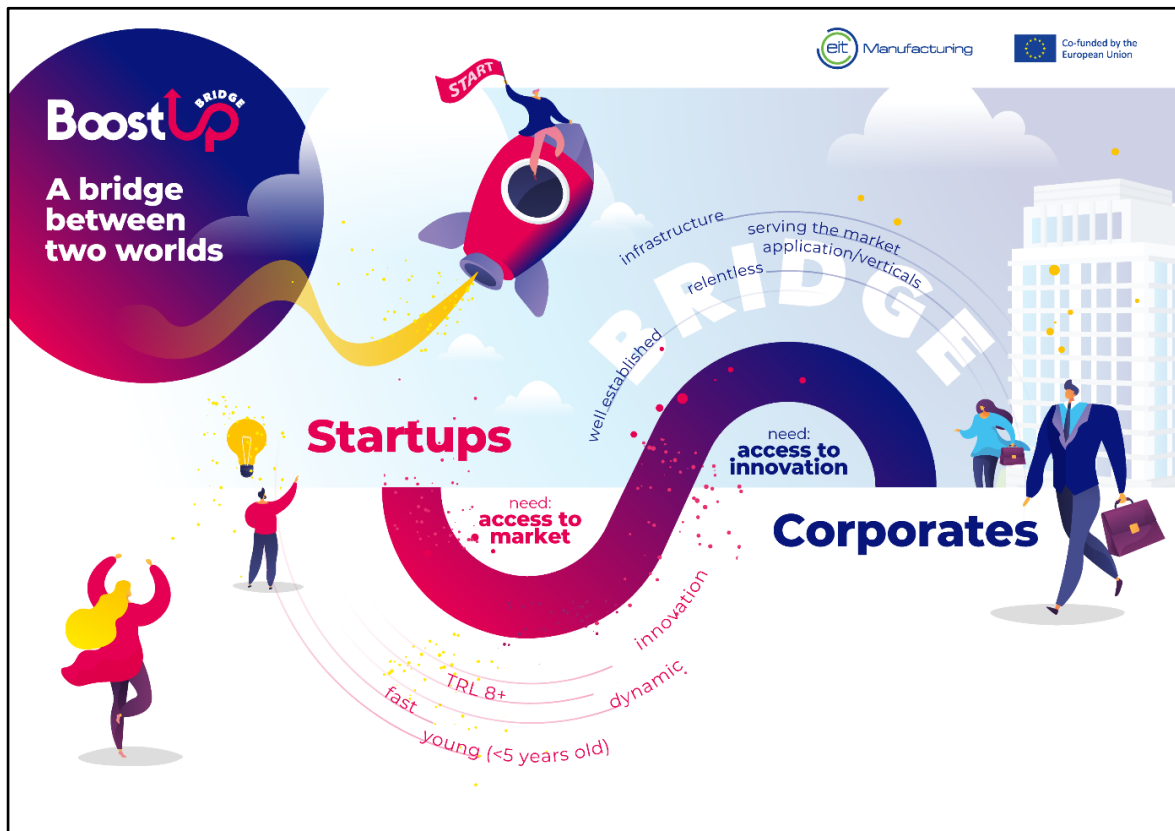


BoostUp! BRIDGE – 2021 edition

The Access to Market Competition of EIT Manufacturing

Guidelines, Processes, Rules and Regulations



A. Guidelines

EIT Manufacturing organizes an **Access to Market Competition** under the brand name “**BoostUp! BRIDGE** 2021 edition”, a pan-European innovation competition dedicated to developing solutions to industrial challenges under the thematic area (EIT Manufacturing flagship): “Low Environmental Footprint Systems & Circular Economy for Green Manufacturing.”

The competition is dedicated to startups and scaleups (hereinafter referred to as “startup” or “startups”) with products and solutions of [Technology Readiness Level](#) (TRL) 8 and higher which aim to address specific industrial challenges submitted by large corporates. More details on the challenges are available at [this link](#).

Startups must be registered in the EU or a [Horizon Europe](#) associated country. Startups that have applied to previous EIT Manufacturing BoostUp! competitions are eligible to participate; however, BoostUp! RIS 2021 competition winners are excluded. Eligible startups shall have established their legal entity in 2016 or later and with cumulative commercial revenues of 5 million EUR or less (grants and royalties excluded).

The official language of the competition is English (i.e., all submission material must be submitted in English and applicants must pitch in English) in the event that they will be selected for participation in the final event.

B. The Application, Selection & Award Process

BoostUp! BRIDGE will award prizes to support the implementation of solutions to industrial challenges. Third-party jury members will select the winning solutions from amongst the project proposals submitted by applicants.

The selection process of the finalists of the **BoostUp! BRIDGE** competition is comprised of four steps.

Step 1: CHALLENGES from industrial corporates

EIT Manufacturing has engaged with their industrial partners in order to identify industrial challenges aimed at addressing specific manufacturing pain points under the flagship “Low Environmental Footprint Systems & Circular Economy for Green Manufacturing”. The following challenges were submitted:

	Corporate	Title	Short description of the industrial challenge
1	WHIRLPOOL EMEA	Net Zero Operations	Designing and implementing a process to measure and drive the energy efficiency and performance of a painting process line at the industrial plant in Biandronno, Italy.

2	VOESTALPINE	Measuring & Modelling CO ₂ Emissions	Measuring and Modelling CO ₂ emissions of direct material suppliers (from cradle to gate, including recycling).
3	EROSKI	Optimizing product shelf life	Implementation of an AI driven solution to model, analyze and optimize the shelf life of products

Table 1- List and short description of industrial challenges

Participants to the **BoostUp! BRIDGE** program will have the chance to submit a solution to address one or more challenges. The winning solution will be implemented with the corporate industrial partner during 2022.

Step 2: TECH BRICKS, submission of Expressions of Interest to participate in the competition

Startups are invited to submit a formal Expression of Interest (EOI) to participate in the **BoostUp! BRIDGE** program, 2021 edition. All Expressions of Interest shall be submitted in English in the Submittable platform ([link here](#)) – no paper submissions will be considered.

If a startup is interested in addressing more than one challenge, multiple EOIs should be submitted. However, only one EOI per startup shall be accepted for each challenge.

An EOI shall be considered eligible if all of the following criteria are met:

- submitted by a startup registered in the EU or in a Horizon Europe associated country who established their legal entity in 2016 or later and has cumulative commercial revenues of 5 million EUR or less (grants and royalties are excluded);
- which is offering products, services and systems of a high technology maturity level: [Technology Readiness Level](#) (TRL) 8 – system complete and qualified – or higher shall have been achieved. TRL7 solutions (system prototype demonstration in operational environment) will only be accepted along with a committed roadmap to achieving TRL8 by September 2021;
- the startup has clearly defined the advantages of adopting their technology or solution for each challenge.

Please note, per above, that BoostUp! RIS 2021 winners are not eligible to apply.

Non-eligible EOI submissions will be excluded from the competition.

Expressions of Interest will be accepted until 6 September 2021, 12:00 CEST. Only EOIs submitted through the [online Submittable link](#) and before the aforementioned 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.

Step 3: CONNECT startups and corporates, solution submissions and finalists selection for the BoostUp! BRIDGE 2021 edition finale

During the week commencing 6 September 2021, EIT Manufacturing will host **dedicated workshops on each challenge**. The purpose of such workshops is for the corporate presenting the challenge to share further details and interact with startups. Only startups, which submitted an eligible EOI in step 2, will be invited to join such workshops. Note that corporates who have submitted the industrial challenges may require the signature of a Non-Disclosure Agreement to participate in the workshop relative to their challenge.

Following the workshops, **startups are invited (alone or teaming up with other startups) to design and submit their solution proposals**, which shall include a detailed project plan highlighting the principal workstreams. A template form for detailing the project plan will be provided by EIT Manufacturing. Project proposals must be received no later than 8 October 2021. 12:00 CEST. Submissions will be accepted only through the web portal, provided by EIT Manufacturing, from those that attended the workshops.

Each eligible submitted application will be evaluated by an independent third-party jury of industry and technology experts coming from a diversity of European countries, nominated by the organizer and including a representative of the corporate presenting the challenge. Jury members will individually rate each application according to specific assessment criteria. Based on the collective results of the individual assessments, a deliberation meeting will be held to decide which applicants will be invited to pitch during the **BoostUp! BRIDGE** finale event.

The selection in each challenge will focus on the following main assessment criteria:

Assessment criterion	Weight	Description
Solution scalability	25%	Innovativeness of the solution and its scalability potential in other industrial sectors and processes
Value proposition	20%	Quality and effectiveness of the proposal in addressing the challenge
Expected financial/business impact	20%	Financial impact of the solution and/or business development potential
Team Project Management capabilities	15%	Experience and competences in managing technology integration projects
Risk assessment and risk mitigation	10%	Identified risks and relative mitigation actions
General impression (quality and impact)	10%	General impression of the project pitch

Table 2- Table of Assessment Criteria

The evaluation and selection process of all submitted project proposals in the EIT Manufacturing **BoostUp! BRIDGE** pitching competition is designed to create an open, accountable, multi-step selection process based solely on the merit of the submitted applications. All solution submissions shall receive the same opportunity. No quotas shall be established.

Step 4: Participation at the *BoostUp! BRIDGE* Finale – 2021 edition

Invited teams will pitch/present during the *BoostUp! BRIDGE* finale, which will take place on 18 October 2021, during the World Manufacturing Foundation (WMF) World Manufacturing Week in Italy. Due to the evolving COVID-19 restrictions, the format of the event (entirely virtual, hybrid, or in person) has yet to be decided. A decision on the format will be taken by mid-September 2021.

The full agenda will be made available on EIT Manufacturing’s BoostUp! competition website (<https://events.eitmanufacturing.eu/boostup/>) as the event approaches. It is the participants’ responsibility to keep track of announcements and information on the website. All pre-selected finalists will also receive an email with the detailed timing of the final pitching competition sessions prior to the event.

Following the pitches of selected solutions for each challenge, an expert jury will decide on the final ranking according to the following review process:

For each criterion (see the Table of Assessment Criteria above), the assessment will be made with a score on a scale from 1 to 5:

<i>Score</i>	<i>Description</i>
1. POOR	criterion is inadequately addressed or there are serious inherent weaknesses
2. BELOW AVERAGE	the proposal broadly addresses the criterion, but there are significant weaknesses
3. AVERAGE	the proposal addresses the criterion well, but a number of shortcomings are present
4. GOOD	the proposal addresses the criterion very well, but a small number of shortcomings are present
5. OUTSTANDING	the proposal successfully addresses all relevant aspects of the criterion, any shortcoming is minor

Table 3 - Scoring

After individual assessments, the jury will convene in a deliberation meeting to rank the participants and select the winners. Following this, a list of the winners will be publicly announced.

Step 5: Awarding of prizes

The winners will receive the following awards:

1. Winning solutions will receive a **financial prize of up to 50k EUR** towards the implementation of the project with the corporate (to be completed by the end of 2022). The following conditions apply:
 - **A prize of up to 50k EUR will be awarded to each solution to support its implementation;** the split of costs of all required activities among the startups in the team shall be defined

within the project submission and the prize shall be distributed by EIT Manufacturing accordingly; however, further conditions apply:

- Notwithstanding any financial prize awarded to startups of winning teams, and although each startup can apply to more than one challenge and be part of more than one team project, **the cumulative financial contribution that a single startup can receive from EIT Manufacturing participating in *BoostUp! BRIDGE* is capped to a maximum of 60k EUR.**
2. Startups in teams of winning projects will also receive a **“growth package” of dedicated business support services** for four (4) months provided by the EIT Manufacturing Business Creation team and based on the company’s individual needs. Such services could include business development support, communication & marketing coaching, access to market, and access to finance.
 3. All winning projects and related startups will enjoy **visibility and international publicity** through EIT Manufacturing’s communication channels.

The process related to the distribution of the financial prize, towards the implementation of the solution as noted in point 1 above, is as follows:

- a) The winners must review and submit a detailed project plan, highlighting all workstreams (description, due date, workstream owner, resources needed) to the EIT Manufacturing Business Creation team by 8 November 2021, 12:00 CET. A template form and instructions will be provided by EIT Manufacturing and will include a cost estimation of each workstream.
- b) By no later than 19 November 2021, a dedicated workshop will be scheduled between the winning team, representatives from the sponsoring corporate, and Business Creation team representatives to converge on a master project plan.
- c) Pending consensual agreement of all involved parties on the master project plan, EIT Manufacturing will release the funds to the startups of the winning team before 31 December 2021.

IMPORTANT NOTES:

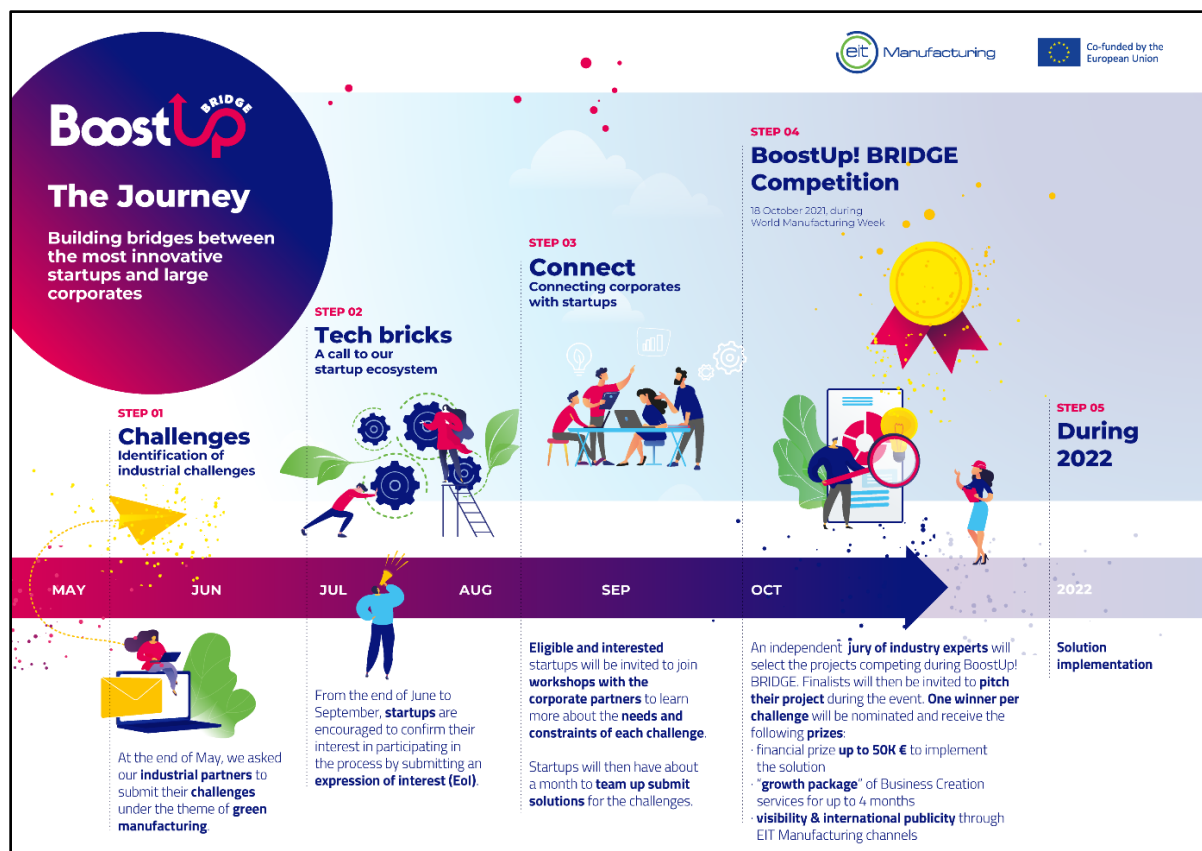
1. The release of funds is also subject to each startup of winning teams submitting a bank certificate (with details of bank account) and a certificate of tax compliance by no later than 19 November 2021 – see also section D below for further details. Failure to do so may result in EIT Manufacturing withdrawing the prize award.
2. In the event that the winning team fails to implement the solution by 31 December 2022, EIT Manufacturing is entitled to request that the startup(s) of the winning team to return the funds that they received.

C. Summary of key BoostUp! BRIDGE Milestones

All winning solutions will be implemented by startups and corporates in 2022.

Milestone	Due Date
Submission of Expressions of Interest	6 September 2021, 12:00 CET
Workshops with corporates	During the week commencing 6 September 2021
Solutions proposal submission	8 October 2021 12:00 CET
BoostUp! BRIDGE Finale – 2021 edition	18 October 2021
WINNING TEAMS: submission of a detailed project plan	8 November 2021, 12:00 CET
Workshop of winning teams with corporates	By no later than 19 November 2021
Winning prize release	By 31 December 2021
Solution implementation at corporates	From 1 January 2022 to 31 December 2022

Table 4 - BoostUp! Bridge program milestones (2021 edition)



D. Financial sustainability mechanism

EIT Manufacturing is committed to supporting the best ideas and solutions with the highest potential to generate an impact in the manufacturing value chain as well as to developing its financial sustainability strategy as mandated by EIT, the European Institute of Innovation and Technology.

With regards to **BoostUp! BRIDGE**, EIT Manufacturing will explore with the winning team the possibility of implementing a financial sustainability mechanism based on a mutually agreed revenue sharing model for up to 5 years on the new business generated between the corporate and the startups.

E. Rules and Regulations

1. Monitoring and Control related to the **Boost Up! BRIDGE** project financing

Control / Compliance before paying out the project financing: Before EIT Manufacturing wires the agreed financial prize, the startup(s) that is/are part of the winning teams must prove bank and fiscal documents showing that they are clean and have no pending issues with their local administrations and/or authorities. They must provide a “declaration of honor” stating that they have no issue that might impact EIT Manufacturing’s reputation. In case of identified issues, the award (the growth package and the project funding) will be cancelled.

Reporting: winners must report two (2) months after final receipt of Business Creation support from EIT Manufacturing. This reporting must confirm that they received the “growth package” prize.

In addition, the winning team shall provide regular updates on the project implementation plan:

- status of implementation of each workstream in the project plan
- description of any deviation to the original plan and agreed contingency plan (if applicable)
- approval of any deviation by the corporate where the project will be implemented

Right to activate audits: EIT Manufacturing retains the right to activate an audit on startups from **BoostUp! BRIDGE** winning projects, in case of alerts and/or to confirm governance and proper usage of the funds.

2. Intellectual Property and Publication 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 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. However, in case no other Financial Sustainability mechanism was set between EIT Manufacturing and the companies of the winning teams (Section D of this document), then the exploitation of the IP rights of companies of the winning teams resulting or generated from the execution of **BoostUp! BRIDGE** will be subject to EIT Manufacturing granting a right to the company to exploit the IP rights in exchange for a reasonable and fair consideration.

By submitting their application, participants agree to the possible inclusion of their product or service in any media coverage by EIT Manufacturing and its partners, such as press releases or publications. Also, all winners and finalists agree that their personal data, such as their names and affiliations, pictures, videos, and sounds may be used for such purposes by EIT Manufacturing and its partners. Please also refer to the provisions reported in the following section.

3. Data protection

The sole purpose of the collection of data is to verify the eligibility of the submitted products or services and to identify the best projects/companies within each category. Participants will provide name, postal address, email address and telephone number ("personal data") only for the purposes related to execution of the competition. EIT Manufacturing will process the submitted material according to the European General Data Protection Regulation (GDPR). Personal data shall be deleted six months after the announcement of the competition winners.

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

The application submission and evaluation process will be done via [Submittable](#), an online submission management tool by Submittable Holdings, Inc.

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 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.

4. Acceptance of Rules and Regulations

By submitting the Expression of Interest form and the Solution Proposal form, participants agree to the Rules and Regulations, which form part of the submissions. Participants agree that they have no legal entitlement to any prize.

EIT Manufacturing reserves the right to make reasonable amendments to these Rules and Regulations. Amendments and additions to these Rules and Regulations shall be valid only if communicated in writing or otherwise made available to the participants.

Any deviation from these Rules and Regulations can only be made in writing and signed by an authorized representative of EIT Manufacturing and the participant.

These Rules and Regulations are governed by the laws of France.

Any disagreement or dispute which may arise in connection with these Rules and Regulations which cannot be settled amicably will be brought before the courts in Paris, France. To the maximum extent permitted by law, under no circumstances and under no legal theory whether in tort (including negligence) contract otherwise shall EIT Manufacturing, any of its Co-Location Centers or affiliates be liable for any special indirect, punitive, incidental, or consequential damages, including loss of profit. The liability of EIT Manufacturing shall in any case be limited to 1,000 EUR.

5. Organizer

The EIT Manufacturing **BoostUp! BRIDGE** is organized by EIT Manufacturing. EIT Manufacturing is responsible for the central coordination of the event (which includes the pitching competition) in addition to coordinating the application and evaluation process.

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