

EIT Women Entrepreneurship and Leadership Programme

Rocket Up

Table of contents

1. General information about the programme
2. Activity description
3. Important dates
4. Eligibility criteria for applicants
5. Selection procedure and criteria
6. Financial Support and Financial Sustainability
7. Participant obligations
8. Ownership and Intellectual property
9. Personal data processing
10. Contact details

1. General information about the programme

The EIT was set up to power Europe's ability to innovate, to tackle major societal challenges with world-class solutions, create jobs and increase competitiveness. We will only achieve our mission if we mobilise women and men equally. Not only because it reflects the EU's core values - ensuring equality between women and men, but also because it delivers more ideas as women have different backgrounds, needs and experiences which bring new perspectives. Technology is changing the way we live, and we need our whole population engaged and contributing.

To help bridge the gap for the benefit of present societies and next generations, we need to increase the expansion of women-led start-ups across Europe. Gender balance in the entrepreneurial ecosystem has been historically poor with male founders accounting for most successful international companies. Women-led ventures normally find more difficulties than men in accessing new markets, connections, resources and attracting growth capital. In the Rocket-up programme, we give the selected start-ups the needed tools to achieving faster growth and internationalization. It connects women-led start-ups to an unparalleled network of mentors to nurture and support rapid growth and access to new markets.

It is time to empower more women to take on major positions and become the future leaders and role models of the future.

The programme is an initiative of the European Institute of Innovation and Technology under Supernovas - the Women Entrepreneurship and Leadership Programme.

2. Activity description

Rocket-up is a 3-month programme that supports start-ups in accessing a new region or country by connecting them with mentors and networking opportunities all around EU. We scout and identify industry experts that can fulfil the needs of the selected start-ups, with the aim of helping the team access new markets, providing expert advice on the new ecosystem, connections to potential customers and soft-landing resources.

Through a needs and expectation assessment to the selected start-ups, we scout and identify the best industry experts inside and outside the EIT community which can fulfil them. A pool of three mentors from the entrepreneurial ecosystem, company leaders and market experts, are personally matched, making up an 'Internationalization squad'.

The squad will be composed by a member of the respective EIT Community Co-Location Centre (CLC) and external experts on business and product development. Once the mentors are selected, the objectives of the sessions are defined as required. Each expert will provide a total of 12 to 15 hours of mentoring to the start-up during the programme. The aim will be to support the start-up accessing a new market, providing expert advice on the new ecosystem, connections to potential customers, partners, investors, among others and soft-landing resources.

As part of the mentoring, together with the internationalization squad, the team will prepare an 'organized mission' to the target city, region, or country. Visits and introductions with potential stakeholders will be organized and coordinated, so the start-up team can get to know the selected market.

On the other hand, the EIT team will provide four online modules with internationalization related subjects. The modules will include high quality female speakers which are experts in entrepreneurship, investment, and technology. In the events the ventures will have the opportunity for networking and connection with other entrepreneurial women.

Finally, we will also give access to other EIT funding opportunities as to be considered for equity financing.

3. Important dates

The Programme will be held on from September to November 2022. It is organized around the following dates:

Stage of the call	Date
Call opens	23 th May 2022
Call closes	19 th June 2022
1st phase: evaluation of applications Announcement of phase 2 shortlist	24 th June 2022
2nd phase: online interview	29 th June – 1 st July 2022
Communication of selected start-ups	4 th July 2022
Individual online call for needs assessment	11 th – 22 th July 2022
Programme Kick-off & Module 1	First week Sep. 2022
Module 2	First week Oct. 2022
Module 3	First week Nov. 2022
Programme Closure & Module 4	First week Dec. 2022
Mentoring sessions	Sep. – Dec 2022

4. Eligibility criteria for applicants

All applicants will have to comply with the following eligibility criteria:

- Start-up in Urban Mobility, Food or Manufacturing: we seek ventures with sustainable, scalable and highly innovative business models and defined as [SME](#) in relation with the focus areas of EIT Urban Mobility, EIT Food and/or EIT Manufacturing. These are:
 - EIT Urban Mobility: Active mobility, City logistics, Public realm, Future mobility, Mobility and energy.
 - EIT Food: Alternative proteins, Sustainable agriculture, Targeted nutrition, Sustainable aquaculture, Digital traceability, and Circular food systems.
 - EIT Manufacturing: Flexible production systems, Low environmental footprint systems & circular economy, Digital & collaborative solutions, and Human machine co-working.
- Female-led, which means:
 - The CEO is a woman, and/or
 - >50% of the founding members are women, and/or
 - >50% of the capital held by women founders at company creation (before entry of external investors)
- Product-market-fit: the start-up has successfully identified its target customer, has launched an operational product and it is creating retention.
- Based in EU: the start-up has a legal entity based in a member state of the European Union or [Horizon Europe associated countries](#).
- Wanting to internationalize: the start-up has the ambition of strong growth; has as next milestone to scale the business across borders.
- The start-up is not involved (as a start-up) in another acceleration or scale-up programme in the second half of 2022 from either EIT urban mobility, Food or Manufacturing.
- The start-up has no conflict of interests (ventures owned by EIT employees or members of EIT governing bodies and engagements in which EIT employees or members of EIT governing bodies have an interest are also excluded).

5. Selection procedure and criteria

The evaluation of proposals and fit with the defined challenges will be conducted in **two steps**:

1st phase – Online evaluation

The application is done through the Rocket-up Awards Platform link.

During the application all compulsory fields must be filled. Details about the application form, sections and required information are included in ANNEX 1 – Application form, sections and required information.

Remember: save and submit the pilot proposal before the call is closed. Only applications submitted before the call deadline will be evaluated.

Applications will first be reviewed online by a **panel composed by at least 3 evaluators**, members from EIT (Urban Mobility, Food or Manufacturing) Business Creation areas, with same weighting of scores.

Each evaluator will have to score each application based on **5 standardised criteria** for a maximum of 25 points. The sum of all scores will give the total score for a given applicant.

Evaluation criteria			Score
1	Product & Innovation	Cutting-edge technology and innovative business models that introduce a new and feasible service or product to the market. Creation of a patent or IP protection. Venture that addresses an EIT Urban Mobility, Food or Manufacturing focus area.	0-5
2	Team	Motivated and diverse team, with background experience and leadership. Stakeholders' relations: companies, investors, coaches and other partners.	0-5
3	Market	A realistic interpretation of market size, go to market strategies, competition, and differentiation of the product. Short- and long-term objectives, user attraction and retention and sound financial figures.	0-5
4	Impact & Sustainability	Sustainable business models that generate long-term social and environmental benefits while creating economic profits, tackling a specific challenge area of the Sustainable Development Goals	0-5
5	Internationalization capacity	Potential to scale-up, a clear view of the market to be addressed, experience in other countries, allocated resources to internationalize and dedicated business development team.	0-5

Each evaluator underlines the strengths and weaknesses of the start-up and to understand better the potential opportunities and risks. They will rank each criterion according to the following guidelines:

Score	Guidelines	
0	<i>None</i>	The information requested is missing or incomplete
1	<i>Very poor</i>	The information provided is considered irrelevant or inadequate compared to the specific call provisions
2	<i>Poor</i>	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions
3	<i>Fair</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 perfectly suitable and outstanding in its details, clarity and coherence, compared to the specific call provisions

The top 20 ranked applications will qualify to phase 2 – live pitch.

2nd phase – Online interview

The candidates will be invited for a 20-minute video call with a **panel composed by 3 or 4 jury members** from the EIT (Urban Mobility, Food or Manufacturing) – Business Creation areas.

The call will be structured in a 5–minute pitch and 3-5 jury questions afterwards.

The pitch must focus on the objective of the call, which is for the evaluators to understand better their business, its customer, motivation, objectives, and goals. Also, to acknowledge the company sales strategy and internationalization plans. The jury members will, in addition, verify that the programme fits with the company’s development plan.

The final selection of the start-ups will be agreed by the jury members in a consensus meeting, where they rank each start-up following the same standards and structure of the evaluation criteria and guidelines of the 1st phase.

The programme will select **10 startups**. The score given in phase 1 is not considered.

Communication of results

Results will be communicated to the email of the start-up representative. *Note: Please, check your junk folder.*

Phase 1 results will include a rejection letter or invitation letter to phase 2 of the evaluation process and the scores obtained for each evaluation criteria as well as overall cut-off threshold.

Phase 2 results will include a rejection letter or invitation letter to the programme according to the decision taken in the consensus meeting, together with the scores obtained for each evaluation criteria as well as overall cut-off threshold.

Individual scores and comments made by evaluators will remain confidential. There is no appeal process.

6. Financial Support and Financial Sustainability

The parties involved in this project will not receive direct financial support. Nevertheless, the start-up receives hand-picked mentors to suit its needs, covers between 25 and 35 hours of mentoring and 4 online modules with expert sessions on specific internationalization topics, and finally a mission to the target market is organized for the start-up to meet potential stakeholders and familiarise itself with the city/ies.

The programme is a free-equity activity. Nonetheless, some financial sustainability mechanisms can be expected, as success fees. Each EIT Community has its own finance return system.

7. Participant obligations

Selected start-ups will have to diligently collaborate to:

- Define mentoring objectives and structure of sessions with the mentors.
- Attend, be on time and participate actively in the 4 modules and the mentoring sessions.
- Provide the documents required for reporting purposes of the activity towards EIT.
- Be a positive ambassador for the programme and participate in the follow up questionnaires proposed by EIT during the year following participation in the programme.

8. Ownership and intellectual property

The applications submitted to EIT are handled confidentially. Everybody that reads the applications during the review process is bound by confidentiality agreements.

Applicants retain full and exclusive ownership of their intellectual property rights.

The organizers and their authorized representatives in the programme undertake to ensure the confidentiality of the ideas and projects presented throughout the programme.

9. Personal data processing

The sole purpose of the collection of data is to verify the eligibility of the submitted applications and to identify the best companies. Participants will provide name, postal address, and email address ("personal data") only for the purposes related to execution of the call. EIT Urban Mobility will process the submitted material according to the European General Data Protection Regulation (GDPR).

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

The application submission and evaluation process will be done via an online submission management tool by Awards Platform.

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 EIT Urban Mobility](#).

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

10. Contact details

In case of any questions or inquiries please contact celeste.regla@eiturbanmobility.eu.

ANNEX 1 – Application form, sections and required information.

Section 0: General information	
Item	Description
Startup	Enter the startup name.
Incorporation date	Indicate the incorporation date of your startup.
Country	Select the country from your start-up.
Web	Enter the start-up website address
Pitch Deck	<p>Upload your pitch deck. Pitch Decks are expected to cover the following content:</p> <ul style="list-style-type: none"> • The problem you are solving (and for whom) • Your innovative solution (ideally with evidence of product-market-fit), its degree of innovativeness and stage of development (MVP, prototype, product launched) • Your market opportunity: market size, potential and scalability of your solution. • Business model, pricing, and go-to-market strategy • Partners and traction • Competition and USP (including IP & patents if any) • Financial projections • Funding needs and fit with the Call • Team <p>PDF format is preferred. Max. 15 slides</p>
Motivation	Explain why you want to enter in this programme and what do you expect to achieve.
Name and surname	Enter the name and surname of the start-up representative as main point of contact.
Email	Enter start-up representative email contact for official communications.
Last EIT programme	Select the programme from EIT where your start-up has participated and received support, if applies.
Contact source	Select the how did you hear about the programme.
SME as defined under the EU recommendation 2003/36.	Checkbox to confirm eligibility as a SME under EU definition.
Acceptance of T&C	Checkbox to confirm that applicants have read and accepted the Terms and Conditions for the call.

Acceptance of Privacy Policy from EIT Urban Mobility	Checkbox to confirm that applicants have read and accepted the Privacy Policy from EIT KIC Urban Mobility S.L. (EIT Urban Mobility) - AwardForce.
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Section 1: Product & Innovation		
Item	Description	Score
Solution	Short description of your product/service.	5
Innovativeness	Describe what makes you different. Incorporate here if you have any patent or IP protection.	
EIT Community	Select the community that best fits your start-up solution: Urban Mobility, Food or Manufacturing.	
EIT Focus Area	Select the focus area that best fits your start-up solution: <ul style="list-style-type: none"> EIT Urban Mobility: Active mobility, City logistics, Public realm, Future mobility, Mobility and Energy. EIT Food: Alternative proteins, Sustainable agriculture, Targeted nutrition, Sustainable aquaculture, Digital traceability, and Circular food systems. EIT Manufacturing: Flexible production systems, Low environmental footprint systems & circular economy, Digital & collaborative solutions and Human machine co-working. 	

Section 2: Team		
Item	Description	Score
Nº of Full-time equivalent (FTE)	Select how many FTEs are in your team.	5
Skills and experience	Describe the skills and experience of your team and provide LinkedIn profiles.	
Stakeholders	Describe your relations with investors, coaches, other companies, and partners.	

Section 3: Market		
Item	Description	Score
Target customer	Describe your customer segment, construct a specific use case, and identify the current challenges the customer is facing.	5
Market size	Introduce your market size in euros and describe how you calculate it.	

Competition and Unique selling proposition (USP)	Name your competition and target the specific reasons why your customer segment chooses you and what specific impact your solution will have in their business.	
Go to market strategy	Describe the strategy you use to reach your customer. Describe the channels and the pricing model used.	
Revenue	Introduce your start-up yearly revenues.	
Burn rate	Introduce your start-up monthly burn rate.	
Received investments	Describe the investments you have received and if you have participated in a capital round.	

Section 4: Impact & Sustainability		
Item	Description	Score
Environmental	Describe how your start-up lowers human's activity impact on the environment. You can consider air, water, soil and noise pollution, waste production, damage to ecosystems and loss of biodiversity, among others Sustainable Development Goals .	5
Social	Describe any significant or positive changes that solve or at least address social injustice and challenges. You can consider no poverty, good health and well-being, gender equality, decent work, reduce inequality, among others Sustainable Development Goals .	

Section 5: Internationalization Capacity		
Item	Description	Score
Target country or region	Explain which is your target market, why you want to expand there and the plan you want to follow to land your product/service there.	5
Scalability	Describe how your system is ready to handle growth and how you can adapt changing needs or patterns of users.	
Experience in other countries	Explain the start-up past experiences in other countries (if applicable), the team knowledge of the target market and other international experiences.	
Resources	Describe your business development / sales team and strategy (if applicable) and the resources you can address to internationalize your start-up once accepted in the programme.	