

# BoostUp<sup>↑</sup><sub>2023</sub>

Business Plan 2023 – 2025

EIT Manufacturing Competition

**BoostUp! 2023 – ISRAEL edition**

FINAL VERSION



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**Disclaimer:** this document provides the applicants with detailed information on the EIT Manufacturing Competition “BoostUp! 2023 – ISRAEL edition” of the EIT Manufacturing Business Plan 2023-2025. The information given is subject to revision, according to new potential rules or requirements provided by EIT and/or by the EC.

## 1. Call summary

Call for Proposals Main Features	
<b>Dates</b>	<p><b>Call opening:</b> March 14<sup>st</sup>, 2023, 12:00 AM CET (start of day)</p> <p><b>Call closing:</b> May 13<sup>th</sup>, 2023, 23:59 CET (end of day)</p> <p><b>Eligibility and admissibility check:</b> until May 20<sup>th</sup>, 2023</p> <p><b>1st phase: evaluation of proposals:</b> until June 20<sup>th</sup>, 2023</p> <p><b>Announcement of 2nd phase shortlist:</b> until June 30<sup>th</sup>, 2023</p> <p><b>2nd phase: live pitch session:</b> July 6<sup>th</sup>, 2023</p> <p><b>Communication of results:</b> 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 event.</p>
<b>Introduction</b>	<p>EIT Manufacturing launches the “BoostUp! 2023 – ISRAEL edition” call and Competition aimed at selecting and supporting mature Israeli startups ready to internationalise and scale up their business in Europe.</p> <p><b>Finalist startups</b> shortlisted from the 1st phase, will receive a “growth package” service support of up to four months duration that is offered by the Business Creation team of EIT Manufacturing.</p> <p><b>Winning startups</b> selected during the 2nd phase, will receive an exclusive invitation to join a 3-days matchmaking roadshow in</p>

	Italy and a prize award of up to 2,500 EUR to support their go-to-European-market strategy.
<b>Total budget allocated to this call</b>	15,000 EUR
<b>Link to the submission portal</b>	The submission platform will be available from March 14 <sup>st</sup> , 2023, 12:00 AM CET until the call closing date.
<b>List of documents to be submitted</b>	Application form available on the submission platform
<b>List of documents to take into consideration</b>	<ul style="list-style-type: none"> <li>• <a href="#">Horizon Europe (Model) Grant Agreement</a></li> <li>• <a href="#">EIT Manufacturing Strategic Agenda</a></li> <li>• Appeal procedure</li> </ul>
<b>Evaluation criteria</b>	<p><b><i>Evaluation criteria assessed by independent experts:</i></b></p> <ul style="list-style-type: none"> <li>• Excellence, novelty, and innovation</li> <li>• Impact and financial sustainability</li> <li>• Quality and efficiency of the implementation, including sound financial management</li> <li>• Strategic fit</li> </ul>

## 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.

Primary objectives of the Business Creation team of EIT Manufacturing in 2023-2025 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 newly created financing envelopes in our Create, Accelerate and Transform programmes. In this context, scouting and branding activities of Business Creation operations will be leveraged by continuing the BoostUp!-Competitions with a variety of themes in different European locations.

With **“BoostUp! 2023 – ISRAEL edition”** it is intended a call for mature Israeli startups. It is an instrument for the EIT Manufacturing to stimulate their ecosystem in order to scout and screen the most innovative solution providers. This is a continuation of BoostUp! activities in 2020, 2021 and 2022 and will further position the Business Creation pillar of EIT Manufacturing as key innovation support agent in Europe. The geographical focus on Israel is adapted to changing ecosystem needs, allowing engagement with the full manufacturing innovation ecosystem in Israel to detect best applicants award them. Business Development support and Financial support to third parties is also planned, with a total EIT budget for this call of up to 15,000 EUR available for financial prizes for the Winners, who are selected by a jury of independent experts. Proper use of financial support to third parties will be monitored by the Business Creation team.

## 3. Call specific conditions

### 3.1 Call thematic and expected results

#### PURPOSE

EIT Manufacturing organises the EIT Manufacturing Competition 2023 for Israel under the brand name “**BoostUp! 2023 – ISRAEL edition**”, a Competition for startups in the manufacturing sector with a geographical focus in Israel.

#### TOPIC DESCRIPTION

“**BoostUp! 2023 – ISRAEL edition**” is open to applications from Israeli startups with solutions in the realm of manufacturing technologies. In particular, **submissions need to fit one of the following EIT Manufacturing [focus areas](#) as well as the following seven technology domains:**

- ✓ Logistics Technologies
- ✓ Predictive and Preventive Maintenance
- ✓ Data analytics (A.I.) and Digital Twin
- ✓ Advanced Sensors (Industrial IoT)
- ✓ Connectivity and IoT Infrastructure
- ✓ Advanced Additive Manufacturing solutions
- ✓ Industrial Cybersecurity

#### APPLICANTS PROFILE

The applicants must meet the following conditions:

- the applying startup must be **registered in Israel and with headquarters in Israel**;
- applicants must prove **revenue traction** (i.e. 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, logo, company registration certificate;

- your company is NOT a Partner Member of EIT Manufacturing, a Linked Third Party of a Partner Member of EIT Manufacturing or an Activity Partner of EIT Manufacturing.

Startups that have been shortlisted for the 2nd phase of any edition of BoostUp! Competition that took place or will take place before the launch of the “BoostUp! 2023 – ISRAEL edition” call are NOT eligible.

### 3.2 Budget and funding

The total maximum EIT funding allocated to this call is 15,000 EUR.

Applicants compete for the following awards:

**Up to 12 finalist startups** shortlisted for the 2nd phase will be awarded with an exclusive “growth package” of dedicated Access-to-Market support services provided by the EIT Manufacturing Business Creation team and aimed at supporting their internationalisation strategy and deployment of their innovation.

In addition to the “growth package” award, the top 6 **winning startups** of the 2nd phase will be invited to a 3-days matchmaking roadshow in Italy, co-organized with the [Israel Economic Mission in Italy](#) | Ministry of Economy and Industry and will be introduced to potential end users of their offerings. Winners will also receive a monetary prize of up to 2,500 EUR.

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

### 3.3 Monitoring and Control related to “BoostUp! 2023 – ISRAEL edition” Financial Prize

#### CONTROL / COMPLIANCE BEFORE PAYING OUT THE FINANCIAL PRIZE

Before EIT Manufacturing awards the prize money, the winning companies must provide their banking and fiscal documentation. Additionally, they 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 winning applicants must sign a “Declaration of Honour” (see also point 6.8), which is annexed to these guidelines. If an issue is identified, EIT Manufacturing reserves the right to withdraw the award of the BoostUp prize.

### 3.4 Reporting

Prize Winners must report one (1) month after final completion of support from EIT Manufacturing. This reporting must confirm that they received the “growth package” prize.



## 4. Proposal 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 the applicants must pitch in English, in the event that he/she will be selected for participation in the final event).

The following documentation must be submitted by the applicants through the submission platform no later than the **call deadline May 13<sup>th</sup>, 2023, 23:59 CET**

- Application Form
- Company Pitch Deck in Microsoft PowerPoint format; such file will be used as supporting presentation in case the startup is shortlisted for the 2nd phase: the document must be tailored to a 4 minutes presentation and the following details shall be clearly outlined:
  - target markets and description of the main(s) applicative use case(s) addressed by the company offerings and technologies;
  - team and company organization;
  - existing business traction (i.e. recurring revenues from commercial activities);
  - business development plans (incl. financial aspects) and go-to-European-market strategy.
- Company logo in high quality graphic format (this will be used for the call promotional campaign)
- Company Registration Certificate

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.

#### 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 [business.creation@eitmanufacturing.eu](mailto:business.creation@eitmanufacturing.eu) and with email subject “BoostUp! 2023 – ISRAEL edition.

## 5. Proposal evaluation and selection process

### 5.1 Eligibility and admissibility check

A submission will be considered admissible if:

<b>Completeness</b>	The submission is completed, submitted in time and via the submission tool, in English, 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:

<b>Applicant profile</b>	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 setting out the outcome of the eligibility and admissibility check and explaining why the proposal failed to meet the criteria.

The applicant deemed ineligible who disputes the ineligibility decision, may appeal. This appeal must be made within 5 working days from the official EIT Manufacturing notification of ineligibility (see paragraph 5.4 and the document Appeal procedure linked to the call and available from the [Competition website](#)).

### 5.2 Evaluation of proposals

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

### 5.2.1 1st phase – evaluation of proposals

Applicants' submissions will first be reviewed online by a panel composed by 3 evaluators with same weighting of scores:

- one member from EIT Manufacturing – Business Creation 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 will be assessed 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>Bad</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 startup presents an innovative solution with potential of the product or service to improve manufacturing	The startup 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 startup contributes to the Competition areas	
Score	1 to 5	1 to 5	1 to 5	1 to 5	up to 20
Thresholds	3/5	3/5	3/5	3/5	12/20

The evaluators will assess each startup application. 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 evaluators will meet in a consensus meeting chaired by a rapporteur, to discuss and build an agreement. The rapporteur will address any notable divergences between their evaluations and will develop the final Evaluation Summary Reports of the 1st phase – evaluation of proposals.

The top 12 ranked applications (the Finalists) will be shortlisted for the 2nd phase – live pitch session.

### 5.2.2 2nd phase – live pitch session

Shortlisted Finalists will be reviewed by a jury panel composed by 4 external evaluators with the same weighting of scores and with the same criteria of the 1st phase (point 5.2.1).

The format of the live pitch will be 4 minutes presentation by the applicants and 4 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 from [EIT Hub Israel](#), “BoostUp! 2023 – ISRAEL edition” co-organizing party.

The “BoostUp! 2023 – ISRAEL edition” live pitch event will take place on **July 6<sup>th</sup>, 2023**, and will be hosted by EIT Manufacturing Network Partner and “BoostUp! 2023 – ISRAEL edition” co-organizing party [Southern Israel Bridging Fund \(SIBF\)](#) at their headquarters located in 6 Dekel St., Be’er Sheva, Israel. The agenda for this in-person event will be announced on the [Competition website](#). It is the participants’ responsibility to keep track of announcements and information on the EIT Manufacturing BoostUp! Competition webpage. All the 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 – evaluation of proposals: 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. Results will include the evaluations.

2nd phase – live pitch session: a jury deliberation meeting will take place during the final event immediately after the pitch session. Right after the jury decision is taken, the results will be announced publicly during the event. Individual scores and comments made by evaluators will remain confidential.

### 5.4 Procedure for complaints and appeal

The applicant (the representative of the legal entity) of a rejected application who disagree with the decision may request an evaluation review. **Only procedural aspects of an evaluation may be the subject of a request for an evaluation review**, for example process errors or technical problems. The evaluation of the merits of a proposal shall not be the subject of an evaluation review. In this case, the applicant will have 5

working days after receipt of the final evaluation results to submit an appeal to the Evaluation (see document Appeal procedure).

## 5.5 Selected applicants and follow-up

The shortlisted applicants will receive the following awards:

- ✓ all 12 **shortlisted startups (the Finalists)** which attend the event and pitch in front of the jury panel will be offered a “growth packages” of dedicated Access-to-Market support services for four (4) months provided by the EIT Manufacturing Business Creation. A dedicated Service Agreement will be signed between each startup and EIT Manufacturing.
- ✓ all 12 **shortlisted startups (the Finalists)** will enjoy visibility and international publicity through EIT Manufacturing’s communication channels.
- ✓ the 6 **winning startups (the Winners)**, as nominated by the jury panel during the final event, will be invited to join an exclusive 3-days matchmaking roadshow in Italy with potential end users of their products and solutions. The Winners will also be entitled to a financial prize of up to 2,500 EUR to support their go-to-European-market strategy.

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

- Providing EIT Manufacturing with required banking and fiscal details (applicable to the Winners only).
- Signature of a Declaration of Honour (see point 6.8) which can be downloaded from the [Competition website](#) (applicable to the Winners only).
- Signature of the Service Agreement and of the Financial Prize agreement (the latter applicable to the Winners only)
- Collaborate with the Business Creation 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 10<sup>th</sup>, 2024, whichever date comes first: signature of a Support Review Form (SRF) confirming:

- i. the length and type of services provided by the Business Creation 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 Form will be provided in due time by the Business Creation 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.), must acknowledge EU support and display the EIT Manufacturing 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 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. 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.

The EIT Manufacturing 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. The 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 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 agree to respect IPR Rules (Article 16) of the Model Grant Agreement.

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

### 6.3 Right to activate audits

EIT Manufacturing retains the right to activate an audit on “BoostUp! 2023 – ISRAEL edition” prize Winners, in case of alerts and/or to confirm governance and proper usage of the financial prize.

EIT Manufacturing keeps the right to request any data related to the “BoostUp! 2023 – ISRAEL edition” prize Winners during 5 years after completion to ensure transparency and allow monitoring from EIT.

### 6.4 Withdrawal of the prize — Recovery of undue amounts

EIT Manufacturing may withdraw the prize after its award and recover all payments made, if it finds out that:

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

### 6.5 Data protection

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. If you have a question about personal data processing or want to exercise your data subject rights, you can contact our Data Protection Officer on [dpo@eitmanufacturing.eu](mailto:dpo@eitmanufacturing.eu). In the case of complaints, you can address them to the French regulator CNIL.

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

Personal data shall be deleted 5 years 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 System 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 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.

## 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 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 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 undertakes to use any Confidential Information shared by the applicants solely for the purposes of the BoostUp! 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 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 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 BoostUp! Competition.

Confidential Information may be shared among EIT Manufacturing and its subsidiaries (e.g. CLCs) solely for the purposes of the BoostUp! Competition Activity. EIT Manufacturing 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 winning applicants 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 France. 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.