

Gazelle Accelerator Guidelines for Open Call

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Contents

1. General information about the project.....	2
2. Expected contribution from the applicants.....	3
2.1 Means of Submission	3
2.2 Language	3
2.3 Documentation Formats.....	3
2.4 Open Call Rules	3
2.5 Expected Contribution	3
2.5.1 Technical contribution	3
2.5.2 Financial contribution	4
2.5.3 Gazelle Accelerator Start-up/SME Angels.....	5
2.6 Acceleration programme.....	5
2.6.1 Community Booster Online Camp Days – 10 th of October to the 11 th of November 2022	6
2.6.2 Roadshow Days – 14 th of November to 2 nd of December	8
2.6.3 Follow Up Program – 5 th of December to 3 rd of March 2023	8
2.6.4 Extra Program – ATOS Scaler Programme	8
3. Eligibility and Funding information	9
4. Open Call submission	10
4.1 Open Call publication.....	10
4.2 Application Preparation.....	10
5. Application evaluation and selection criteria	11

1. General information about the project

This guide is related to the EIT Manufacturing Project, Gazelle Accelerator.

Gazelle Accelerator aims to support existing technology-based companies, SMEs, start-ups, and scale-ups, by accelerating their international business and innovation capacities. Gazelle Accelerator aims to select in total 15 SMES, start-ups and scale-ups through its 2nd open call in 2022.

Selected SMEs, start-ups and scale-ups will benefit of the participation in Gazelle Accelerator events and programme.

The Gazelle Accelerator programme include the following support:

- **Business development support:** Access to Market (A2M) and Access to Finance (A2F) coaching with experts. Access to Market through meetings with European corporates, Access to finance through meetings with European Investors.
- **Innovation support:** Support in finding consortium partners to apply in EIT Manufacturing Calls for proposals for innovation project; innovation collaboration opportunities with other European Start-ups and SMEs of the programme.
- **Internationalisation support:** Facilitate business growth (access to decision making units) into foreign markets and customers by breaking geographical boundaries (to be culture prepared for the business) in close collaboration with Business Creation teams within EIT Manufacturing.

EIT Manufacturing is a Knowledge Innovation Community (KIC) dedicated to manufacturing, including more than 60 European partners, industry, academics, and RTOs, from 17 countries among which, Volkswagen, Whirpool, Volvo, Philips, SANDVIK, Avioaero, KUKA. More information at: <http://eitmanufacturing.eu>.

2. Expected contribution from the applicants

2.1 Means of Submission

The Open Call for Manufacturing Gazelles through the questionnaire hosted by Drag'n Survey is the entry point for all Applications. Documents required in subsequent phases will be submitted via a dedicated channel, which will be indicated by Gazelle Accelerator consortium during the execution of the program.

2.2 Language

English is the official language for Gazelle Accelerators open calls. English is also the only official language during the whole execution of the Gazelle Accelerator programme.

2.3 Documentation Formats

Any document requested in any of the phases must be submitted electronically in PDF format without restrictions for printing.

2.4 Open Call Rules

The Gazelle Accelerator consortium retains the right to modify the rules of the open call at any time depending on the needs of the project. All the changes will be published in the open call web page and this guide updated accordingly.

2.5 Expected Contribution

2.5.1 Technical contribution

The project asks for contributions that propose innovative technology solutions in manufacturing and Industry 4.0 to answer specific use cases that are defined by industrial end-users during Gazelle Accelerator's interviews.

Gazelle Accelerator opens its fifth Call to technologies and its Use Cases, which originate from interviews conducted with end-users to define the technologies of their interest and target specific challenges they are currently facing.

It is expected from the solutions to fulfil the following requirements:

- The solution must be affordable, and it should have a cost advantage over its competitors.
- The solution must be flexible and adaptable.
- The solution must address security issues.
- The solution must be characterized by High TRL.

2.5.2 Financial contribution

Aiming to contribute to the EIT Manufacturing financial sustainability, Gazelle Accelerator proposes to implement success fees in return of the participation of the SMEs, start-ups, and scale-ups into the programme. Here are the details:

Expected contribution from the applicants Financial contribution

Success Fee*

- Access-to-Finance Success fee.
It refers to a fix success fee depending of the investment attracted.
 - For 2021, a success fee of 5 000 € is applied for investment up to 500 000,00 €.
 - For 2021, a success fee of 7 500 € is applied for investment more than 500 000,00 €.
- Access-to-Market Success fee
It refers to a percentage of the deal depending on the type of exploitation contract, POC (proof of concept) and/or implementation contract..
 - For 2021, a success fee of 5% is applied per POC.
 - For 2021, a success fee of 5% is applied per implementation contract.



*Aimed to contribute to
EIT Manufacturing financial sustainability

Figure 1: Financial contribution

The Specific Partnership Agreement, which details the success fees mechanism must be signed at the end of the application. Our software for electronic signature will send you a code later.

2.5.3 Gazelle Accelerator Start-up/SME Angels

The start-up Angel is one person from the Gazelle Accelerator Consortium responsible for the whole Gazelle Accelerator journey for a specific start-up. For reasons of convenience, the distribution will be done regarding the base of the headquarters. Each Angel will be responsible for companies located in the same country as his/her.

The responsibilities of an Angel are summarized below:

- Send email to announce that the start-up is selected.
- Organize meeting with the start-up to explain in detail the whole programme.
- Organize meetings with mentors and coaches to know the outcomes
- Organize the B2B, B2F and collaborative meetings
- Follow-up the outcomes of the B2B, B2F and collaborative meetings

2.6 Acceleration programme

In the following figure the whole programme timeline for the selected applications is presented.

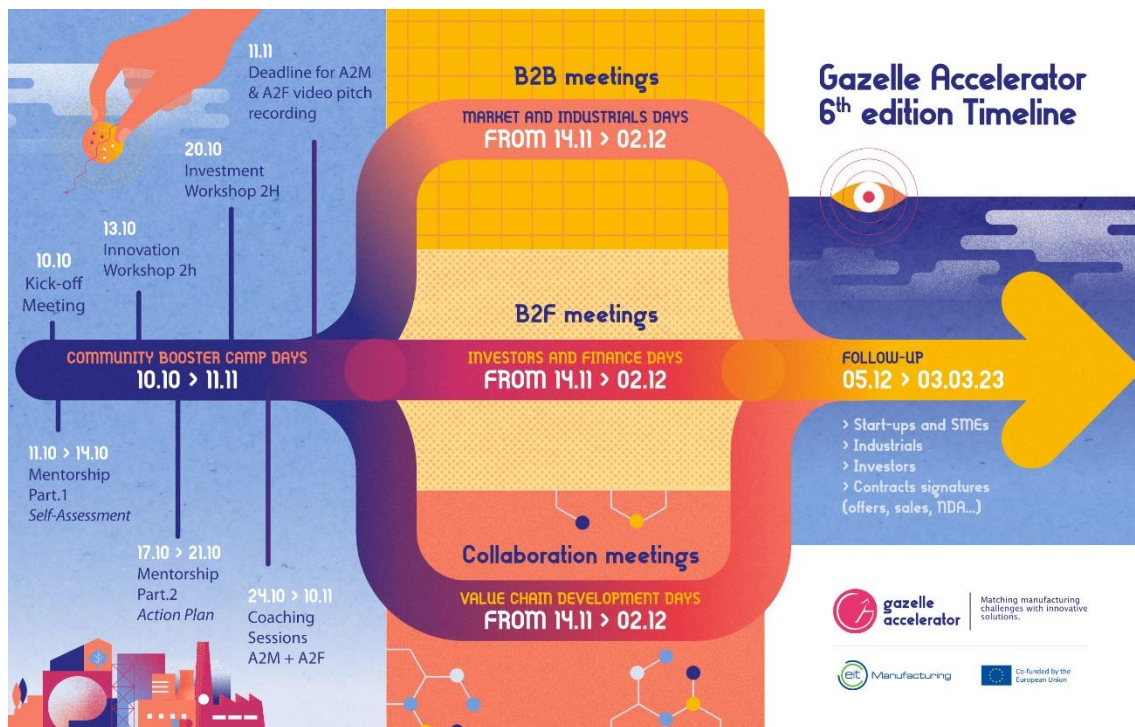


Figure 2: Gazelle Acceleration programme timeline

The selected SMEs, start-ups and scale-ups will participate in an acceleration programme with mentorship, workshops, coaching sessions, video pitch creation and BtoB/BtoF meetings. The Gazelle Accelerator programme will take place **online** from the **10th of October 2022** to the **3rd of March 2023**.

Programme event is composed of the following sessions:

- Community Booster Online Camp Days
- Video pitch preparation
- Roadshow Days
- Follow Up Program

More details for each session are provided in the sections below.

2.6.1 Community Booster Online Camp Days – 10th of October to the 11th of November 2022

The Community Booster Camp represents a unique opportunity for SMEs, start-ups, and scale-ups to benefit for coaching sessions to sell their technological offers and to create cooperation's with partners all over Europe. The main activities that are planned for the community booster camp is as follows:

- Presentation of identified end users' needs to prepare SMEs, start-ups, and scale-ups to meet the end-users and presentation of EIT Manufacturing with its 4 flagships topics, their trends, and challenges to stimulate innovation.
- Coaching for the business pitch to better orientate the business pitch to end users.
- Analyse and advice on the business plan to find new private and/or public investment.

2.6.1.1 Chapters of the Community Booster online Camp Days

1) Mentorship

a) Part 1: Self-assessment – 11th of October to 14th of October

In the first part of the Mentorship, an online meeting will be held between the mentor and the start-up. Its duration will be 2 hours per start-up and the Angels will also participate. The interest of this part will turn to Business Development, Marketing, Management, Leadership, etc.

b) Part 2: Action Plan – 17th of October to 21st of October

The second part of the Mentorship is focused on the pain of the start-ups, based on what happened during the first part. The preparation of the action plan will also take place here. The duration of these meetings will be 2 hours per start-up and the Angel will also participate.

2) Workshops

a) Innovation Workshop – 13th of October

The workshop aims to tell the processes of Open Innovation in large companies through the narration of cases and success stories by European corporates, with the participation of a series of international experts. Participants will have the opportunity to attend keynote speakers' sessions and be inspired by their speech. Additionally, Q&A sessions will be held between international experts or keynote speakers and participants.

b) **Investment Workshop – 20th of October**

The workshop aims to present the fundamental characteristics sought by an investor in the evaluation phase of a start-up, how they evaluate the degree of innovation of the project idea, and the potential market. Participants will have the opportunity to attend keynote speakers' sessions and be inspired by their talk. Additionally, Q&A sessions will be held between international experts or keynote speakers and participants.

3) **Coaching Sessions (A2M and A2F) – 24th of October to 10th of November**

Our experts will deliver tailored coaching sessions to the participants following their needs and the action plan set during the mentorship. Coaching sessions are focusing on the best practices during meeting with industrial corporates or investors.

4) **Video pitch – Must be sent the 11th of November the latest**

This is the opportunity for start-ups to show in a short video pitch who they are, share the understanding they have of the market, explain their vision and ambition, and convince how their innovative technology solutions answer one of the specific use cases that are defined by industrial end-users.

There will be 2 types of video pitches (A2M, A2F) but **only one type will be required to be recorded**. It's recommended to add some graphic support/ slides to the video presentation as well as to use the Loom application for the recording. Start-ups have one week to prepare the requested pitch and the following information can be used as a guideline to create the video pitch:

a) **A2M video pitch**

- i) **Duration:** Up to 3 minutes
- ii) **Targeted audience:** Only industrial corporates
- iii) **Company / Speaker:** Present clear and concise the company and speaker
- iv) **Market Opportunity / Market Need:** Explain the value chain, target market and customer expectations you are targeting with your solution.
- v) **Solution:** High-level introduction of your solution; don't be (too) technical but rather focus on the impact on and/or contribution to the specific use case(s) and/or value chain you have with your solution.
- vi) **Strategy:** Briefly talk about your business plan and ambition

- b) **Both A2M + A2F video pitch**
- i) **Duration:** Up to 4 minutes
 - ii) **Targeted audience:** Both industrial corporates & investors
 - iii) **Market Opportunity / Market Need:** What is the problem / challenge / need you are trying to solve? What is the target market? What is the potential competitive advantage of your solution according to the market analysis?
 - iv) **Solution:** Explain your solution, the key features, the innovation, the advantages / benefits
 - v) **Competition:** Identify your current and potential competitors and explain what the competitive advantage of your solution is and its USP
 - vi) **Strategy:** Explain the marketing and sales / commercial strategy
 - vii) **Team:** Brief presentation of the company core team
 - viii) **Capital Raise / Funding Needs:** Brief presentation of financial forecasts and funding needs and their reasoning.

2.6.2 Roadshow Days – 14th of November to 2nd of December

The SMEs, start-ups and scale-ups selected will participate in different type of meetings:

- Market and Industrials Days: BtoB Meetings between start-ups and industrials
- Investors and Finance Days: BtoF Meetings between start-ups and investors
- Value Chain Development Days: Collaboration meetings between the start-ups

We will send to industrial corporates and investors the video pitch before the meetings.

2.6.3 Follow Up Program – 5th of December to 3rd of March 2023

The follow up programme will be tailored for each SME's, start-up and scale-up depending on the outcomes and results of the different meetings. The goal is to follow the evolution of the meetings and to bring other leads through the consortium network.

2.6.4 Extra Program – ATOS Scaler Programme

Scaler accelerates a fruitful collaboration between Atos experts and a start-up's entrepreneurs. The start-ups win through accelerated development, access to Atos clients and partners, and brand power and visibility.

Atos gives the start-ups access to its clients and partners ecosystem and helps them sign new business contracts by extending its support beyond mere coaching for the go to market phase by providing several services. Firstly, all supported start-ups take part in account planning in all regions and meet up with Atos's clients. Additionally, start-ups also participate in demos at all Atos Business Technology and Innovation Centres (BTICs) across the world and are on the agendas of client innovation sessions. Atos together with start-ups address pro-actively co-innovation with clients on their digital transformation agenda. Finally, Start-ups and Atos jointly submit innovative proposals to key clients.

3. Eligibility and Funding information

Entities eligible for funding:

All applicants have to meet the conditions to be eligible for funding, set out in Horizon Europe conditions, in order to be considered eligible for the Gazelle Accelerator programme (see: [link](#)).

Participants should be considered as:

- SME: Based on the definition provided by European Commission in [link](#). An organization is considered as SME when it meets the following criteria:
 - Staff headcount is less than 250,
 - Annual turnover is less than or equal to €50m or annual balance sheet total is less than or equal to €43m.
- Start-up: Based on the definition provided by European Start Up network in [link](#)
 - A start-up is younger than five years and develops into a small medium size company before becoming a cooperation
 - Businesses are set up, and at one point, owned and run by the founders
- Scale-up: Based on the definition provided in the following [link](#), it is a company who has an average annualized return of at least 20% in the past 3 years with at least 10 employees in the beginning of the period

Conflict of Interest

The participants must not have a conflict of interest with the partners in the Gazelle Accelerator consortium.

Personal data processing

By submitting their application, participants agree to the possible inclusion of their logo and information in the section “Activity Description for public disseminations” in any media coverage by Gazelle Accelerator and its partners, such as press releases or publications. Also, all winners agree that their personal data, such as their names, pictures, videos, and sounds may be used for such purposes by Gazelle Accelerator and its partners.

4. Open Call submission

4.1 Open Call publication

The open call will be published on the date shown in the table in the beginning of the document. The organizers reserve the right to extend the submission deadline; any extension of the deadline will be communicated to the public on the Gazelle Accelerator LinkedIn and application website.

The open call will be supported by:

- The guide for applicants (this document),
- The Specific Partnership Agreement,
- The 6th Gazelle Accelerator Application Form powered by Drag'n Survey : [available here](#)

4.2 Application Preparation

Please follow the steps:

- 1) For the application preparation, the applicants are requested to apply through [the questionnaire powered by Drag'n Survey](#). They will be required to answer some fields related to the programme and submit the application form.
- 2) Applicants that do not accept the terms and conditions and the Specific Partnership Agreement will not be eligible.
- 3) It is highly recommended to submit your application before the deadline. If the applicant discovers an error in the application, and provided the call deadline has not passed, the applicant may request the Gazelle Accelerator team to re-submit the application (for this purpose please contact us at ruf@aerospace-valley.com and/or karagiannis@lms.mech.upatras.gr. However, Gazelle Accelerator is not committed that resubmission in time will be feasible in case the request for resubmission is not received by the Gazelle Accelerator team at least 24 hours before the call deadline.

It is strongly recommended not to wait until the last minute to submit the application. Failure of the application to arrive in time for any reason, including network communications delays, is not acceptable as an extenuating circumstance. The time of receipt of the validation of the Application Form as recorded by Drag'n Survey will be definitive.

5. Application evaluation and selection criteria

Only the eligible applications (see Section 3) will be considered for evaluation and the evaluation process will be performed as follows: each application will be assessed by different members of the consortium according to the evaluation criteria below. Technical and business profiles will be mixed at this stage to get a complete view on the application. The evaluators cannot be from the same country as the applicants' headquarters.

The outcome will be a ranked list of all the applications based on the evaluator's scores obtained for each application. The activity leader of the project will inform all participants about the results of evaluation and selection.

Evaluation Criteria

Each application will be evaluated according to the following selection criteria:

Alignment with the Use Cases	Score	Comments
<p>The proposed solution applies to manufacturing and Industry 4.0. Moreover, the solution addresses one of the Use Cases provided by the partners of the consortium.</p> <p>Is the proposed solution connected with the identified use cases? Please explain shortly reasons to give that grade.</p> <p>Check answers on Question 2</p>	<p>Score: X/5</p> <p>Threshold: 3/5</p> <p>Weight: 15%</p>	
Technological innovation and maturity	Score	Comments
<p>Is the technical solution of the proposal innovative enough to be selected?</p> <p>Is the proposed solution enough mature, at least TRL 7? Please explain shortly reasons to give that grade.</p> <p>Check answers on Question 3</p>	<p>Score: X/5</p> <p>Threshold: 3/5</p> <p>Weight: 10%</p>	
<p>Is the solution and its value proposition described appropriately?</p>	<p>Score: X/5</p> <p>Threshold: 3/5</p>	

Check answers on Question 3	Weight: 5%	
Previous experience	Score	Comments
<p>Have the participants described appropriately their previous experience?</p> <p>Have the participants addressed end users' challenges in previous years?</p> <p>Have they successfully addressed these challenges?</p> <p>Check answers on Question 3</p>	<p>Score: X/5</p> <p>Threshold: 3/5</p> <p>Weight: 15%</p>	
Impact / Added value of the Solution	Score	Comments
<p>Does the proposed solution have a better impact than the solutions in the market? Is it clear the added value of the solution?</p> <p>Check answers on Question 4</p>	<p>Score: X/5</p> <p>Threshold: 3/5</p> <p>Weight: 20%</p>	
Go-to-market strategy and business exploitation	Score	Comments
<p>Has the participant tried to get the solution on the market?</p> <p>Has the participant described the Business model?</p> <p>Check answers on Question 5</p>	<p>Score: X/5</p> <p>Threshold: 3/5</p> <p>Weight: 15%</p>	
<p>Has the proposed solution identified a Target market?</p> <p>Is the value proposition well described and the competitors well identified?</p> <p>Check answers on Question 5</p>	<p>Score: X/5</p> <p>Threshold: 3/5</p> <p>Weight: 15%</p>	
General Remarks	Score	Comments
Ethical implications and compliance with applicable international, EU and national law.	Essential (Yes/No)	
Gender Balance	Score: X/5	

Check answers on Question 6	Threshold: 3/5 Weight: 10%	
OVERALL SCORE	Score: X/5 Threshold: 3/5	

Each criterion will be pondered equally in the evaluation of the project, and scored from 0 to 5 according to the following scale:

- **0. Not addressed:** The application doesn't address the specific criterion or can't be evaluated due to the lack of information.
- **1. Very poor:** The specific criterion is not properly addressed, as there are inconsistencies or incomplete information.
- **2. Poor:** Even though the application addresses the specific criterion, there are significant weaknesses or inconsistencies in the information provided.
- **3. Enough:** The application addresses the specific criterion even though it could be improved significantly.
- **4. Very good:** The application addresses the specific criterion very well even though there are slight improvements that could be made.
- **5. Excellent:** The application addresses all the relevant aspects of the specific criterion. Any deficiency is minor.