

Terms and Conditions

Venture Building Programme 2025

powered by EIT Manufacturing

Call for early-stage startups

Apply by **15 January 2025, 12:00 p.m. CET**

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1. Guidelines

EIT Manufacturing is focused on promoting entrepreneurship, innovation, and education in the domain of Manufacturing. EIT Manufacturing brings together leading organisations along the entire value chain from smaller companies to larger industry, renowned academic and research institutions, as well as public sector organisations, to promote the transformation of manufacturing towards the digital economy, the circular economy and the decarbonization of industry by removing barriers to innovation, promoting talent and education, leveraging, and enabling technologies and exploiting big data.

EIT Manufacturing's strategic objectives (SOs), as set out in the Strategic Agenda 2021-2027, steer our activities and ambitions, and will help responding to major challenges shared by the manufacturing industry and society.

- Put people at the centre of manufacturing
- Accelerate green manufacturing
- Foster sovereignty and competitiveness

The **Venture Building Programme** is an important initiative led by EIT Manufacturing to support early-stage industrial B2B startups and university spinoffs with innovative technologies to raise funding and expand commercial opportunities. The objective of the Programme is to launch the next generation of European high-growth industrial businesses and address the needs of university spinoffs and startups.

The programme focuses on startups and spinoffs addressing the above-mentioned strategic objectives and any of the following topics: **Critical Components**, such as Semiconductors / Photonics / Quantum, Electronics, Advanced Materials, Additive Manufacturing, **Energy Transition** such as Renewables, Decarbonisation, Circular economy, Carbon Capture, and **Automation and Digitalisation technologies**.

Up to twenty selected startups and spinoffs in the Programme will benefit from dedicated support services provided by EIT Manufacturing and its partner. The startups and spinoffs successfully completing the Programme will also be evaluated to potentially receive **investment of 100,000.00 EUR** on average per company through **Simplified Evaluation procedure within EIT Manufacturing [Accelerate call](#)**¹.

The **3-month online Venture Building Programme** is designed for industrial startups and university spinoffs, with services such as, but not limited to:

- expert workshops and mentoring on market and investment readiness;
- networking and pitching events; and
- targeted introductions to potential corporate customers or investors provided by the programme partner.

Participating companies will also gain access to EIT Manufacturing's pan-European innovation network and gain visibility and international publicity through EIT Manufacturing's and partner's communication channels. The detailed programme is presented in Section 4.

¹ The funding within Accelerate call is between 80,000 EUR and 500,000 EUR, however due to the stage of the maturity of the start-ups within the Venture Building programme it is expected that the funding will be €100,000 on average per start-up.

2. Entry requirements

The Venture Building Programme is focusing on ventures with solutions that address pressing challenges in the manufacturing sector (as described in Section 1).

2.1 Eligibility criteria

All university spinoffs or startups applying to the Venture Building Programme 2025 need to fulfil the following eligibility criteria:

1. To have solutions with a minimum Technology Readiness Level (TRL) 4, according to TRL definition in Horizon Europe Work Programme 2023 – 2025 (Part 13); and a Business-to-business (B2B) Business Model. To find more information about TRL levels, click [here](#).
2. The applicant fits into one or more of EIT Manufacturing Strategic Objectives and topics as mentioned in Section 1.
3. To be a for profit legal entity incorporated after 1 January 2022 when submitting the application.
4. To have registered headquarters in EU or in one of the countries associated to Horizon Europe, at the time of their application to the call.
5. The applicant is currently fundraising from investors.
6. To have a dedicated team of at least two individuals.
7. Sole proprietorships are ineligible to participate and are not permitted to apply.
8. The applicant has not participated or has not been rejected in evaluation in the previous editions of the EIT Manufacturing Venture Building Programme 2023 and 2024.

3. Application and Selection Process

3.1. Submission

All applications and supporting documents must be submitted in English using the Submission Management Platform “Submittable” – **the link to the application form is accessible [here](#) – no paper submissions will be considered.** Applicants’ representatives must register and validate the account if this is the first time accessing the platform. If the applicant’s 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 in.

Submissions will be accepted until the deadline on **15 January 2025, 12:00 CET.**

The applications will be evaluated after the submission deadline. In total, **up to 20 startups and university spinoffs** will be selected to participate in the programme.

The following documentation must be submitted by the applicants:

- Application form, with all mandatory fields properly filled in
- Investor deck in the form of a PowerPoint presentation
- Company Registration Certificate, only for legal entities
- Optional: video/ picture demonstrations/ use cases of your company’s proprietary technology, processes, and systems.

EIT Manufacturing reserves the right to extend the submission deadline. Any extension of the deadline will be communicated publicly on the call website.

Each applicant can submit only one application for this Call. Submissions from applicants that participated, or were assessed as ineligible, or have been rejected in the evaluation in the previous edition of the EIT Manufacturing Venture Building Programme Calls in 2023 and 2024 will not be accepted. **Any documentation missing or considered incomplete may be a reason for application rejection.**

3.2. Evaluation

3.2.1. Eligibility and admissibility check

The evaluation and selection process of the Venture Building Programme 2025 call is conducted by EIT Manufacturing team, and it is designed to create an open, accountable, multi-step selection process based solely on the merit of the submitted applications. All submissions shall receive the same opportunity. No quotas shall be established.

A submission will be considered admissible if:

Completeness	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, investor deck, For legal entities also: Company registration certificate).
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Only applications that fulfil the eligibility criteria in 2.1. will be considered eligible and will be evaluated. The ineligible and incomplete applications will be rejected and will not be evaluated.

3.2.2. Evaluation of Proposals

Each eligible submitted application shall be evaluated by at least 2 evaluators nominated by EIT Manufacturing. EIT Manufacturing reserves the right to schedule with the shortlisted applicants an online interview.

During the selection, the evaluators will individually evaluate each application according to the following main assessment criteria:

Evaluation criteria	Excellence	Impact	Implementation	Strategic fit
	Solution and technology The application presents an innovative technology-based solution with the potential of the solution to improve manufacturing.	Impact on manufacturing sector The solution fits the strategic agenda of EIT Manufacturing.	Go-to-market strategy The applicant has a plausible go-to-market strategy, with realistic growth objectives. Team The team/founders have a complementary skillset and needed expertise and clear vision and the skills to potentially reach it.	Fundraising strategy The applicant has a reasonable fundraising strategy, with clear and realistic aims.

The criteria can be rated from 1 to 5, according to the following scores:

Score	Description
1	<i>Extremely poor or None</i> The information provided is considered irrelevant or inadequate compared to the specific call provisions

2	<i>Below average</i>	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions
3	<i>Average</i>	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific call provisions
4	<i>Good</i>	The information provided is adequate with sufficiently outlined details, compared to the specific call provisions
5	<i>Excellent</i>	The information provided is outstanding in its details, clarity, and coherence, compared to the specific call provisions

The scores shall be given at the criteria level and then summed together to come with a final score. The maximum score per application is 2 points. The default threshold for individual criteria is 3 and the default overall threshold is 12. Based on the collective results of the individual assessments, a deliberation meeting will be held to decide which applicants (up to 20) will be invited to join the programme.

The evaluators have the right to request online interviews in case the submission needs further clarifications.

3.3. Programme delivery and support

For delivery of the support to the selected startups and spinoffs, the following steps will be taken after closing the selection procedure:

- Signature of the 3-month support agreement. The programme will begin soon after signing the agreement.²
- Companies actively participate in the workshops, mentoring sessions, and events.
- Companies develop a high-quality Investor Deck and Sales Pitch.
- Companies participate in light Due Diligence process conducted by EIT Manufacturing team with experts.

3.4. Completion of the Programme

The startups and spinoffs will be considered eligible for the Simplified Evaluation procedure mechanism to Accelerate Call for funding only if they fulfil the following conditions:

- have participated actively in the Venture Building Programme 2025 and completed the Due Diligence process,
- have a registered for-profit entity with a headquarters in EU, or a country that is associated to the Horizon Europe programme, and
- have achieved minimum TRL 6.

The eligible applicants will be evaluated by one internal and one external evaluator nominated by EIT Manufacturing according to the following evaluation criteria:

Evaluation criteria	Excellence	Implementation	Impact	Strategic fit	TOT
	Solution and Technology The proposal presents an innovative technology-based	Growth plan and Business Model The solution is scalable. Clear overview of market trends, attractiveness.	Potential impact on manufacturing sector The applicant creates and has the potential for creating a	Traction and Reference The applicant has validated the solution and proven	

² Teams that will be selected to join the Venture Building Programme 2025 will be requested to send a Company Registration Certificate by the end of the Programme.

	solution with the potential of the solution to improve manufacturing. Innovativeness / overall grade of novelty of the product / service USP – Unique Selling Proposition & market advantage.	Realistic calculation of market size, revenue model, pricing strategy. Plausible go-to-market strategy. Ambitious but realistic growth objectives. Team structure The team/founders have the expertise and entrepreneurial drive. Technical and business-oriented co-founders, strengths, and complementary skills of the management team. Gender equality and balance and diversity in management will be evaluated positively.	significant positive impact for the manufacturing sector. Improving efficiency or environmental performance of manufacturing systems. Enabling new market opportunities for European manufacturers.	the technology. Customer references from manufacturing companies validating the benefits of the solution. The solution has a product-market fit.	
Score	1 to 5	1 to 5	1 to 5	1 to 5	up to 20
Threshold	3/5	3/5	3/5	3/5	12/20

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

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

The applicants below the threshold will not be considered for funding within Accelerate Call, while the applicants that will be evaluated with a score equal or above 12 will be invited to pitch to the EIT Manufacturing Investment Committee.

4. Tentative Timeline of the Activities

The Venture Building Programme duration is 3 months, and it is planned to start by 7th of February 2025 with an online programme kick-off meeting. The following Table provides an indicative timeline of the subsequent modules, with proposals of topics and a proposed month for the event.

Activity	Title	Type	Month
Market Readiness	According to Startups' and Spinoffs' needs, the mentoring sessions could cover most of the following topics:	Introductory Workshops and Mentoring Sessions	1

	<ul style="list-style-type: none"> - Solution Planning: Prototyping & Product Roadmap - Business Modelling and Company Roadmap - Value proposition (+ Canvas) and main differentiation - Identify market and competition, positioning in the market, product-market-fit - Technology benchmarking / Competitor Comparison Table - Marketing and online sales - Public Speaking - Sales team capacity assessment and planning - R&D and IP strategy 			
	<p>All Startups and Spinoffs should receive the following:</p> <ul style="list-style-type: none"> - Sales pitch mentoring - Sales pitch test with corporate/SME - Individual introductions to corporate customers and/or SMEs and/or at networking/pitching events - Pitching and/or participation at networking/pitching events for corporate introductions 	<p>Mentoring Sessions, Pitching Events, Individual Introductions</p>		<p>2 - 3</p>
<p>Investment Readiness</p>	<p>According to Startups' and Spinoffs' needs, the mentoring sessions could cover most of the following topics:</p> <ul style="list-style-type: none"> - Lifecycle of a Startup, stage-based funding and dilution, funding instruments and models - Learning about investors and their quest - What investors are checking in introduction and due diligence - Financial modelling and planning - The main points of valuation and term-sheet and tips in how to negotiate with investors. - How to tackle public funding? National and European Grants, public VC funding 	<p>Introductory Workshops and Mentoring Sessions</p>		<p>1-2</p>
	<p>All Startups and Spinoffs should receive the following:</p> <ul style="list-style-type: none"> - Investor deck mentoring - Investor pitch test with investors - Individual introductions to investors and/or at networking/pitching events - Contract structuring and business valuation - Pitching and/or participation at networking/pitching events for investor introductions 	<p>Mentoring Sessions, Pitching Events, Individual Introductions</p>		<p>3</p>

Note: The dates are tentative. The organisers reserve the right to change dates in the agenda with prior notice to the participants.

5. 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. By submitting their application, winners 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.

6. 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. 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). 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 (<https://www.submittable.com/>), 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.

7. Acceptance of rules and regulations

By submitting the application form, the participant agrees to the Rules and Regulations, 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 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 Austria. 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.

Contact information: Investment Team, EIT Manufacturing, investments@eitmanufacturing.eu