

FAQ related to the Business Idea Competition in Raw Materials 2017

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Content

1. Eligibility conditions.....	3
Who can apply?.....	3
We formed the company but we are interested in participating in the Competition, is that possible?	3
Is there a maximum number of members in the team?	3
Should the proposals come only from researchers?.....	3
Can I participate alone or need a to form a Team?.....	3
Does the team have to be physically located in countries of EIT Raw Materials?	4
Can I participate if I represent a startup which already received funding from the EIT RawMaterials?	4
Can I participate if I am working in a company or in one of the organizations affiliated to the EIT RawMaterials?.....	4
Do I have to have a product or service already developed?.....	4
Do I need a patent to participate?.....	4
Can we participate with more than one idea?	4
Is the competition open to ideas related to all kind of materials?	5
Does the project should be focused on a product or it can be focused on a service?	5
Do proposals need to address the whole issue or can they focus on single aspects?	5
2. Submission of ideas and selection process.....	6
In which language can I submit my proposal?.....	6
How are applications to be submitted and which are the steps in the Competition?.....	6
Are the webinars available only for registered applicants?	6
Is there a limit on the extension of the registration form?.....	6
What if I am selected and I cannot continue in the process?	7
Who and how many team members can participate to the bootcamp and Final Ceremony if we are selected?	7
What are the evaluation criteria of a Business idea?.....	7
Who is going to evaluate my idea and Business Plan?.....	8
Participating in the Business Ideas Competition of Raw Materials implies exclusivity?	8
Is the business idea submitted confidential?	8
Will the data of the participants be published and who is going to keep them?	8
3. Prizes	9
What are the rewards for each round?	9
Do I have to invest the prize money in the business idea?.....	9
How the prize is shared?.....	9

1. Eligibility conditions

Who can apply?

The competition is open to individuals, informal teams of persons and early stage startups.

We formed the company but we are interested in participating in the Competition, is that possible?

This Competition is designed to develop new business ideas from the start and support its development. Hence we target only early stage startups, which have been set up less than 2 year before the competition (after 01.04.2015) and have raised less than 200kEuro from investors.

Is there a maximum number of members in the team?

There is no a pre-set number of members in a team. The jury will evaluate the composition of the team not by number but by the differential contribution of each member to the project and demonstrable commitment to it.

Should the proposals come only from researchers?

Not necessarily. The Competition also aims to stimulate intrapreneurship and attract interest from teams in large companies.

Can I participate alone or need a to form a Team?

Yes, you can participate alone as single applicant, although it is advisable that you make an effort to include interesting profiles to your team. If you do not succeed at the time of registration, it will be one of your tasks to be performed during your advanced business model.

If you are a student, it is recommended that a professor or a researcher endorse your idea.

The applications can be proposed by one applicant in the name of a Team of persons, that should be indicated in the submission. The participation of a Team is welcome and appreciated in the evaluation, especially when the Team is covering different competences required in running the startup.

Does the team have to be physically located in countries of EIT Raw Materials?

The team must belong to the European Union. Additionally, other profiles from other nationalities can participate forming a team with the above mentioned. Generally, any team that shows that will develop the idea in Europe can participate.

Can I participate if I represent a startup which already received funding from the EIT RawMaterials?

No, the applicants should not be startups or individuals which have received previous funding/support by EIT Raw Materials in other competitions or in other forms (kickstarter, booster, funding in previous years' competition). The Competition is targeted to identify and support the definition of Business Model for new business opportunities.

Can I participate if I am working in a company or in one of the organizations affiliated to the EIT RawMaterials?

Yes you can participate as physical person or team of persons, if you want to launch a new line of business as an intrapreneurship project, i.e. you are willing to establish a new business opportunity (spin off, startup) and not relying on IPRs belonging to the company (or you have the agreement of the organization). This is also possible for companies and organization affiliated to the EIT RawMaterials.

Do I have to have a product or service already developed?

No, you do not need to have developed a product or service. It is not mandatory, but will be valuable to demonstrate that you have achieved a proof of concept and a prototype showing that the idea proposed is working, and that you have a plan and the skills to for the future development into a real scale product/service.

Do I need a patent to participate?

It is not necessary. The moment you start developing your business model, you must define a strategy of IPR. Protection strategy of the proposed solution will also be evaluated, regardless of whether a product or a service.

Can we participate with more than one idea?

Yes, if you doubt among several options you can participate with more than one idea. In any case, when developing the business model, it is recommended to go for a single project and the Competition can help in this.

Is the competition open to ideas related to all kind of materials?

No, it is targeted to the materials which are in the scope of the EIT RawMaterials, which basically include: ores, metals, rubber. Bio-based and polymer materials will be considered only in view of their potential in substituting the targeted raw materials. Other materials will also be considered in the context of multi-material product recycling. Petrochemical raw materials, food/agricultural raw materials and construction materials are excluded.

As far as the application sectors of the Raw Materials are concerned, the Focus Markets on which the EIT RawMaterials is targeting are: ICT, energy supply, machinery & equipment, and mobility. Ideas targeting other target markets are however not excluded.

The proposal should address 1 of the 3 thematic categories addressed by the competitions:

1. Going beyond discoveries and intelligent mine
2. Optimisation of processes, recycling and circular economy
3. Substitution of resource critical and toxic material and for optimized performance

More details about the themes are provided in the call for the competition available in the Competition web page. Please check the document before submitting the idea.

Does the project should be focused on a product or it can be focused on a service?

The idea can target development of new products, service, model. However it is necessary that the proposed solution:

- meets any of the thematic challenges (categories) defined by the EIT RawMaterials and included in the call for the competition.
- Is innovative and has a potential business impact

Do proposals need to address the whole issue or can they focus on single aspects?

Any proposal that helps to find a solution, whether directly or indirectly, will be considered. Please note that the selection criteria include the relative significance of the problem targeted, the sustainability of the proposed innovation and the estimated impact of the proposed solution.

2. Submission of ideas and selection process

In which language can I submit my proposal?

Only proposals submitted in English will be accepted; proposals submitted in other languages will not be considered. Presentations at the Final Event will be in English.

How are applications to be submitted and which are the steps in the Competition?

Phase 1

Idea Proposals can be submitted until 31 May 2017 at 17:00 CET via the electronic submissions platform: <https://eitrawmaterials.fluidreview.com/>. The idea must be attached in a pdf file using the template provided in the submission system.

Two webinars will be provided on **12 and 19 May 2017** to train potential applicants. More details will be provided on the web page of the Competition

Phase 2

The Idea Laureates who are selected to proceed to the 2nd round will be announced in the first week of June 2017 and invited to participate to a 2 day bootcamp, where they will be trained on how to develop a Business Model, pitch the idea, promote a startup. Bootcamps will be organised at the end of June or beginning of July 2017. Each team will be assigned a coach to support in the development of a more comprehensive business plan (July to September 2017)

Phase 3

The applicants that went through the phase 2 will be invited to submit a more comprehensive business plan, using a template that will be provided by the organizer with deadline 6 October 2017 at 17:00 CET.

Phase 4

Among the applicants to phase 3, 5 finalists will be selected in each category (15 in total) and invited to pitch to the Final Ceremony, where they will pitch their idea in front of the Jury involving EIT Raw Material's staff and Industrial partners. The Jury will select the 3 winners in each category.

Are the webinars available only for registered applicants?

The two webinars on **12 and 19 May 2017** will be open to anyone interested to potentially participate. Details and registration will be provided on the web page of the Competition. The webinars will present hints and examples on how to present an offering, value proposition, business model, etc.

Is there a limit on the extension of the registration form?

The recommended extension for the description of the idea is 3 pages.

The recommended extension for the development of the business model (business plan) in the second phase is 20 pages.

The templates provided in the registration page in the Competition web page should be used.

What if I am selected and I cannot continue in the process?

Participation is completely voluntary and continuity in the process too. The winners of the first phase that want to proceed in the phase 2 have to consider that they will be requested to spend time in developing the business model during the phase 2, in the time frame from July to September 2017: participation to a 2 day bootcamp and assignment of a coach from the EIT RawMaterials' staff will be provided to support Team in this development.

The prize of 1000 Euro for the winners of phase 1 is meant as lump-sum reimbursement for the participation to a 2 day bootcamp, where they will be trained on how to develop a Business Model, pitch the idea, promote a startup. Therefore the payment of the prize is linked to the participation to the bootcamp from at least one representative of the team.

The prize of 1000 Euro for the winners of phase 3 is meant as lump-sum reimbursement for the participation to the Final Ceremony where they will pitch the idea to the Jury. Therefore the payment of the prize is linked to the participation to the Final Ceremony from at least one representative of the team.

Who and how many team members can participate to the bootcamp and Final Ceremony if we are selected?

The maximum number of attendants allowed to participate to the bootcamp and to the Final Ceremony is 3 for each team invited for each of the steps. However the lump sum reimbursement is fixed independently of the number of attendants.

Bootcamps will be organised at the end of June or during July 2017 (exact date and locations are still to be defined).

Final Ceremony will be organized during November 2017 (exact date and locations are still to be defined).

What are the evaluation criteria of a Business idea?

The evaluation of a business idea meets the criteria commonly used in this type of initiative. As an example:

- Value proposition and answer to a market need
- Adherence to the scopes and targets of the EU Raw Material sector, EIT RawMaterials and its affiliated industrial partners
- Capability of the team to carry on with the idea and develop a business opportunity

More details are provided in the call text.

Who is going to evaluate my idea and Business Plan?

Evaluations of ideas and Business Plans will be carried out by internal staff of the EIT Raw Materials and by external experts contracted by the EIT Raw Materials.

The final selection among the 5 finalists in each category will be carried out after pitching in front of a Jury constituted by EIT Raw Materials staff and representatives of industrial partners affiliated to the EIT Raw Materials during the Final Ceremony. The participants can not dispute on the composition of the Jury and on its decision.

Participating in the Business Ideas Competition of Raw Materials implies exclusivity?

No. Our recommendation is that you seek validation of your idea and that you obtain support wherever you can. If you reach an agreement with an investor or a company, then you should respect the agreements you sign.

Is the business idea submitted confidential?

EIT Raw Materials and all entities participating in the program undertake to ensure the confidentiality of the ideas and projects presented and developed throughout the Competition. However, they may use general information included in specific fields indicated as “public summary” for promotional purposes.

Will the data of the participants be published and who is going to keep them?

Personal Data will only be collected and stored to proceed with the evaluation, contracting and awarding during the Competition. The organizer will process the submitted material according to German law. Personal data shall be deleted six months after the announcement of the contest winners. Terms and Conditions and Privacy policy of the platform used to collect and store data are available at <https://fluidreview.com/privacy>

The organizer will only publish data of the finalists and winners: names and affiliations, the receipt of any Prize, non-confidential information related to the idea. Pictures, videos and sounds may be used for such purposes by EIT Raw Materials and its partners without compensation for the promotion of the Competition.

3. Prizes

What are the rewards for each round?

The prizes for being selected in the first and in the third phase of the Competition through remote evaluations are of 1000 Euro per team, meant as lump-sum reimbursement for the participation to the bootcamp and to the Final Ceremony.

These prizes are dependent on the participation of representative(s) of the Team to these events but independent on the expenses incurred for the participation.

The prizes for the 3 winning teams selected by the Jury at the Final Ceremony in each thematic category are:

- **1st prize: € 10,000**
- **2nd prize: € 5,000**
- **3rd prize: € 2,500**

The winning teams will also gain access to EIT Raw Material's pan-European innovation network with more than 100 partners as well as free publicity and greater visibility through EIT Raw Material's network channels.

Do I have to invest the prize money in the business idea?

There is only 1 condition that will be included in the Prize Agreement that Teams should comply with also after receiving the prizes: the participation to up to 2 events organized by the EIT Raw Materials in EU (matchmaking or investors' day or promotion events)

According to the rules, in this edition the use of the final prize is free and not linked to the creation of a startup. However, one of the selection criteria of the awards will be the real willingness to carry the project forward. The jury will consider as one of the priority evaluation factors the commitment of the team with the development of the idea.

How the prize is shared?

The interlocutor of the team with the Competition is the main promoter of the idea (project leader in representation of the Team or the startup if existing) and will be the one receiving the prizes. The distribution of the prize will be an internal matter of the participating team.

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Co-Location Centres

To contact with Co-Location Centre of the EIT RawMaterials, check the nearest at:

<https://eitrawmaterials.eu/about-us/our-locations/>

Competition information and updates

Web page of the competition for information:

<https://eitrawmaterials.eu/business-idea-competition/2017/>

Submission portal:

<https://eitrawmaterials.fluidreview.com/>