# CloudGuide®

**CLOUDGUIDE BOOSTER FUND GUIDE FOR APPLICANTS**

### 1. INTRODUCTION

CloudGuide is a platform that enables cultural institutions to create and publish interactive multimedia guides for their visitors. The CloudGuide Booster Fund is a funding opportunity that aims to support cultural institutions in creating innovative, engaging, and accessible audioguides using the CloudGuide platform.

### 2. OVERVIEW

In the event that an institution is selected, CloudGuide commits to the development of a full audioguide that will be professionally recorded in up to two languages, including the language of the institution (if different from English) and English. In the case of the institutions based in English-speaking countries, the need for a second language will be reviewed on a case-by-case basis. CloudGuide's copyright team will draft the script for the audioguide based on any information provided by the institution.

CloudGuide will provide its support to the institution without any hidden fees, with an investment exclusively from the CloudGuide Booster Fund. However, this support will be based on a revenue-sharing collaboration between CloudGuide and the institution, in which income from future users of the audioguide will be shared.

As visitors will use their own mobile devices, there will be no maintenance cost involved for the institution. CloudGuide will take care of all app updates, technical compatibility with the main mobile platforms, and new features.

CloudGuide will handle the full setup and technical implementation for the institution, requiring no technical expertise from the institution.
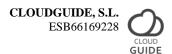
CloudGuide will develop all promotional materials personalized for the institution, so their visitors can be informed about the audioguide. Furthermore, CloudGuide will provide training to the institution's staff, so they can comfortably use the app.

### 3. APPLICATION PROCESS

To apply for the CloudGuide Booster Fund, cultural institutions must first complete the application form available on the CloudGuide website cloudguide.info. Once the form is submitted, the next step is a scheduled interview with a representative from the CloudGuide team to discuss the proposed audioguide project.

The interview should outline the following elements:

- Overview of the Institution: Provide a brief introduction to the cultural institution and its mission.

- Audioguide Description: Describe the audioguide project, including its scope, target audience, and the topics or themes that the audioguide will cover.

- Innovative Features: Explain how the proposed audioguide solution will help innovate the existing processes, communication strategy, visitors engagement, etc.

- Accessibility: Describe how the audioguide will be accessible to a diverse audience, including individuals with disabilities, non-native speakers, and children. Explain how you will communicate the audioguide availability to your visitors (onsite and online).

- Budget: CloudGuide will handle the full audioguide development costs and the technical implementation, so there is no need to provide a budget for the project.

- Timeline: Include a timeline for the development of the audioguide, from initial planning to final launch.

## 4. ELIGIBILITY

To be eligible for the CloudGuide Booster Fund, cultural institutions must meet the following criteria:

- The institution must be a registered organization in the European Union (and EEA), United Kingdom, Canada, United States, Australia or New Zeeland.

- Have a physical location open to the public, such as a museum, historic site, or cultural center.

- The institution must be a legal entity and in good standing, and must not be involved in any illegal activities, fraud, or corruption.

- The institution must not be in the state of winding up, have filed for bankruptcy or be the subject of insolvency or winding up proceedings.

- Demonstrate a commitment to providing high-quality cultural experiences for their visitors.

## 5. APPLICATION DEADLINE

The application deadline for the CloudGuide Booster Fund is 20th of December 2023. Applications must be submitted online via the CloudGuide website cloudguide.info.

## 6. SELECTION PROCESS

The selection process for the CloudGuide Booster Fund is competitive and based on the following criteria:

- **Innovative and Engaging Audioguide:** The proposal should demonstrate an innovative and engaging approach to creating an audioguide that will enhance the visitor experience at the cultural institution.

- **Feasibility**: The proposal should be realistic in terms of its scope, timeline, and budget, and should demonstrate that the institution has the necessary resources and capacity to implement the project.

- **Accessibility**: The proposal should demonstrate a commitment to accessibility, ensuring that the audioguide will be inclusive and available to a diverse audience.

- **Impact**: The proposal should demonstrate the potential impact of the audioguide project, including its potential to attract and engage visitors, enhance the institution's reputation, and generate revenue.

- **Collaborative Spirit:** The institution should demonstrate a willingness to collaborate with CloudGuide on the development and promotion of the audioguide.

After reviewing all the applications, the Booster Program judge board will select up to 20 candidates that meet the eligibility criteria and have submitted a project proposal that stands out for its innovation and potential impact. However, the amount of selected candidates may be exceptionally increased if the judge board deems it appropriate. In addition, there will be a wait list of qualified candidates who are next in line in case any of the initially selected candidates declines the award or does not confirm their participation within the given deadline. Therefore, we highly recommend that selected candidates confirm their participation in a timely manner to ensure their spot in the program.

Selected institutions will receive support and resources from CloudGuide to develop and launch their audioguide projects.

### 7. AWARD

Upon selection, the awarded institutions will receive a comprehensive digital package valued USD 30.000. This package includes the CloudGuide Premium Subscription and all its associated features for the next 2 years. The features included in this package are designed to enhance visitor experiences and engagement, and include CloudGuide smartphone apps for visitors (iOS/Android), agenda and events, profiles, exhibitions, tours, exhibits, exhibit image galleries, and maps. Additionally, the package includes unlimited content, social features such as sharing on Facebook, Twitter, Email, tags, notes, and reviews, guide content streaming and offline access, and the CloudGuide Content Management System (CMS) for easy content management. The package also includes audio and video support, public and private reviews, the CloudGuide Play™ module for quizzes and scavenger hunt games, analytics, the CloudGuide Device Lock Module, a gifts and merchandising catalogue, institution sponsors feature, personalized marketing and promotional materials, and a production of 1 x 30 minutes of English and a 1 x 30 minutes of second language if eligible. Moreover, the Provider will receive full technical implementation support, email and phone support, documentation, and staff training to ensure the successful implementation and use of the service. Finally, the service allows and implies the monetization of the audioguide.

### 8. LEGAL DISCLAIMER

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### 9. INTELLECTUAL PROPERTY

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