

EIT Manufacturing Competition

IndustryUp 2024



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1. Call summary

IndustryUp 2024 Call Main Features	
Dates	<p>Call opening: July 27th, 2024, 12:00 AM CET</p> <p>Call closing: September 6th, 2024, 23:59 CET</p> <p>Eligibility and admissibility check: September 9th, 2024</p> <p>1st phase: online evaluation and selection of finalists: until September 13th, 2024</p> <p>Announcement of the 2nd phase finalists: September 16th, 2024</p> <p>2nd phase - in-person pitching event: October 3rd, 2024</p> <p>Communication of results: a jury deliberation meeting will take place directly after the pitch session. Right after the jury decision is taken, the results will be announced publicly during the award ceremony of the event.</p>
Introduction	<p>EIT Manufacturing East launches the “IndustryUp 2024” call and Competition aimed at selecting and supporting mature startups and scaleups from Slovakia that are ready to internationalize and scale up their business across Europe.</p> <p>Finalist startups, up to 10 (ten) finalists shortlisted from the 1st phase, will be invited to pitch in front of a jury composed by independent experts during the in-person event National Forum on Productivity (<i>Národné fórum produktivity</i>) 2024 organized by Slovak Centre for Productivity (<i>Slovenské centrum productivity</i>), in Žilina, on October 3rd, 2024.</p> <p>The top 3 winning startups, selected during the 2nd phase, will receive “growth package” service support of up to 2 (two) months delivered by the Business Development & Innovation team of EIT Manufacturing to support their European expansion strategy.</p>
Total budget allocated to this call	N/A
Link to the submission portal	The submission platform will be available from July 27 th , 2024, 12:00 AM CET until the call closing date.

List of documents to be submitted	Application form available on the submission platform
List of documents to take into consideration	<ul style="list-style-type: none"> • EIT Manufacturing Strategic Agenda • Declaration of Honour
Evaluation criteria	<p><i>Evaluation criteria assessed by independent experts:</i></p> <ul style="list-style-type: none"> • Excellence, novelty, and innovation • Impact and financial sustainability • Quality and efficiency of the implementation • Strategic fit

2. General conditions

EIT Manufacturing puts Europe at the centre of a global revolution and boost manufacturing innovation in Europe by connecting people with skills, technologies with markets and innovators with investors. Technological progress is now exponential, and it is changing the industrial, social and competitive landscape faster than ever before. Our aim is not only to adapt to this revolution, but to lead it. To do so, we need to overcome value network fragmentation and bring stakeholders together. We need to make better use of our knowledge and our strengths to create value and deploy agile mechanisms to accelerate and steer innovation, shaping the future role of manufacturing in our society. With the needs, concerns and ideas of economy and society at its core, the mission of EIT Manufacturing is to empower its partners and stakeholders to fundamentally transform the manufacturing system and meet the global demands of present and future generations.

EIT Manufacturing East GmbH (hereafter EIT Manufacturing East) is a subsidiary of EIT Manufacturing ASBL (hereafter EIT Manufacturing), serving the countries of Austria, Croatia, Czechia, Hungary, Serbia, Slovakia, and Slovenia. The primary objectives of the EIT Manufacturing East team are to support, scale and accelerate innovative ventures and small businesses into impactful powerhouses. In this context, we will foster activities supporting growth of scaleups and startups, taking them beyond the regional and national borders of the European ecosystems. This will be accomplished by Access-to-Market and Access-to-Finance support services, but also through financing envelopes in the Accelerate and Transform programmes.

With **“IndustryUp 2024”** it is intended a call for mature B2B startups and scaleups from Slovakia that are addressing challenges of manufacturing companies. It is an instrument for EIT Manufacturing East to stimulate their ecosystem in order to scout and screen the most innovative solution providers. The geographical focus on Slovakia is adapted to changing ecosystem needs, allowing engagement with the full manufacturing innovation ecosystem in this country to detect the best startups and award them. Business development support is also planned for the winners, who are selected by an expert jury.

3. Call specific conditions

3.1 Call thematic and expected results

PURPOSE

EIT Manufacturing East organises this Competition under the brand name “IndustryUp 2024”.

TOPIC DESCRIPTION

“IndustryUp 2024” is open to startups from Slovakia with solutions in the realm of manufacturing technologies. In particular, **submissions need to fit one of the following EIT Manufacturing [focus areas](#), one of the following thematic areas:** Digitalisation and Automation, Net Zero Industry, Renewable Energy and Circular Economy; and any of the following **priority technologies, products and/or solutions:** Industrial AI, Robotics, Additive Manufacturing, Advanced Materials, Critical Components, Electronics, Semiconductors, Photonics, Quantum Computing, Renewables, Energy Storage, Carbon Capture.

APPLICANTS PROFILE

The applicants must meet the following conditions:

- the applying startup must be a **for-profit company** with **HQ registered in Slovakia**;
- applicants have to prove **revenue traction** (by providing recurring revenues from existing reference customers);
- the **business development plans** (incl. financial aspects) shall be disclosed;
- the application shall provide a **complete application form**, pitch deck, high-resolution logo, and company registration certificate;

3.2 Awards

Applicants compete for the following awards:

The 3 (three) **winning finalist startups** (the Winners) of the 2nd phase will receive exclusive “growth packages” of dedicated Access-to-Market support services

provided by the EIT Manufacturing East Business Development & Innovation team that aims at supporting their internationalization strategy and fostering their innovation. Winners will also obtain access to EIT Manufacturing's pan-European innovation network and thus enhance their visibility and international publicity through EIT Manufacturing's communication channels.

Startups shortlisted for the 2nd phase shall participate in the in-person final event and pitch their proposal to an expert jury panel to be entitled to receive the award.

3.3 Monitoring and Control related to the “IndustryUp 2024” Financial Prize

CONTROL / COMPLIANCE BEFORE PAYING OUT THE FINANCIAL PRIZE

Before EIT Manufacturing East awards the prizes, the winning companies must disclose if there are any pending issues with government authorities or agencies in accordance with the E.U. funding rules and Horizon Europe legislation.

All shortlisted applicants participating in the 2nd phase must sign and submit during the application process a Declaration of Honour (see also section 6.8), which is annexed to these guidelines. If an issue is identified, EIT Manufacturing East reserves the right to withdraw the award of the IndustryUp 2024 prize.

3.4 Reporting

Prize winners must report 2 (two) month after final completion of support from EIT Manufacturing. This reporting must confirm that they received the “growth package” prize.

4. Application preparation and submission

All applications and supporting documents and material must be submitted in English using the application forms linked on the [competition website](#) – no paper submissions will be considered.

Applicants' representatives must register and validate the account if this is the first time accessing the platform. If applicants' representative has already created an account, the representative can proceed to log in. Once logged in, start a new application. During the application all compulsory fields must be filled.

The official language of the competition is English (i.e. all submission material must be submitted in English and representative of finalist companies selected to participate in the final event must pitch in English language).

The following documentation must be submitted by the applicants through the submission platform no later than the **call deadline September 6th, 2024, 23:59 CET**.

- Application Form
- Company Pitch Deck in Microsoft PowerPoint (.ppt, .pptx) format and the following details shall be clearly outlined:
 1. Business snapshot (founding date, office(s), company/solution evolution)
 2. Description of product/service (pain point, solution, IP, proven and potential technological innovation, potential impact, competition)
 3. Team and governance (founders and key personnel, roles and backgrounds, board members and/or advisors, if any)
 4. Market and sales (positioning, market need, key market(s), pipeline, roadmap)
 5. Business model (what are you selling and how, recurrent/non-recurrent sales)
 6. Competition/Key differentiators
 7. Very brief financial history and projections (burn rate, forecasts)
 8. Fundraising history and plan (previous investments, current plan if applicable)

NOTE: Only applications submitted through the online link (as noted above) before the deadline will be accepted and considered. The organizers reserve the right to extend the submission deadline; any extension of the deadline will be communicated to the public on the Competition website.

Any documentation missing or considered as incomplete may be a reason for application rejection. If any documentation is missing, you will be notified and asked to send missing information within 3 days of this notification.

CALL CONTACT EMAIL

All applicants may contact EIT Manufacturing to ask questions and clarify any points on general or technical procedures and call content by sending an email message to maxim.mommerency@eitmanufacturing.eu.

5. Application evaluation and selection process

5.1 Eligibility and admissibility check

A submission will be considered admissible if:

Completeness	The submission is completed, submitted in time and via the submission tool, in English language, with all its mandatory sections and compulsory documents included (application form, pitch presentation, company logo, company registration certificate).
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Admissible submissions will be considered eligible if:

Applicant profile	The applicant's profile is in line with the requirements presented under point 3.1 "Applicants profile".
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Applications containing one or more inadmissible or ineligible elements will receive an official communication from EIT Manufacturing East setting out the outcome of the eligibility and admissibility check and explaining why the proposal failed to meet the criteria.

5.2 Evaluation of applications

The evaluation of all eligible startup applications will be conducted in two steps:

5.2.1 1st phase – online evaluation and selection of finalists

Applicants' submissions will first be reviewed online by a panel composed by three evaluators with the same weighting of scores:

- one member from EIT Manufacturing East Business Development & Innovation area (1/3)
- two external independent evaluators (2/3)

Each evaluator will have to score each application based on four standardised criteria: Excellence, Impact, Implementation, Strategic fit.

Evaluators will assess each evaluation criteria according to the following scores on a scale **from 1 to 5**:

Score	Description	
1	<i>Extremely poor or None</i>	The information provided is considered irrelevant or inadequate compared to the specific call provisions
2	<i>Below average</i>	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions
3	<i>Average</i>	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific call provisions
4	<i>Good</i>	The information provided is adequate with sufficiently outlined details, compared to the specific call provisions
5	<i>Excellent</i>	The information provided is outstanding in its details, clarity and coherence, compared to the specific call provisions

The scores shall be given at criteria level are then summed together to come with a final score.

Thresholds apply to individual criteria and to the total score. The maximum score for a proposal is 20. The default threshold for individual criteria is 3/5 and the default overall threshold is 12/20.

Evaluation criteria	Excellence	Impact	Implementation	Strategic fit	TOT
	The application presents an innovative solution with potential of the product or service to improve manufacturing	The application is addressed to specific target group/s and/or market sector/s and the solution demonstrates a competitive advantage over existing offers in the market	The team/founders have the expertise, and entrepreneurial drive	The application contributes to the Competition areas	
Score	1 to 5	1 to 5	1 to 5	1 to 5	1 to 5
Pass threshold	3	3	3	3	12

The evaluators will assess each startup submission. The Submission Management System [SUBMITTABLE](#) will create an average score per application based on the individual evaluators’ scorings and produce an Individual Evaluation Report (IER) per application (each application is evaluated 3 times).

The three evaluators will meet in a consensus meeting chaired by an independent rapporteur to discuss and build an agreement. The rapporteur will address any notable divergences between them and will develop the final Evaluation Summary Report of the 1st phase – evaluation of proposals.

Up to top 10 ranked applications (the finalists) will be shortlisted for the 2nd phase – in-person pitching event.

5.2.2 2nd phase – in-person pitching event

The finalist startups will be invited to attend the “**IndustryUp 2024**” final event in person. Shortlisted finalists will be evaluated by a jury panel composed by at least 3 external independent evaluators with the same weighting of scores. The jury panel will refer to the same evaluation criteria and scoring system of the 1st phase (section 5.2.1).

The format of the live pitch will be 5 minutes presentation by the applicants and 5 minutes questions from the jury panel. The final ranking of the successful applicants will be agreed by the jury members in a consensus meeting, which will be held right after the end of the pitching session and will be chaired by an independent rapporteur to discuss and build an agreement. The rapporteur will address any notable

divergences between them and will develop the final Evaluation Summary Report of phase 2.

The “IndustryUp 2024” event will be part of the National Forum on Productivity (*Národné fórum produktivity*) 2024 and will take place in Žilina, on October 3rd, 2024. The agenda for this in-person event will be announced on the [event website](#). It is the participants’ responsibility to keep track of announcements and information on the Competition website. All shortlisted finalists will also receive an email with the detailed timing of the final pitching Competition sessions prior to the event.

IMPORTANT NOTE: shortlisted finalists which, for whatever reason, fail to attend the in-person final event at the given time and venue will be disqualified and will not be entitled to any award.

5.3 Communication of results

1st phase (online evaluation and selection of finalists): results will be communicated to the email of the applicant representative registered at the submission platform (Note: please, check your spam folder). Results will be communicated with a rejection letter or email message to non-qualified applicants or an invitation letter or email message to 2nd phase of the evaluation process.

2nd phase (in-person pitching event): a jury deliberation meeting will take place during the final event immediately after the pitch session (section 5.2.2). The jury decision will be announced publicly during the event at the award ceremony. Individual scores and comments made by evaluators will remain confidential.

5.4 Selected applicants and follow-up

The shortlisted applicants will receive the following awards:

- ✓ all **shortlisted startups (The Finalists)** will enjoy visibility and international publicity through EIT Manufacturing’s communication channels.
- ✓ the 3 **winning startups (The Winners)**, as nominated by the jury panel during the final event will be offered a “growth package” of dedicated business development support for up to 2 months provided by the EIT Manufacturing Business Development & Innovation team. A dedicated Service Agreement will be signed between each startup and EIT Manufacturing.

Applicants selected to the 2nd phase will have to diligently collaborate to in the following steps that will be taken after closing the competition:

- Signature of a Declaration of Honour (see point 6.8) which can be downloaded from the Competition website (applicable to Winners only).
- Signature of the Scaleup Service Agreement agreement (applicable to Winners only).
- Collaborate with the Business Development & Innovation team of EIT Manufacturing during the delivery of “growth package” support services.
- Within one month from the end of the Service Agreement or by no later than January 10th, 2025, whichever date comes first: signature of a Support Review Document (SRD) confirming:
 - i. the length and type of services provided by the Business Development & Innovation team of EIT Manufacturing and how such services contributed to the startup growth.
 - ii. the amount, type and source of financing received by the startup during the support period.

The template of such Support Review Document will be provided in due time by the Business Development & Innovation team and shall be signed by a legal representative of the startup.

6. Other terms and Conditions

6.1 Communication, Dissemination, Visibility of funding

Prize winners must promote the prize and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner. Communication activities related to the prize (including media interviews, press statements, presentations, etc., in electronic form, via traditional or social media, etc.), and display the EIT Manufacturing East logo (emblem) and text. The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EIT Manufacturing East support. When displayed in association with other logos (e.g. of winners or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of these obligations, the winners may use the emblem without first obtaining approval from EIT Manufacturing East. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means. Any communication or dissemination activity related to the prize must use factually accurate information.

As a subsidiary of EIT Manufacturing, EIT Manufacturing East is coordinating the communication efforts surrounding this competition. EIT Manufacturing and its subsidiaries may use, for their communication and publicising activities, information relating to the prize, as well as photos or audio-visual material that they receive from the applicants (including in electronic form), and photos and videos taken either in preparation of the award ceremony or during the award ceremony. EIT Manufacturing will publish the name of both the finalist/s and the selected applicants, their origin, the amount of the prize and its nature and purpose.

6.2 Intellectual Property Rights

Participants retain full and exclusive ownership of their prior information and intellectual property rights. By submitting their application, participants affirm that

they hold ownership or have legally secured the right to use all elements of the innovative product or service. Participants agree to indemnify and hold harmless EIT Manufacturing, EIT Manufacturing East and/or any assignee or affiliate from any third-party allegations or claims of intellectual property rights infringement by the product or service of participants.

Participants shall have the right to further develop, use and license their intellectual property rights for creating, making, marketing and distributing products, services and technology.

Participants also agree to respect the [EIT Manufacturing IP Policy](#).

6.3 Right to activate audits

EIT Manufacturing East retains the right to activate an audit on “IndustryUp 2024” prize winners, in case of alerts and/or to confirm governance and proper usage of the financial prize.

EIT Manufacturing East keeps the right to request any data related to the “IndustryUp 2024” prize winners during 5 years after completion to ensure transparency and allow monitoring from EIT.

6.4 Withdrawal of the prize

EIT Manufacturing East may withdraw the prize after its award, if it finds out that:

- false information, fraud or corruption was used to obtain it; or
- the prize winners were not eligible or should have been excluded or – the prize winners are in serious breach of their obligations under the Guidelines reported in this document.

6.5 Data protection

The application submission and evaluation process will be done via [SUBMITTABLE](#), an online Submission Management System by “Submittable Holdings Inc”. The SUBMITTABLE tool is managed by EIT Manufacturing.

EIT Manufacturing East, being a subsidiary of EIT Manufacturing, ensures that any processing of personal data shall be performed in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and in accordance with Directive 95/46/EC (General Data Protection Regulation). As a data subject you have the right of access, the right to rectification, the right to erasure, the right to restrict processing, the right to data portability, the right to object and the right not to be subject to a decision based solely on automated processing.

The collected personal data will be used solely for the procedure and assessment of the applications and the management, completion, organization, dissemination of information and publicity of the Competition. The data controller is EIT Manufacturing East and/or EIT Manufacturing.

Personal data shall be deleted 5 years after the announcement of the Competition winners.

Participants have the possibility to indicate that EIT Manufacturing East may grant access to parts of their submission to trusted investors and partners.

YOUR CONSENT TO THE USE OF SUBMITTABLE AS SUBMISSION AND EVALUATION TOOL: By submitting your application within this challenge you implicitly state your consent to the [Terms and Conditions](#) as well as the [Privacy policy](#) of the Submission Management System SUBMITTABLE.

YOUR CONSENT TO THE USE OF PERSONAL DATA: By submitting your application within this competition you consent that EIT Manufacturing will collect, transfer, process, store and delete your data in accordance with the aforementioned conditions.

If you have a question about personal data processing or want to exercise your data subject rights, you can contact our external Data Protection Officer at clever data GmbH: kurt.berthold@cleverdata.at.

For further information, please refer to the [GDPR policy of EIT Manufacturing East](#).

6.6 Acceptance of the Guidelines

By submitting the application form, the participant agrees to these Guidelines and its Annexes, which form part of the submission. Participants agree that they have no legal entitlement to a prize.

EIT Manufacturing East reserves the right to make reasonable amendments to these Guidelines. Amendments and additions to these Guidelines shall be valid only if communicated in writing or otherwise made available to the participants on the [call page of the EIT Manufacturing website](#).

EIT Manufacturing East also reserves the right to cancel or declare the Competition unsuccessful provided all applicants are informed and sufficient justification is given (for example no applications received, or all applications do not pass the default thresholds).

6.7 Confidentiality

EIT Manufacturing East has a data sharing agreement with EIT Manufacturing. EIT Manufacturing East undertakes to use any Confidential Information shared by the applicants solely for the purposes of the IndustryUp competition. Additionally, EIT Manufacturing East will share this information with EIT Manufacturing as part of the collaboration within the scope of the competition. Confidential information shall mean data and/or information that is proprietary to, or possessed by, the applicants and not generally known to the public, or that has not yet been revealed whether in tangible or intangible form, whenever and however disclosed and might also be included in the application form. Confidential information must be expressly labelled as such in the application form.

Applicants agree that EIT Manufacturing East, EIT Manufacturing and its subsidiaries can disseminate, publish, and make use of non-confidential information regarding the call, to promote the activities of EIT Manufacturing or establish reports or other necessary documents for EIT.

The applicants agree that data and information in the application form not labelled as confidential may be disclosed in connection with the activities of EIT Manufacturing.

Considering the confidential nature of the data and information referred to above, EIT Manufacturing East also undertakes to (i) not disclose them in any way and in any

form, without prior written authorization of the company concerned; and (ii) not to use them for purposes other than those strictly necessary for participation in the IndustryUp Competition.

Confidential Information may be shared among EIT Manufacturing and its subsidiaries (e.g. ICs) solely for the purposes of the IndustryUp Competition Activity. EIT Manufacturing East undertakes to impose this confidentiality obligation on its employees and the employees of its subsidiaries and its collaborators, as well as on Rapporteurs and independent experts and all subjects who, by virtue of participating in the call for proposal as members of the Selection Committees or Jury, will take knowledge of or may have access to such confidential data and information.

6.8 Exclusion Criteria

Applicants will be excluded from participating in the call if they are in any of the situations of exclusion defined in [Article 136 of the EU Financial Regulation](#). All shortlisted applicants participating to the 2nd phase shall sign a Declaration of Honour to confirm that they respect the above-mentioned criteria at the application stage. All shortlisted applicants participating to the 2nd phase may be requested to provide relevant recent documentation substantiating the Declaration of Honour. Failure to provide adequate documentation may result in the exclusion of the applicants concerned.

6.9 Applicable Law

The present guidelines are governed by the applicable European Union laws (i.e. the EIT Regulation, the EU Financial Regulation and the Horizon Europe Regulation) and is complemented, where necessary, by the law of Austria. The applicants agree to observe the obligations set forth in the [\(Model\) Grant Agreement](#) signed between the EIT and EIT Manufacturing and particularly Articles 12 (conflict of interest), 13 (confidentiality and security), 14 (ethics), 17.2 (visibility), 18 (specific rules for carrying out action), 19 (information) and 20 (record-keeping). These obligations will also be mentioned in contracts to be signed if the application is successful.