participating.

Challenge 1 - Advanced wearables for access control and visitor interaction

How can we leverage the most exciting combination of sensors, devices, and applications to create a truly magical visitor experience?

Challenge 2 - AI guides and social companions

What is the most exciting way to use conversational chat bots, AI, and social sharing to create personalized visitor experiences which can also be shared?

Challenge 3 - VR, AR, and virtual experiences

How can we leverage VR and AR, both in and out of the museum, to create experiences that transcend space and time, let millions of people explore the space virtually and physically, and blur the boundaries between the physical and digital world?

How can you participate?

Open call to small or big companies who already have launched core technology, and able to demonstrate traction and/or substantial use cases.

Early stage start-ups, in their ideation phase, are not eligible to apply to this accelerator as the program is best suited for companies that already have a demonstrable product. From experience, the program is best suited to technology companies that have raised Seed or Series-A, or employ a number of staff beyond the core founding team.

1. Select the challenge you would like to apply for.
2. [Fill out the application form here.](#)
3. Application deadline is June 09th, 11.59pm GMT+4.
4. Shortlisted companies will be invited to attend a virtual interview.

Who provides what?

Your company has to arrange comprehensive medical insurance for their staff, as well as further living expenses and any other travel costs incurred while attending the program. The companies are expected to provide 2 to 3 participants (including a senior decision maker) to attend full-time for the duration of the 6-week cohort. In general, business development, project management and the ability to rapidly prototype ideas are key skills required.

Participating companies will be required to demonstrate its core technologies in the early weeks of the program. This means that a hardware company should bring some form of their hardware with so it can be tested.

The Museum of the Future Accelerator will provide:

- An economy return flight to and from your home country
- Accommodation in Dubai for the full 6 weeks
- Working space in Jumeirah Emirates Towers in the Dubai Future Accelerators area
- Meetings with the Museum of the Future management and creative teams
- Proposal development support
- Cost of visa applications and the visa cost itself for each full-time participant

What happens if you are selected?

Stage 1 - Start, Discovery and Proposals (Week 1 and 2)

Companies meet one another and representatives from the Museum of the Future and the Dubai Future Foundation during an opening briefing. The companies learn more about the program during this orientation and the aims and goals of the accelerator. Representatives from the Museum of the Future introduce companies to key personnel within the Museum and provide a tour of the site. The representatives and the companies begin brainstorming ideas and developing draft proposals for presentation and review at the end of Stage 1.

Stage 2 - Development (Week 3 - 5)

Companies begin developing their proposals further based on feedback-sessions. These proposals for the final pilot project will be developed over a series of 3 weeks through check-ins with the Museum of the Future representatives at the Dubai Future Accelerators area. Accelerator representatives will provide constructive feedback to the companies during the 3 weeks, and both will then work together to iterate and improve the proposal, discussing and negotiating scope and cost. The Accelerator will ensure the companies have access to relevant expertise and data in order to begin fully developing their proposals.

Stage 3 - Proposal Pitch (Week 6)

Having jointly discussed and developed pilot project proposals, companies pitch their final proposal to representatives from the Museum of the Future and the Dubai Future Foundation. Accelerator representatives agree or decline to proceed with an MOU (or commercial agreement) with the companies based on their proposed pilots.

Stage 4 - Drafting and Conclusion (Week 6)

Accelerator representatives work together to finalize a contract and begin creating their proposals.

On a last note.

What's different about Museum of the Future Accelerator compared to other programs?

The Museum of the Future Accelerator is a unique opportunity for technology companies to gain unparalleled access to the staff, resources and expertise behind the Museum of the Future.

It is not an accelerator in the traditional sense – you won't be taught how to write a business plan or build an MVP; it's rather accelerating the creation of technology that solves a challenge the Museum of the Future faces. Instead of taking months to access relevant stakeholders, expect to develop a positive relationship with the government of Dubai within weeks.

The aim of the program is to provide a dynamic environment where companies and entities can explore new opportunities to deliver transformative technologies and services, culminating in companies receiving a MOU (or other commercial agreement) to deliver a funded pilot project after the program ends.

Does the Museum of the Future Accelerator take equity in participating companies? What is the IP arrangement in relation to the work produced as part of the Museum of the Future Accelerator?

IP and equity remain with the company, other than any specific arrangement made in a contract signed with the Museum of the Future at the end of the accelerator. Those arrangements will be made on a case-by-case basis.