

## GUIDE FOR APPLICANTS

# Third Open Call for participating to Gazelle Accelerator programme

Project full name:	Gazelle Accelerator
Call publication date:	6 <sup>th</sup> of April, 2021
Application submission deadline:	5 <sup>th</sup> of May, 2021
Expected duration:	4 weeks
More information:	<a href="http://eitmanufacturing.eu">http://eitmanufacturing.eu</a>

# Contents

<b>1. General information about the project.....</b>	<b>2</b>
<b>2. Expected contribution from the applicants.....</b>	<b>3</b>
2.1 Means of Submission .....	3
2.2 Language .....	3
2.3 Documentation Formats.....	3
2.4 Open Call Rules .....	3
2.5 Expected Contribution.....	3
2.5.1 Technical contribution .....	3
2.5.2 Financial contribution .....	5
2.6 Acceleration programme.....	6
<b>3. Eligibility and Funding information .....</b>	<b>9</b>
<b>4. Open Call submission .....</b>	<b>10</b>
4.1 Open Call Submission .....	10
4.1.1 Open Call publication .....	10
4.1.2 Application Preparation .....	10
<b>5. Application evaluation and selection criteria .....</b>	<b>11</b>

# 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 scaleups, by accelerating their international business and innovation capacities. Gazelle Accelerator aim to select in total 50 SMES, Start-ups and scaleups through 2 open calls in 2021.

Selected SMEs, Start-ups and Scaleups 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 Call 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 prepare for the business) in close collaboration with Business Creation teams within EIT Manufacturing
- **Tailored business creation services** by winning our pitch competition, where the three best companies, selected by a jury of experts; will receive dedicated business services to further boost their success.

EIT Manufacturing is a Knowledge Innovation Community (KIC) dedicated to manufacturing, including more than 50 European partners, industry, academics and RTOs, from 17 countries among which, Volkswagen, Whirpool, Volvo, Philips, SANDVIK, Avioaero, ITPAero, KUKA, SIEMENS.

More information at: <http://eitmanufacturing.eu>

## 2. Expected contribution from the applicants

### 2.1 Means of Submission

The EIT Manufacturing platform will be the entry point for all Open Call 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.

### 2.5 Expected Contribution

#### 2.5.1 Technical contribution

The project asks for contributions that propose innovative technology solutions to answer the Use Cases that are defined by industrial end-users on Gazelle Accelerator's survey.

Gazelle Accelerator open its third Call to technologies and its Use Cases, which originate from first Gazelle Accelerator survey run on February 2020 and technologies of interest by end-users until March 2021. This

survey measured the needs and challenges of the manufacturing companies regarding organizational and digital technologies and their use cases.

Uses cases have been identified from the following technology capability areas:

- Analytics and A.I.
- Internet of Things platforms
- Simulation and Augmented/Virtual reality
- Collaborative and mobile industrial robots
- Agile Manufacturing applications

The identified Use Cases by Gazelle Accelerator can be found below.

Technology Area:	Use cases of technology
Analytics and A.I.	Inventory and parts optimization
	Predictive maintenance
	Real-time re-planning (including MRP and factory scheduling)
	Logistics network and warehouse optimization
	Workforce productivity and efficiency
Internet of Things platforms	Real-time products/“digital twins” performance management
	Utility and energy management
	Production process performance tracking and remote factory monitoring
	Creating and running manufacturing applications
	Real-time asset (equipment, fleet) performance management
Simulation and Augmented/Virtual reality	Remote control of industrial robots using augmented/virtual reality
	Use of augmented reality (e.g., google glass) for support of works tasks by providing information and advice
	Simulation techniques to organize factory layout and production flow
Collaborative and mobile industrial robots	Collaborating industrial robots for manufacturing processes (e.g. welding, painting, cutting)
	Collaborating industrial robots for handling processes (e.g. depositing, assembling, sorting, packing processes)
	Industrial robots for inspections/quality control
	Mobile industrial robots for warehouse management
Agile Manufacturing applications	Process visibility apps and substitute of physical whiteboards with digital dashboards
	Replacement of paper-work instructions, procedures with interactive work instructions

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 the following fees in return of the participation of the SMEs, Start-ups and Scaleups into the programme.

These fees will be applied after the evaluation of the Call of Interest, and once the SMEs, Start-ups and Scaleups are invited to participate into the acceleration programme.

A formal agreement will be signed between Gazelle Accelerator's business owner(s) and the SMEs, start-ups and scaleups.

### 2.5.2.1 Participation fee

Selected SMEs, Start-ups and Scaleups are requested a **participation fee of 60€** for their participation on the acceleration programme described in the next session.

This participation fee will contribute to the Financial Sustainability of the EIT Manufacturing.

### 2.5.2.2 Success fee

It refers to Success fees to EIT Manufacturing and Gazelle Accelerator in case of successful Exploitation of Results, meaning the successful access-to-market deals (exploitation contracts: POC or implementation contracts), and/or, access-to-finance deals (exploitation contracts: private and/or public fundraising contracts).

SMEs, start-ups and scaleups that, through the activities of the accelerator programme; conclude exploitation contracts with clients, investors or partners, will provide a fix rate or percentage of the deal to Gazelle Accelerator consortium.

The following mechanisms are set considering the type of exploitation contract:

#### 1. Success fee by SME/Start-up for access-to-finance

It refers to a fix success fee depending of the investment attracted; up to 500k € or more than 500k €.

The following rates apply:

- For 2021, a success fee of 5 000 € is applied for investment up to 500 000,00 €
- For 2021, a success fee of 7 500 € is applied for investment more than 500 000,00 €

#### 2. Success fee % by SME/Start-up for access-to-market

It refers to a percentage of the deal depending on the type of exploitation contract, POC (proof of concept) and/or implementation contract.

- For 2021, a success fee of 5% is applied per POC
- For 2021, a success fee of 5% is applied per implementation contract

## 2.6 Acceleration programme

This acceleration program starts by a business and coaching matchmaking event which will take place online from May 31<sup>st</sup> to June 28<sup>th</sup>, 2021.

The selected SMEs, start-ups and scaleups will participate in an acceleration programme which is structured around 6 successive actions: Inform, support, create new value chains, B2B, Finance and Follow up.

Programme event is composed of the following sessions:

### a. Community Booster Online Camp Days – 31<sup>st</sup> May to June 21<sup>st</sup>, 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: Tuesday, June 1<sup>st</sup>, 2021 - AM
- Access to Finance (A2F) training: Wednesday, June 2<sup>nd</sup>, 2021 - AM
- New value chain creation sessions:
  - Session 1: Brainstorming session, Tuesday, June 1<sup>st</sup>, 2021 - PM
  - Session 2: Work session and value chain creation, Wednesday, June 2<sup>nd</sup>, 2021 - PM
- First A2M and A2F pitch materials to be sent by June 7<sup>th</sup>, 2021 (for evaluation by coaches)
- Coaching sessions: From Monday June 14<sup>th</sup> to Wednesday June 16<sup>th</sup>, 2021
- Second A2M pitch material to be sent by 21<sup>st</sup> June, 2021
- Second A2F pitch material to be sent by 27<sup>th</sup> June, 2021

### b. Roadshow Days – June 24<sup>th</sup> and June 25<sup>th</sup>, 2021

- **Roadshow Day 1: Online pitch competition - Thursday June 24<sup>th</sup>, 2021**

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 4 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 competition, will gain a tailored made support service on business development by external experts depending on their needs.

**- Roadshow Day 2: Business-to-Business Day - Friday June 25<sup>th</sup>, 2021**

Roadshow Day 1 will be attended as well by the end users that interested for the offer of solutions developed by Innovative SMEs, Start-ups and Scaleups in answer of the identified needs. At the end of pitch competition and after the presentations they will know about the solutions that they interested to implement and the companies that interested to collaborate. Before and after each cluster 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 - Monday June 28<sup>th</sup>, 2021**

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. Each company will have approximately 5 minutes for its presentation, followed by a 5 minutes round of Q&A.
- 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 H2020 conditions to be eligible for funding in order to be considered eligible for the Gazelle Accelerator programme (see: [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm)).

Participants should be considered as:

- SME: Based on the definition provided by European Commission in [http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](http://ec.europa.eu/growth/smes/business-friendly-environment/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
  - Are businesses 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.

# 4. Open Call submission

## 4.1 Open Call Submission

The Open Call submission will follow the steps that are listed in this section

### 4.1.1 Open Call publication

Each open call will be published on the dates shown in table in the beginning of the document.

Each open call will be supported by:

- Open Call text and Guidelines for Applicants, this document
- Application Template, a word application form, available at EIT Manufacturing platform
- Application submission Template, an online application form, accessible at EIT M platform

### 4.1.2 Application Preparation

Please follow the steps:

1. For the application preparation, the applicants are requested to apply online in the EIT Manufacturing portal. They will be required to answer some fields related to the application and submit the application form, in the template provided by Gazelle Accelerator consortium.
2. Applicants that do not accept the terms and conditions 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 [rodriguez@aerospace-valley.com](mailto:rodriguez@aerospace-valley.com) and/or [zoga@lms.mech.upatras.gr](mailto:zoga@lms.mech.upatras.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 message as recorded by the submission system will be definitive.

## 5. Application evaluation and selection criteria

Only the eligible application (see section 3) are considered in evaluation and the evaluation process will be performed in two phases. In the first phase, the evaluators will review remotely each application according to the expected maturity of technology, level of fulfilment of the end user's requirements and applicants past experience. Each application will be evaluated by different members of the consortium according to expertise in the technology field or in the application area(s) and in business development. A second expert evaluate the application as well. Technical and business profiles will be mixed during the evaluation to get a complete view on the application.

The outcome of the first step will be a ranked list of around 25 applications based on the individual scores obtained by each application. Also, during a virtual consensus meeting between the partners, the most promising candidates will be identified based on the individual evaluations. 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:

<b>1. Alignment with the Use Cases (section 2)</b>	Weight: 20%	Comments
The project addresses the strategic topics in Technologies of the call and the Use Cases provided by the partners of the consortium. Is the proposed solution connected with the selected use case?	Score: ?/5 (Threshold 3/5)	
<b>2. Technological innovation and maturity (section 3)</b>	Weight: 25%	Comments
Technical quality of the solution (is the technical solution of the proposal innovative enough to be selected?) Is the proposed solution at least TRL 7? Please explain shortly reasons to give that particular grade.	Score: ?/5 (Threshold 3/5) 15%	
Is the solution described appropriately and in detail?	Score: ?/5 (Threshold 3/5) 10%	
<b>3. Description of Use case (section 4)</b>	Weight: 15%	Comments
Is the solution described appropriately in form of a use case at a client?	Score: ?/5 (Threshold 3/5) 15%	

<b>4. Go-to-market plan and growth potential (section 5 and 6)</b>	<b>Weight: 40%</b>	<b>Comments</b>
The market potential is quantified, and commercialization channels identified. Does the proposed solution have a better impact than the solutions in the market? Is the value proposition well described? Please explain reasons to give that grade.	Score: ?/5 (Threshold 3/5) 20%	
Has the proposed solution identified a Target market? Has the participant tried to get the solution on the market? If yes, is the solution now available on the market? Please explain reasons to give that grade.	Score: ?/5 (Threshold 3/5) 10%	
Age of business idea. Reviewing Section 5 and 6, how mature do you consider this solution? Please explain reasons to give that grade.	Score: ?/5 (Threshold 3/5) 10%	
<b>Remarks</b>		<b>Comments</b>
Ethical implications and compliance with applicable international, EU and national law.	Essential	
<b>OVERALL SCORE</b>	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.