

Gazelle Accelerator Guidelines for Open Call

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1. General information about the project

This guide is related to the EIT Manufacturing Project, Gazelle Accelerator.

Gazelle Accelerator aims to support existing technology-based companies, SMEs, start-ups and scale-ups, by accelerating their international business and innovation capacities. Gazelle Accelerator aims to select in total 25 SMES, Start-ups and scale-ups through its 4th open calls in 2021.

Selected SMEs, start-ups and scale-ups will benefit of the participation in Gazelle Accelerator events and programme.

The Gazelle Accelerator programme include the following support:

- **Business development support:** Access to Market (A2M) and Access to Finance (A2F) business training and coaching with experts, access to market through B2B events with European corporates, access to finance through B2F events with European Investors;
- **Innovation support:** Support in finding consortium partners to apply in EIT Manufacturing Calls for proposals for innovation project; new innovation collaboration opportunities with other European Start-ups and SMEs of the programme;
- **Internationalisation support:** Facilitate business growth (access to decision making units) into foreign markets and customers by breaking geographical boundaries (to be culture prepared for the business) in close collaboration with Business Creation teams within EIT Manufacturing;
- **Tailored business creation services** by participating to our follow-up programme and/or by winning our pitch competition, where the three best companies, selected by a jury of experts; will receive prizes in cash to further boost their success.

EIT Manufacturing is a Knowledge Innovation Community (KIC) dedicated to manufacturing, including more than 60 European partners, industry, academics and RTOs, from 17 countries among which, Volkswagen, Whirpool, Volvo, Philips, SANDVIK, Avioaero, KUKA. More information at: <http://eitmanufacturing.eu>.

2. Expected contribution from the applicants

2.1 Means of Submission

The Open Call for Manufacturing Gazelles through the questionnaire hosted by Drag'n Survey is the entry point for all Applications. Documents required in subsequent phases will be submitted via a dedicated channel, which will be indicated by Gazelle Accelerator consortium during the execution of the program.

2.2 Language

English is the official language for Gazelle Accelerators open calls. English is also the only official language during the whole execution of the Gazelle Accelerator programme.

2.3 Documentation Formats

Any document requested in any of the phases must be submitted electronically in PDF format without restrictions for printing.

2.4 Open Call Rules

The Gazelle Accelerator consortium retains the right to modify the rules of the open call at any time depending on the needs of the project. All the changes will be published in the open call web page and this guide updated accordingly.

2.5 Expected Contribution

2.5.1 Technical contribution

The project asks for contributions that propose innovative technology solutions in manufacturing and Industry 4.0 to answer specific use cases that are defined by industrial end-users during Gazelle Accelerator's interviews.

Gazelle Accelerator opens its fourth Call to technologies and its Use Cases, which originate from interviews conducted with end-users to define the technologies of their interest and target specific challenges they are currently facing.

It is expected from the solutions to fulfil the following requirements:

- The solution has to be affordable and it should have a cost advantage over its competitors;
- The solution has to be flexible and adaptable;
- The solution has to address security issues.

2.5.2 Financial contribution

Aiming to contribute to the EIT Manufacturing financial sustainability, Gazelle Accelerator proposes to implement success fees in return of the participation of the SMEs, start-ups and scale-ups into the programme.

The Specific Partnership Agreement, which details the success fees mechanism and available on the application website, has to be signed by the applicant and has to be attached to the application.

2.6 Acceleration programme

The selected SMEs, start-ups and scale-ups will participate in an acceleration programme with trainings, coaching sessions, a pitch competition, business and finance meetings. The Gazelle Accelerator programme will take place **online** from the **15th of November** to the **9th of December 2021**.

Programme event is composed of the following sessions:

a. Community Booster Online Camp Days – 15th of November to the 25th of November 2021

The Community Booster Camp represents a unique opportunity for SMEs, start-ups and scale-ups to benefit for coaching sessions to sell their technological offers and to create cooperation's with partners all over Europe. The main activities that are planned for the community booster camp is as follows:

- Presentation of identified end users' needs to prepare SMEs, start-ups and scale-ups to meet the end-users and presentation of EIT Manufacturing and its 4 flagships topics, their trends and challenges in order to stimulate innovation.
- Coaching for the business pitch in order to better orientate the business pitch to end users.
- Analyse and advice on the business plan to find new private and/or public investment.

Dates for the Community Booster online Camp Days:

- Access to Market (A2M) training: **Monday, November 15th, 2021 – 10:00 to 12:00 CET**
- Access to Finance (A2F) training: **Tuesday, November 16th, 2021 – 10:00 to 12:00 CET**

- First A2M and A2F pitch materials to be sent by **Sunday, November 21th, 2021 – 23:59 CET** (for evaluation by coaches)
- Coaching sessions: **Wednesday, November 24th, 2021 and Thursday, November 25th, 2021 – 13:00 to 17:00 CET**

b. Roadshow Days – 7th and 8th of December, 2021

- **Roadshow Day 1: Online pitch competition – Tuesday December 7th, 2021 – 13.00 to 16.00 CET:** At this event, an online pitch competition will take place with a jury of experts.

The SMEs, start-ups and scale-ups that will be eligible and pass the evaluation of Gazelle Accelerator are encouraged to participate in this pitch competition. However, their participation is not mandatory.

The selected companies will have 3 min to present their solution pitch presentation with the offered solution to companies as end users and corporates. Then Jury committee will meet virtually and decide the three more innovative solutions and winners of the competition. At the end of the day the winners of the competition will be announced.

The three winners of the pitch competition will gain prizes in cash to further accelerate their growth.

- **Roadshow Day 2: Business-to-Business Day – Wednesday December 8th, 2021 – 09:00 to 12:00 CET:**

Roadshow Day 1 will be attended as well by the end users that are interested in the offer of solutions developed by Innovative SMEs, start-ups and scale-ups in answer of the identified needs. At the end of pitch competition and after the presentations they will know about the solutions that they are interested to implement and the companies that they are interested to collaborate to. Before and after each presentation, all target groups (end-users, SMEs, start-ups and scale-ups, RTO, universities, etc.) are able to request B2B meetings through online platform with those companies of their interest.

Moreover, at this program also B2B meetings are encouraged between SMEs, start-ups and scale-ups, so they can find opportunities of collaboration.

c. Investor and Finance Online Day – Thursday December 9th, 2021 – 09:00 to 16:00 CET:

The objective of this event will be to support the willing and most promising SMEs, start-ups and scale-ups on their access to funding opportunities, by connecting them to investors. During the Community Booster Camp Days it will be presented to them the different financing windows and they will be coached to present their project to investors. The SMEs, start-ups and scale-ups that will participate at this event will be selected from the investors beforehand.

The main activities that are planned for Investors and Finance Day:

- Presentation of the pitch for the investors: SMEs, start-ups and scale-ups will introduce the investment proposals to a network of Corporate Investors, VCs and funding institutions.
- Networking and follow up (Business-to-Finance sessions): Networking between participants and investors will be promoted. To this extend, investors are requested to report observations from each

presentation, so they can express their interest to invest or get further information from the companies presented.

All the above activities took place with the use of online platforms and tools.

Once concluded the programme event, willing SMEs, start-ups and scale-ups are invited to participate in the Follow Up & Support programme.

d. Follow Up & Support programme

The follow up programme will be tailored for each SMEs, start-up and scale-up depending of the outputs and results that SMEs, start-ups and scale-ups have after the event. In case of direct sales, if the sale is in a country where SME, start-up or scale-up do not have yet any activity, SME start-up or scale-up will benefit from international business development support. To this end, the consortium will work actively with local CLCs facility layers which gathers local accelerators, incubators and other business development support agency to facilitate the business development of foreign companies in their regions. The same support programme will be activated if the SMEs, start-ups, scale-ups are identified by new business partners - between other selected SMEs, start-ups, scale-ups; and are willing to develop their business in new country with them. In case the offer of solutions needs to be adapted to correspond to end-users needs, the selected SMEs, start-ups and scale-ups will be accompanied by project partners in the maturation of their projects in the frame of the EIT Manufacturing Call for Proposals or with other funds (European, national, regional funds).

3. Eligibility and Funding information

Entities eligible for funding:

All applicants have to meet the conditions set out in Horizon Europe conditions to be eligible for funding in order to be considered eligible for the Gazelle Accelerator programme (see: https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/common/agr-contr/general-mga_horizon-euratom_en.pdf).

Participants should be considered as:

- SME: Based on the definition provided by European Commission in https://ec.europa.eu/growth/smes/sme-definition_en
SMEs are defined as:
 - Staff headcount is less than 250, and
 - Annual turnover is less than or equal to €50m or annual balance sheet total is less than or equal to €43m.
- Start-up: Based on the definition provided by European Start Up network in <https://europeanstartupnetwork.eu/vision/>
 - A start-up is younger than five years and develops into a small medium size company before becoming a cooperation
 - Businesses are set up, and at one point, owned and run by the founders
- Scale-up: (Based on the definition provided in the following [link https://en.wikipedia.org/wiki/Scaleup_company#cite_note-:0-1](https://en.wikipedia.org/wiki/Scaleup_company#cite_note-:0-1)) it is a company who has an average annualized return of at least 20% in the past 3 years with at least 10 employees in the beginning of the period

The participants must not have a conflict of interest with the partners in the Gazelle Accelerator consortium.

By submitting their application, participants agree to the possible inclusion of their logo and information in the section “Activity Description for public disseminations” in any media coverage by Gazelle Accelerator and its partners, such as press releases or publications. Also, all winners agree that their personal data, such as their names, pictures, videos, and sounds may be used for such purposes by Gazelle Accelerator and its partners.

4. Open Call submission

4.1 Open Call publication

The open call will be published on the date shown in table in the beginning of the document. The organizers reserve the right to extend the submission deadline; any extension of the deadline will be communicated to the public on the Gazelle Accelerator LinkedIn and application website.

The open call will be supported by:

- The guide for applicants (this document),
- The Specific Partnership Agreement,
- The 4th Gazelle Accelerator Application Form powered by Drag'n Survey.

4.2 Application Preparation

Please follow the steps:

1. For the application preparation, the applicants are requested to apply through the questionnaire "Gazelle Accelerator Application Form" powered by Drag'n Survey. They will be required to answer some fields related to the programme and submit the application form.
2. Applicants that do not accept the terms and conditions and the Specific Partnership Agreement will not be eligible.
3. It is highly recommended to submit your application before the deadline. If the applicant discovers an error in the application, and provided the call deadline has not passed, the applicant may request the Gazelle Accelerator team to re-submit the application (for this purpose please contact us at ruf@aerospace-valley.com and/or zoga@lms.mech.upatars.gr). However, Gazelle Accelerator is not committed that resubmission in time will be feasible in case the request for resubmission is not received by the Gazelle Accelerator team at least 24 hours before the call deadline.

It is strongly recommended not to wait until the last minute to submit the application. Failure of the application to arrive in time for any reason, including network communications delays, is not acceptable as an extenuating circumstance. The time of receipt of the validation of the Application Form as recorded by Drag'n Survey will be definitive.

5. Application evaluation and selection criteria

Only the eligible application (see section 3) is considered in evaluation and the evaluation process will be performed as followed: each application will be evaluated by different members of the consortium according to the evaluation criteria below. Technical and business profiles will be mixed during the evaluation to get a complete view on the application. The evaluators cannot be from the same country as the country where the Applicants' headquarters are located.

The outcome will be a ranked list of all the applications based on the evaluator's scores obtained by each application. The coordinator of the project will inform all participants about the results of evaluation and selection.

Evaluation Criteria

Each application will be evaluated according to the following selection criteria:

1. Alignment with the Use Cases	Weight: 15%	Comments
<p>The proposed solution applies to manufacturing and Industry 4.0. Moreover, the solution addresses one of the Use Cases provided by the partners of the consortium.</p> <p>Is the proposed solution connected with the identified use cases? Please explain shortly reasons to give that grade.</p> <p>Check answer on Question 17 and 21</p>	<p>Score: ?/5</p> <p>(Threshold 3/5)</p>	
2. Technological innovation and maturity	Weight: 20%	Comments
<p>Is the technical solution of the proposal innovative enough to be selected?</p> <p>Is the proposed solution enough mature, at least TRL 7? Please explain shortly reasons to give that grade.</p> <p>Check answer on Question 19 and 22</p>	<p>Score: ?/5</p> <p>(Threshold 3/5)</p> <p>10%</p>	
<p>Is the solution and its value proposition described appropriately?</p> <p>Check answer on Question 18</p>	<p>Score: ?/5</p> <p>(Threshold 3/5)</p> <p>10%</p>	
3. Previous experience	Weight: 15%	Comments

<p>Have the participants described appropriately their previous experience? Have the participants addressed end users challenges in previous years? Have they successfully addressed these challenges?</p> <p>Check answer on Question 18</p>	<p>Score: ?/5 (Threshold 3/5) 15%</p>	
4. Impact /Added value of the Solution	Weight: 20%	Comments
<p>Does the proposed solution have a better impact than the solutions in the market? Is it clear the added value of the solution?</p> <p>Check answer on Question 19</p>	<p>Score: ?/5 (Threshold 3/5)</p>	
5. Go-to-market strategy and business exploitation	Weight: 30%	Comments
<p>Has the participant tried to get the solution on the market? Has the participant described the Business model?</p> <p>Check answer on Question 23</p>	<p>Score: ?/5 (Threshold 3/5) 15%</p>	
<p>Has the proposed solution identified a Target market? Is the value proposition well described and the competitors well identified? Please explain reasons to give that grade.</p> <p>Check answer on Question 20 and 24</p>	<p>Score: ?/5 (Threshold 3/5) 15%</p>	
Remarks		Comments
Ethical implications and compliance with applicable international, EU and national law.	Essential	
OVERALL SCORE	Score: ?/5 (Threshold 3/5)	

Each criterion will be pondered equally in the evaluation of the project, and scored from 0 to 5 according to the following scale:

- **0. Not addressed:** The application doesn't address the criteria or can't be evaluated due to the lack of information-
- **1. Very poor:** The criteria are not properly addresses, as there are inconsistencies or uncompleted information.
- **2. Poor:** Even though the application addresses the criteria, there are significant weaknesses or inconsistencies in the information provided.
- **3. Enough:** The application addresses the criteria even though it could be improved significantly.
- **4. Very good:** The application addresses the criteria very well even though there are slight improvements that could be made.
- **5. Excellent:** The application addresses all the relevant aspects of the criteria. Any deficiency is minor.