

Challenge Sheet

Bilbao Ekintza

Automation of Submitted Bids

How might we increase the number of submitted bids and improve the success rate in attracting conferences to Bilbao, ensuring that each proposal is well adapted to the event's requirements and aligned with the city's strengths and innovation ecosystem?

Sub-challenges

- How might we more efficiently and effectively identify and evaluate which conferences represent a great opportunity for Bilbao, by analyzing Requests for Proposals (RFPs) and integrating contextual data (economic, scientific, or social) to prioritize based on impact?
- How might we generate personalized and competitive support proposals that truly add value for organizers, strategically reusing existing knowledge (such as data on venues, services, or materials) and quickly adapting it to the specific requirements of each bid?
- How might we establish a continuous strategic monitoring system for innovation trends in Euskadi and Bizkaia, to identify new conference opportunities aligned with the region's strengths, with regularly updated visualizations to support decision-making?

Context

Bilbao Convention Bureau works to position Bilbao and Bizkaia as leading destinations for international conferences, particularly those aligned with the strategic priorities of the territory. To achieve this, the team identifies bidding opportunities (RFPs), analyzes their fit with the local environment, and prepares personalized proposals that compete with other European cities.

However, this process is complex and requires analyzing multiple factors: who will lead the conference as the scientific promoter, the conference profile, its technical requirements, the city's scientific and sectoral capabilities, and available logistical information (venues, hotels, access, suppliers, etc.). All of this is currently done manually, with the team's available time being a limiting factor, and with dispersed information that often needs to be collected from scratch for each proposal.

Additionally, in an increasingly competitive context between destinations, it is crucial to strengthen anticipation capabilities: better understand which conferences may represent opportunities and align bids with the true strengths of the Basque innovation, technology, and knowledge ecosystem. This requires proactive and strategic—not just operational—monitoring.

Objectives

- Be able to generate customized proposals for strategic conferences more quickly and aligned with the expectations of decision-makers.
- Align conference bids with economic, scientific, or social sectors where Bilbao and Bizkaia are strongest.
- Incorporate market intelligence and innovation to prioritize the best opportunities.
- Facilitate the team's work through automation, dynamic templates, and AI-assisted content generation.
- Consolidate a living knowledge base that allows information reuse and improves traceability.
- Increase the success rate in attracting events and reinforce Bilbao's international positioning.

What are we looking for?

A technological solution that enables:

- Early detection of interesting events, based on criteria defined by the team.
- A real-time view of priority topics in the scientific and technological environment of Euskadi, to better choose which conferences to bid for.
- Simplified proposal generation through selectable, standardized, yet flexible and scalable templates, offering automatic suggestions and tools to integrate existing data.
- Organized access to technical and logistical information about the city (venues, transport, hotels, promotional materials).
- Easy organization and updating of technical and logistical knowledge about the service provider ecosystem (venues, capacities, suppliers, graphics, etc.).

Key Considerations

- The solution should be reusable, integrable, and user-friendly, without requiring a high technical level for daily use.
- It is important that it can connect with tools already used by the team (such as word processors, spreadsheets, storage systems, etc.).
- The ability for personalization, learning from historical data, and automatic content generation will be positively valued.
- The proposal must comply with principles of interoperability, accessibility, sustainability, and data protection.
- A first phase of analysis and opportunity identification is envisioned, focused on the logistical and operational viability of events in Bilbao, and the creation of effective and competitive proposals that reach and influence the decision-makers as much as possible.

Key Dates and Process

To participate in the challenge, register at this link: <https://bind.spri.eus/govtech-application/>

- Deadline for submitting your proposal: 04/08/2025 at 23:59h
- Semifinalist startups will be announced between 13/10/2025 and 17/10/2025
- Finalist startups will be announced on 30/10/2025
- The winning startup will be announced on 20/11/2025

Selection Process

Phase 1 – Pitches by semifinalist startups with the public entity:
 Startups will present their solution in a 10-minute pitch.
 → 3 finalist startups will be selected.
 → This phase will take place from October 27 to 29, 2025.

Phase 2 – Interviews with the finalist startups and the public entity:
 Startups will present a deeper version of their proposal.
 → This phase will take place from November 17 to 19, 2025.

What you access

Winning startup

- Paid pilot of up to €15,000
- The pilot will begin in January 2026 and will last 6 months