**Curiosity Lab – Israel Innovation Authority Pilot Program**

**Call for Proposals**

The [Israel Innovation Authority (IIA)](http://www.innovationisrael.org.il) and [Curiosity Lab at Peachtree Corners](https://www.curiositylabptc.com/) invite interested Israeli companies to submit applications to pilot innovative solutions in the fields of Smart am Cities, Smart Buildings, Smart Mobility and Public Safety.

**Curiosity Lab** is a 5G-enabled intelligent mobility and smart city living laboratory located in the southeastern United States near Atlanta, Georgia. Designed as a proving ground for IoT, mobility and smart city emerging technologies, the centerpiece of the lab is a three-mile public autonomous vehicle roadway leveraging cellular vehicle-to-everything (C-V2X) technologies. Additional infrastructure includes intelligent traffic cameras and traffic signals, smart streetlights, the country's first "IoT Central Control Room" implemented in a city and a 25,000 square foot innovation center. Owned and operated by the City of Peachtree Corners, Curiosity Lab is one of North America's only real-world testing environments. Additional information can be found at [www.curiositylabptc.com](http://www.curiositylabptc.com).

Over the years, **Curiosity Lab** has helped companies test, demonstrate, and deploy emerging technologies in a real-world environment. This has allowed companies easy entry into the N. American market and connections to other municipalities and companies. With companies such as T-Mobile, UPS, Bosch, Cisco, DELL and others located within the 25,000 square foot innovation center, startups have access to leading global companies along with a supportive startup community.

**Curiosity Lab** is interested in working with Israeli companies on innovative technological solutions to solve some of the biggest challenges cities face:

1. **Smart Cities** - The overall purpose is to resolve challenges facing cities in improving citizens’ lives, by bringing innovations to market. Projects should be close-to-market, capable of testing new solutions in real-life city demonstrations and that can attain commercial viability by the end of the project or are already commercially viable:

* **Transportation**- Implement new technologies in the transportation environment, to improve traffic flow, reduce emissions, and reduce roadway fatalities.
* **Environmental**- Implement new technologies to establish baselines and measurement of air quality and other environmental readings, to help cities measure their sustainability goals.
* **Pedestrian Safety**- Implement new technologies that assist with the protection of pedestrians in the roadway, whether on foot or other devices.
* **Trash and Recycling**- Implement new technologies and processes to help reduce recycling waste and improve operational efficiencies with trash removal.

2**. Smart Building** - Operating and maintaining public buildings is a significant cost for cities. With the increasing sustainability goals of cities across the world, it’s imperative that cities find solutions to help them effectively manage these spaces and reduce their carbon output.

* Implementation of hardware and/or software for optimizing the use of facilities during peak and non-peak hours.
* A vast range of operations to keep facilities safe and efficient, such as managing people movements and detecting foreign objects, reducing utility costs, and building a preventative maintenance schedule using technology.
* Facilitating movement of people and vehicles to and from the facilities through continuous monitoring of roadways, parking stalls, and facilities at the Curiosity Lab Innovation Center.

3**. Smart Mobility** - Operating public transit and building last mile delivery and connectivity services for residents is paramount for the future of safer and cleaner roadways.

* Testing and demonstrating autonomous and advanced vehicles on a public roadway, to prove the efficiency and effectiveness of such systems.
* Testing and demonstration of last mile delivery systems. Showcase through the deployment and data learnings the ROI on the use of such technologies.
* Testing and demonstration of last mile public micro-mobility solutions. Build the necessary data points to build a sustainable shared micro-mobility program.

4**. Public Safety** - Operating an efficient and safe community is instrumental in helping cities grow economically. The use of technology to assist public safety officers offers the opportunity for increased resources without the need to add additional staff members.

* Testing and demonstrating of drone as a first responder, to prove the efficiency and effectiveness of such systems.
* Testing and demonstration of response systems to showcase and improvement in call to action

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* Testing and demonstration of future public safety technologies that can help build a more efficient public safety department.

**Supported activities**, piloting, testing, validation, trials, performance verification, device iteration, product and interface customization, pre-pilot activities, identifying the parameters of the product/technology and potential use cases, optimizing user interfaces, etc.

**What support do the Israel Innovation Authority and Curiosity Lab offer?**

Successful Israeli applicant companies will receive funding from the **Israel Innovation Authority** and in-kind services from **Curiosity Lab**.

The Israel Innovation Authority can support R&D performing companies, registered and operating in Israel, with a grant of up to 50% of the approved Pilot Expenses Budget, according to its regulations and procedures.

**Curiosity Lab** will provide in-kind services, expertise, and/or use of facilities. Examples for such in-kind support can include:

* Usage of public roadways and sidewalk facilities for operations;
* Usage of internal services, expertise, knowledge, or equipment;
* Usage of 2,323 square meters of office space for testing;
* Usage of onsite desk space if physical presence needed during pilots;
* Access to video camera feeds; and data from video feeds;
* Access to CV2X data;
* Access to a live traffic signal;
* Access to onsite 5G SME’s;
* Assistance with business development opportunities with other municipalities in North America.

**Curiosity Lab** would fund its in-kind assistance for the project and make it accessible through an applicable agreement with the selected Israeli companies.

An appropriate agreement between successful applicant companies and **Curiosity Lab** will need to be signed before project initiation. This agreement can be found here, <https://cofptc.seamlessdocs.com/f/OnboardingForm>.

**Application Process**

1. Interested Israeli companies must fill in an Expression of Interest (EOI) form by January 8th, 2025, in order to receive the opportunity to be included in Curiosity Lab’s shortlist: <https://forms.monday.com/forms/953f05323080122cf0ffbd73885595f6?r=use1>
2. The Israel Innovation Authority and **Curiosity Lab** will receive the shortlisted companies by January 15th, 2025 (estimated) and then invite the companies to submit a full application to the Israel Innovation Authority according to the incentive program [R&D and Pilots with International Partners](https://innovationisrael.org.il/international/rnd).
3. The deadline for the full application submission is February 18th, 2025, at noon Israel Time. The full application should be submitted [here.](https://innovationisrael.org.il/?gclid=CjwKCAjw36GjBhAkEiwAKwIWyT45peztZY0k5CX7sgKUqFYAS0kLtqZ5Xi_kjKCmXEUV5fdfxjDFaRoCV_kQAvD_BwE)
4. The full application should include a detailed description of the project. It is highly recommended to form the project with the advice of Curiosity Lab’s team, to optimize the quality of the proposal. The full proposal should include an LOI signed by the company and the LAB as detailed here: https://innovationisrael.org.il/international/rnd#forms-accordion
5. The research committee will discuss the proposals of the shortlisted companies, to select the winning proposals in January 2025 (estimated).

**Contacts**

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