

# **BoostUp! 2022**

## **Terms & Conditions**

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## 1. Overview & Objectives

EIT Manufacturing is organizing a pan-European competition under the brand name: **BoostUp! 2022**. The competition seeks to support startups who have demonstrated unique integration use cases of their solution - pilots and/or PoCs (proof of concept projects) - with a large manufacturing corporate.

The objective of this competition is to showcase the next generation of European manufacturing innovators and highlight new technology use cases. More specifically, BoostUp! 2022 is dedicated to supporting solutions to industrial challenges under the following thematic areas ([EIT Manufacturing flagships](#)):

- 1. Flexible Production Systems for Competitive Manufacturing**  
*Emerging technologies that enable almost limitless flexibility in product design and production, allowing full customisation.*
- 2. Low Environmental Footprint Systems & Circular Economy for Green Manufacturing**  
*Using new technology to minimise use of resources, energy, and material in production systems enables new circular business models.*
- 3. Digital & Collaborative Solutions for Innovative Manufacturing Ecosystems**  
*Collaboration and business on digital platforms and value networks enables companies to create new and highly efficient valuechains.*
- 4. Human-machine co-working for socially sustainable manufacturing**  
*Smart use of automation and robots enables great workplaces, flexible production, and sustainable human work.*

The top twenty startups will be invited to present their pilots or PoCs at the BoostUp! 2022: Grand Final on 7 October 2022 in Athens, Greece. Up to eight (8) startups will be selected to receive a €20,000 cash prize and a package of access to market and access to finance support services. There will also be an additional €5,000 cash prize for (1) the top ranked startup coming from a RIS country and (2) the top ranked female led startup.

## 2. Requirements for entry

The BoostUp! 2022 competition is open to startups who have demonstrated their solution with a manufacturing corporate and would like to showcase their work with the ambition to scale the technology further. Startups applying to BoostUp! 2022 must meet the following eligibility criteria:

- Are actively looking to grow
- Have a solution with [Technology Readiness Level](#) 7 or higher that falls within one of the EIT Manufacturing flagships (listed in section 1)
- Have finished a pilot or proof of concept between 31 July 2021 and 31 July 2022 with a manufacturing corporate (2021 global revenues of 50mn EUR+)

- Have a dedicated full-time team (2 people+) with a headquarters incorporated in any EU or Horizon Europe associated country
- Have established their legal entity in 2017 or later
- Have cumulative commercial revenues of 5 million EUR or less since the date of their legal establishment

Startups that have applied to previous EIT Manufacturing BoostUp! competitions are eligible to participate. However, the following startups are ineligible: BoostUp! Bridge 2021 competition winners, startups that have been approved by EIT Manufacturing's Investment Committee prior to 31 July 2022, and/or any startup pilots/PoCs that have received funding under EIT Manufacturing's 2021 or 2022 annual call for proposals.

To be eligible for consideration of the two additional 5,000 euro cash prizes, the following definitions apply:

- RIS countries include those defined by the European Institute of Innovation & Technology [listed here](#). The registered headquarters of a startup will be used to determine eligibility.
- Female led startup means a startup where the CEO is a female.

The official language of the competition is English. All submission material must be submitted in the English language and the finalists, selected for participation in the final live event, must pitch in the English language.

### 3. Application process

Each interested startup is requested to submit an application through our online application form ([linked here](#)). The application includes basic information about the startup, their solution, and the integration use case (pilot/PoC) completed with a manufacturing corporate.

The startup shall seek the necessary approval from any company involved in the pilot/PoC to authorize the sharing of information about the use case with EIT Manufacturing. EIT Manufacturing cannot be held responsible and will not accept any liability in case confidential information is received from the startup and/or the startup did not receive the necessary approval from the manufacturing corporate with whom they completed a pilot or proof of concept. A letter from the manufacturing corporate confirming completion of the pilot/PoC during the eligible timeframe will be required as part of the application submission. However, if a manufacturing corporate would prefer to not have its name publicly associated in the presentation of the use case, such an option is available. Please see the [required corporate confirmation letter template](#) for more details.

Submissions will be accepted from 13 June 2022 at 12:00 CEST until 31 July 2022 at 23:59 CEST. All submissions must be submitted through the [online Submittable platform \(linked here\)](#) before the aforementioned deadline to be considered. No paper applications will be accepted.

EIT Manufacturing reserves the right to extend the submission deadline; any extension of the deadline will be communicated to the public on the competition website. It is the participants' responsibility to keep track of announcements and information on the website.

Only one application per startup will be accepted (i.e. each startup can apply with only one pilot/PoC). In the case of multiple applications from the same startup, only the last application will be considered.

**Non-eligible submissions will be excluded from the competition, and EIT Manufacturing reserves the right to exclude incomplete applications.**

## 4. Evaluation and selection process

The evaluation and selection process for BoostUp! 2022 will be conducted in two phases: (1) selection of the finalists who will be invited to present at the BoostUp! 2022: Grand Final on 7 October 2022 and (2) selection of the final winners (up to 8 winners) during the BoostUp! 2022: Grand Final on 7 October 2022.

BoostUp! 2022 is designed to create an open, accountable, multi-step selection process based solely on the merit of the submitted applications. All eligible submissions shall receive the same opportunity.

### 4.1 Evaluation and selection of top twenty finalists

All application submissions received by the deadline will be screened by members of EIT Manufacturing's Business Creation team to ensure they meet the eligibility criteria noted in Section 2.

Each eligible submitted application shall then be evaluated by a team composed of EIT Manufacturing experts and scored according to the following assessment criteria:

Assessment criteria	Weight
<b>Presentation of the integration use case</b> (clarity around manufacturing corporate's pain point, how startup's solution was applied, key milestones in the use case, KPIs/outcome, next steps if applicable)	25%
<b>Impact of the startup's solution for the manufacturing corporate</b>	20%
<b>Distinctiveness of solution and clarity of long-term competitive advantage</b>	20%
<b>Scalability of the solution and integration use case to other potential customers</b>	20%
<b>Team expertise &amp; entrepreneurial drive</b>	10%
<b>General impression of the application</b> (professionalism & impact)	5%
<b>International integration use case</b> (PoC or pilot conducted in a country other than that of the startup's country of headquarter registration)	+2 points

For the first five criterion above, the assessment will be made with a score on a scale from 1 to 5:

Score	Description
<b>1. POOR</b>	Criterion is inadequately addressed or there are serious inherent weaknesses

<b>2. BELOW AVERAGE</b>	Proposal broadly addresses the criterion, but there are significant weaknesses
<b>3. AVERAGE</b>	Proposal addresses the criterion well, but a number of shortcomings are present
<b>4. GOOD</b>	Proposal addresses the criterion very well, but a small number of shortcomings are present
<b>5. OUTSTANDING</b>	Proposal successfully addresses all relevant aspects of the criterion, any shortcoming is minor

Following the scoring of each eligible application, a small selection committee will convene in a deliberation meeting to review the ranking and confirm the selection of the top twenty finalists. Finalists will be informed of their selection by mid-September 2022.

EIT Manufacturing reserves the right to increase or reduce the number of finalists on the basis of the amount of received applications and/or time and venue constraints related to the live BoostUp! 2022: Grand Final event on 7 October 2022.

The top twenty finalists will be invited to present their integration use cases during the BoostUp! 2022: Grand Final which will take place in Athens, Greece, on 7 October 2022. Startups will have the opportunity to present in person or remotely by video conference. However, attendance in person is highly recommended as all twenty finalists will be invited to join exclusive networking and matchmaking events on 7 October 2022 with international experts, corporate executives and/or public and private investors. For each finalist team, EIT Manufacturing will cover hotel expenses in Athens for 6 and/or 7 October 2022 and up to 500 euros related to airfare, taxis and other travel related incidentals.

All finalist startups will be required to agree to and sign this [linked support contract](#) stating that the startup will be supported by EIT Manufacturing for two months starting 15 September 2022. Support will include visibility and publicity as a finalist as well as participation, for those that attend in-person, at the exclusive networking/matchmaking event(s) in Athens on 7 October 2022.

At present, the event is planned to be hybrid, with most participants in presence. However, due to the evolving COVID-19 pandemic, it may be required to switch to a fully hybrid or entirely virtual event. A final decision on the format will be taken by mid-September 2022. Note that, due to external circumstances related to the evolution of the COVID-19 pandemic, the organizers may be forced to change the format of the event with little advanced notification to participants.

## 4.2 Evaluation and selection of final winners

All pre-selected finalists will receive an email with the detailed timing of the final pitching competition sessions prior to the BoostUp! 2022 Grand Final event, currently scheduled for 7 October 2022.

During the event, each participant will have three (3) minutes to present their pilot/PoC, which will then be followed by an additional three (3) minutes of questions from the jury. The jury will be composed of up to 20 independent industrial experts and investors. EIT Manufacturing representatives will be present to moderate the pitching session and as observers during the jury deliberation.

The jury of external experts will evaluate each startup presentation by referring to the following assessment criteria:

Assessment criteria	Weight
<b>Presentation of the integration use case</b> (clarity around manufacturing corporate's pain point, how startup's solution was applied, key milestones in the use case, KPIs/outcome, next steps if applicable)	25%
<b>Distinctiveness of solution and clarity of long-term competitive advantage</b>	20%
<b>Impact of the startup's solution for the manufacturing corporate</b>	20%
<b>Scalability of the solution and integration use case to other potential customers</b>	20%
<b>General impression of the presentation</b> (professionalism & impact)	15%

For each criterion, the assessment will be made with a score on a scale from 1 to 5:

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

At the end of the presentations, the jury will convene in a deliberation meeting to rank the participants and select the top winners. Following this, a list of the winners will be publicly announced.

## 5. Prizes

Up to eight (8) startups will receive a cash prize of €20,000 to accelerate the scaling of their solution.

In addition, a €5,000 cash prize will be awarded to the top ranked startup coming from a RIS country and the top ranked female led startup. Please note, that the same startup cannot win both additional €5,000 cash prizes if in the case the top ranked RIS startup is also female led. If such a case occurs, the next highest ranked female led startup or RIS startup will be awarded.

For the top 8 winning startups not under current contract with EIT Manufacturing, a tailored package of access to market and access to finance services will be provided by EIT Manufacturing's Business Creation team. For clarity, the top ranked startup coming from a RIS country and/or the top ranked female led startup will only receive a tailored package of services if part of the top 8 winning startups.

A full overview of the BoostUp! 2022 prize package is below:

- **A €20,000 cash prize** to accelerate the scaling of your solution
  - Potential additional €5,000 cash prize for top ranked startup coming from a RIS country and top ranked female led startup

- **Tailored access to market & access to finance support** for startups not currently under contract with EIT Manufacturing
  - Reach new customers and expand into new geographies with the dedicated support of our 10 Business Creation managers spread across Europe
  - Receive professional support to prepare for fundraising, potential financing consideration by EIT Manufacturing, and introductions to VCs and early-stage funding opportunities
- **Access to EIT Manufacturing's network**
  - Gain access to EIT Manufacturing's network of more than 65 pan-European partners from industry, academia and RTOs
  - Invitation to join EIT Manufacturing's Startup CEO Club
  - Participate in EIT Manufacturing's broader portfolio of activities and programmes
- **International visibility and publicity** through EIT Manufacturing's communication channels

Manufacturing corporates that have consented to have their name publicly associated in the presentation of the winning projects will also enjoy international visibility and publicity through EIT Manufacturing's communication channels.

## 6. Financial sustainability mechanism

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

For the winning companies who will receive tailored access to market & access to finance support, EIT Manufacturing reserves the right to include success fees related to introductions made to potential customer and/or investor parties. The final mechanism will be tailored and agreed with each winning startup prior to the delivery of the aforementioned prize package.

## 7. Rules & Regulations

### 7.1 Monitoring and control

#### **Documentation prior to delivery of prizes:**

Before EIT Manufacturing wires any cash prize, the selected companies must provide the following:

- Letter of intent on how the company plans to spend the prize with a clear link to how it will scale the company's solution
- Company registration certificate
- Bank details
- Proof that the startup does not have any outstanding issues with local tax authorities/administration authorities



- Declaration of honour (template to provided by EIT Manufacturing) stating that the company does not have any outstanding issues, which could adversely impact the reputation of EIT Manufacturing.

Before EIT Manufacturing delivers access to market and/or access to finance services, the company and relevant members of the Business Creation team will discuss and agree upon a tailored set of services based on the needs of the company. This agreement, to be signed by the company and EIT Manufacturing, will include an overview of services and the expected duration in addition to the relevant FS mechanism if applicable (as noted above in section 6).

**Reporting after delivery of prize package:**

Following the end of support services provided by EIT Manufacturing's Business Creation team, the startup must sign a 'declaration of honour' confirming the set of services received. A template will be provided by EIT Manufacturing.

**Right to activate audits:**

EIT Manufacturing retains the right to activate an audit on prize-receiving startups from BoostUp! 2022 in case of alerts and/or to confirm governance and proper usage of the funds. In case of any identified issue(s), EIT Manufacturing reserves the right to cancel the prize package.

## 7.2 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 solution. 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.

## 7.3 Publicity and visibility regarding funding

The prize-receiving startups must commit to promote EIT Manufacturing and BoostUp! 2022 in a strategic and effective manner.

A communications package including guidelines will be provided to all selected companies. Unless EIT Manufacturing requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) must:

- display the EIT Manufacturing logo with the EU emblem (equal width for the EIT Manufacturing landmark and the EU flag)
- include the following text: "Co-funded by the European Union."

When displayed together with another logo, the EIT Manufacturing logo and EU emblem must have appropriate prominence. For the purposes of their obligations, the selected companies may use the

EIT Manufacturing logo and the EU emblem without first obtaining separate approval from EIT Manufacturing. This does not, however, give them the right to exclusive use.

Moreover, selected startups may not appropriate the EU emblem or any similar trademark or logo, or seek any other intellectual property rights in relation thereto, whether by registration or by any other means. EIT Manufacturing reserves the right to revoke the above right of use at any time in its sole and unfettered discretion.

By submitting their application, companies agree to the possible inclusion of their company and integrated use case (pilot/PoC) in any media coverage by EIT Manufacturing and its partners, such as press releases or publications. Also, all selected companies 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.

#### 7.4 Data protection

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, email address and telephone number ("personal data") only for the purposes related to execution of the call. 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](#), 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 for this competition 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 to this competition you consent that EIT Manufacturing will collect, transfer, process, store and delete your data in accordance with the aforementioned conditions.

#### 7.5 Acceptance of BoostUp! 2022 Terms & Conditions

By submitting an application form, the participant agrees to these Terms & Conditions, which form part of the submission. Participants agree that they have no legal entitlement to any prize.

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

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

These Terms & Conditions are governed by the laws of France.

Any disagreement or dispute which may arise in connection with these Terms & Conditions 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 or otherwise shall EIT Manufacturing, any of its Co-Location Centres (CLCs) 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 euros.

Finally, EIT Manufacturing retains the right to cancel this activity at any time and for any reason.

## 8. Organizer

EIT Manufacturing's BoostUp! 2022 competition is organized by EIT Manufacturing. EIT Manufacturing is responsible for the central coordination of the application and evaluation process as well as the BoostUp! 2022 Grand Final event (which includes the finalist pitching competition).

The activity leaders of BoostUp! 2022 are:

**Kaitlin McGovern**, Senior Program Manager, EIT Manufacturing

**Silvia Zancarli**, Business Creation Manager, EIT Manufacturing South

If you have any questions, please feel to reach out to: [business.creation@eitmanufacturing.eu](mailto:business.creation@eitmanufacturing.eu)