

# Conditions for the Business Idea Competition in Raw Materials 2017

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## 1. Scope

EIT RawMaterials organizes the Business Idea Competition in Raw Materials 2017 (“Competition”), a pan-European innovation contest aiming to reach out, identify and support the best ideas from researchers, professionals and early stage startups, with a potential impact in the Raw Materials Value Chain.

The Competition is part of the activities of the EIT RawMaterials and has the following objectives:

- To contribute in the promotional phase, training and evaluation of ideas through the mechanism of a Business Ideas Competition.
- Detect business ideas and contribute to the formation of entrepreneurial teams.
- Support the development of the business/innovation plans for the ideas/solutions selected during the Competition
- Recognizing and supporting the best projects in each of the phases of the competition.

## 2. Topics

The EU is the home to world leading manufacturing industries, game changing innovative technologies and an entrepreneurial infrastructure that can enable the transition to a resource efficient, sustainable, society as envisioned in the EU 2020 agenda. A sustainable supply of raw materials is vital for the development of these core industrial activities and their long term economic success. However, the EU has become highly dependent on imports of raw materials, particularly critical raw materials, which is a key threat to future business in Europe.

Through this competition, EIT RawMaterials aims to support new businesses that develop raw materials into a major strength for Europe promoting a cost-efficient, secure, sustainable supply and use of raw materials through new solutions in the fields of exploration, mining, and processing of raw materials from primary and secondary sources as well as their manufacturing into products, recycling, and integration into a Circular Economy (including design and manufacturing of tools and equipment, smart products and services, end-of-life product management).

In particular, the supply of a range of ores, metals and rubber is vulnerable in EU. These materials are the main target of the EIT RawMaterials innovation community. 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 Business Idea Competition of EIT RawMaterials seeks innovative ideas in the following **three thematic categories**:

1. **Going beyond discoveries and intelligent mine.** Technologies and solutions for improved and new mineral exploration, and for more efficient, safer and sustainable modern mining. As an example, solutions could include:
  - a. New and improved geological models, better model understanding and techniques for going 3D/4D, going deep, going holistic, etc.
  - b. New instrumentation, methods and technologies for more deployable, reliable, cheaper, faster, deeper and safer mineral exploration and mining, including technologies and services for innovative data acquisition, new data types, big data analysis/handling including assessments and methods to revitalise and utilise existing/historical dataset for exploration and mining.
  - c. Application of new innovations, new geological models and rethinking/re-evaluations of geological settings/prospects to provide new exploration prospects and mining targets.
  - d. Application of new technologies/ services for more efficient production, better safety, better utilisation of equipment and employees for mining and exploration. Virtual reality, UAVs/ robotics, automation, real-time data that will improve planning, scheduling of operations and delivering better efficiencies and cost savings.
  - e. Innovative services, approaches and products in order to ensure public understanding and awareness about the need for raw materials, exploration and mining, ensure cooperate social responsibility and social license to operate as well as added values of exploration and mining including remediation.
2. **Optimisation of processes, recycling and circular economy.** It is of utmost importance to introduce in the market solutions for resource effective processing and (circular) use. This will build on technologies and business models for improved material production, materials supply from secondary sources, recycling and for the implementation of a circular economy approach. As an example, solutions could include:

- a. Optimized extraction and production processes for metals and alloys, improving the efficiency of the process, using less energy and water, reducing cost and the production of waste.
  - b. Solutions for recycling of end-of-life products, extraction from industrial residues, tailings, urban and landfill mining, (e.g. WEEE, batteries, magnets, solar cells etc).
  - c. Cost efficient and clever collection, dismantling and sorting of waste;
  - d. New business models for resource recovery, product Life Extension (repairing, re-manufacturing, etc), product as a service, sharing platforms.
3. **Substitution of resource critical and toxic materials and for optimized performance.** We support business models based on new technologies or services that make it possible to substitute or use less critical or toxic materials in key industries. In addition, solutions for an optimised performance of materials and entire products will be supported. New approaches and solutions can be developed on an elemental, material, process, product, system, and service level. Examples:
- a. Substitution of critical and toxic metals in specific energy materials, like Pt in fuel cells, Co in lithium ion batteries, Nd and Dy in Nd-Fe-B permanent magnets
  - b. Substitution of critical and toxic metals like Co and W in carbides, speciality metals in high strength steels and superalloys, incl. the design and manufacturing
  - c. New material systems that contain no or less critical and toxic materials, for instance, for the use in batteries, permanent magnets, solar cells, and thermoelectric and magnetocaloric applications
  - d. New / optimized materials for additive manufacturing, for instance, in the field of printable electronics
  - e. New lightweight composites and designs as substitutes for critical materials containing high strength steels and for optimized performance
  - f. Solutions that integrate new materials into a Circular Economy, for instance, technology and business that enables and builds upon the reuse and recycling of newly developed, high performance materials
  - g. New products, systems, and services for an optimised raw materials use, particularly with respect to mobility and energy technologies

### 3. Participants

The competition is open to anyone interested from the following target groups:

1. Researchers, PhD, students or research groups from universities and research organisations.

2. Professionals with deep knowledge and experience in raw materials field and entrepreneurs or idea owners that have an idea/ solution that is targeting EIT RawMaterials market and want to start a company.
3. Early stage startups, founded less than 2 years before the date of launch of the competition (i.e. after 01.04.2015), and which raised less than 200k investment so far.

The applicants should not have received previous funding/support by EIT RawMaterials in other competitions or in other forms.

The applications can be proposed by one applicant in the name of a Team of persons. However, the EIT RawMaterials will not be responsible for any division or distribution of any Prize awarded in the Competition among or between Team Members.

## 4. Competition process and prizes

The Competition is divided into four phases: the first includes the presentation and selection of ideas; the second includes the coaching and the development of the selected ideas into business plans; the third includes submission of the business plans and selection of the finalists; the fourth consists in pitching at the Final Ceremony and awards to the best business plans developed.

### Phase 1: Submission of Ideas

- To participate in the Competition, the applicants must present a brief description of their idea for the innovative product or service proposed, using a predetermined format template. The applicants should put emphasis on: the innovative concept, competitive advantage, customers and potential market. **Ideas submission deadline: 31 May 2017.**
- Two webinars will be provided on **12 and 19 May 2017** to train potential applicants on how to develop an idea into a business model. More details will be provided on the web page of the Competition.
- The best 15 ideas in each of the 3 thematic categories (45 in total) will be selected to go to the next phase and awarded € 1,000 as lump-sum reimbursement for the participation to the bootcamp in phase 2.

### Phase 2: Boot Camp and coaching for the Idea laureates

- The applicants selected in phase 1 will be 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 during July 2017.

- Mentoring of the teams: the applicants selected in phase 1 will be coached to develop a more comprehensive business plan by EIT RM staff in the period going from July to September 2017.

### Phase 3: Business Plan Competition

- 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. Business plan submission deadline: 6 Oct 2017
- Among the applicants to phase 3, in each category 5 finalists (15 in total) will be selected and invited to pitch to the Final Ceremony. The finalists will be awarded € 1,000 as lump-sum reimbursement for the participation to the Final Ceremony.

### Phase 4: Final ceremony (pitching, selection and nomination)

- The finalists will pitch their idea during the Final Ceremony in front of the Jury involving EIT RawMaterial's staff and Industrial partners.
- The 3 winners in each of the 3 categories will be selected from the Jury and awarded:
  - **1st prize: € 10,000**
  - **2nd prize: € 5,000**
  - **3rd prize: € 2,500**

The winning teams, in order to receive the prizes, will have to:

- sign a Prize Agreement for the EIT RawMaterials Business Idea Competition 2017 with the EIT RawMaterials GmbH.
- Commit to participate to a minimum of 2 promotional events organized by EIT RawMaterials (networking events or pitching events in front of potential investors and clients).

The lump-sum reimbursements for the teams selected during the phase 1 and phase 3 are linked to participation of at least one and maximum three of the team members to the bootcamp and final ceremony respectively. The lump-sum reimbursements of 1000 Euro are considered per team and independently of the number of attendants.

The lump-sum reimbursements will be issued within 30 days from the participation to the event. The final prizes will be issued before December 31<sup>st</sup> 2017, as long as the teams comply with the commitments previously mentioned. All prizes will be subject to withholding tax as determined by current legislation.

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

## 5. Jury and selection criteria

The evaluation of the ideas proposed shall be carried out in each phase of the Competition by a board of expert evaluators, both from within EIT RawMaterials and external partner organizations, nominated by the organizer. The ideas will be evaluated based on the demonstration of an innovative product or service which in the view of the evaluators holds the most promise to be successful on an international scale and a good fit with the focus areas of the categories of the EIT RawMaterials. Each idea will be judged by 3 evaluators on the criteria listed in the following with the weight applied to each criterion in the evaluation:

- **Problem/Need Identification:** needs and problems that the idea is going to solve (25%)
- **Solution and Value Proposition:** how the technology or business idea is going to fill these needs, including the level of novelty and innovation (15%)
- **IP Rights:** status of the protection of the solution, e.g. patents strategy, freedom to operate (15%)
- **Market Description:** targeted customers, the market size pretended to cover and competitors (15%)
- **Further Developments:** further developments for the business idea, as well as the resources needed and project plan (15%)
- **Team/Resources:** appropriateness of team expertise, commitment and resource allocation (15%)

Each evaluator will give a score in relation to each criterion based on the following guidelines and a weighted average will be calculated:

- **0: The proposal fails to address the criterion or cannot be assessed due to missing or incomplete information**
- **1-3: Poor.** The criterion is inadequately addressed, or there are serious inherent weaknesses.
- **4-5: Fair.** The proposal broadly addresses the criterion, but there are significant weaknesses.
- **6-7: Good.** The proposal addresses the criterion well, but a number of shortcomings are present.



- **7-8: Very Good.** The proposal addresses the criterion very well, but a small number of shortcomings are present.
- **9-10: Excellent.** The proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

The average of the 3 evaluators will be used to produce the ranking list.

The Jury's decisions are unappealable.

## 6. Registration and submission of ideas

To participate in the Competition the applicants must submit the first online application through the following platform: <https://eitrawmaterials.fluidreview.com/> an online submission management tool by Survey Monkey Inc. The application will require the presentation of the idea using the template specifically provided by the organizer and available on the application platform and on the web site of the Competition.

The deadline for the submission of the idea is **May 31<sup>st</sup> 2017 at 17:00 CET.**

The platform and the modalities that will be used in the successive evaluation steps will be communicated to the winners of the phase 1 of the Competition in due time.

Competition language is English, i.e. all submission material has to be handed in English.

## 7. Intellectual Property, Confidentiality and Publication Rights

Applicants retain full and exclusive ownership of their prior information and intellectual property rights. By submitting their application applicants warrant that they hold ownership or have legally secured the right to use all elements of the innovative product or service and that the provided materials and information do not infringe any intellectual or other property rights, including patents, of any other persons, companies or other entities. Elements of the submission that are based on rights held by others, such as patents, shall be marked as such in the submission.

The organizer and their authorized representatives in the program undertake to ensure the confidentiality of the ideas and projects presented and developed throughout the Competition.

The organizer and their authorized representatives in the program retain all rights including media rights to promote the Competition. Also, all winners and finalists agree that their personal data, such as their names and affiliations, the receipt of any Prize, pictures, videos and sounds may be used for such purposes by EIT RawMaterials and its partners. The organizer and their authorized representative may use the following information without compensation for promotion of the Competition: non-confidential information related to the idea provided by the applicants in the specific fields marked with “public summary”.

## 8. 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 ideas. Only for the purposes of the execution of the competition applicants will provide name, postal address, email address and telephone number (“personal data”). 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.

**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 Fluid Review, available under <https://fluidreview.com/privacy>

Prior to signing up for the evaluation tool, evaluators must confirm per non-disclosure agreement (NDA) to use the data solely for the purpose of the evaluation of entries and not to share them with any other person or organisation.

**YOUR CONSENT TO THE USE OF PERSONAL DATA:** By submitting your application within this competition you consent that EIT RawMaterials GmbH will collect, transfer, process, store and delete your data under above-mentioned conditions.

## 9. Acceptance of Terms and Conditions

By submitting their application form, applicants agree to the Terms and Conditions, which form part of their submission. Applicants agree that they have no legal entitlement to a prize. However, each prize winner will have to enter into a Prize Agreement for prizes. EIT RawMaterials GmbH reserves the right to make reasonable amendments to these Terms and Conditions.

Amendments and additions to these Terms and Conditions shall be valid only if communicated in writing or otherwise made available to the applicants. Any deviation from these Terms and Conditions can only be made in writing and signed by an authorized representative of EIT RawMaterials GmbH and the applicant.

These Terms and Conditions are governed by the laws of Germany. Any disagreement or dispute which may arise in connection with these Terms and Conditions which cannot be settled amicably will be brought before the courts of Berlin, Germany. 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 RawMaterials GmbH be liable for any special indirect, punitive, incidental or consequential damages, including loss of profit.

## 10. Organizer

The Business Idea Competition in Raw Materials 2017 is organized by EIT RawMaterials and the Headquarter of the organization EIT RawMaterials GmbH is responsible for the central coordination of the contest, and acts as the managing partner in coordinating the application and evaluation process. The regional Co-Location-Centres (CLC) of the EIT RawMaterials will support the organization and implementation of the competition.

## 11. Financing

Business Ideas Competition for Innovation in Raw Materials is financed by EIT RawMaterials.

## 12. Key dates

- Open call/acceptance of submissions: April 21<sup>st</sup> 2017
- Webinars for potential applicants: May 12<sup>th</sup> and 19<sup>th</sup> 2017
- Deadline for submitting business ideas: May 31<sup>st</sup> 2017 at 17:00 CET.

- Awards to the best business ideas submitted, selection of ideas to move to the next phase and invitation of the bootcamps: June 16<sup>th</sup> 2017.
  - Bootcamps for the idea laureates: within first half of July
  - Mentoring and development of selected business plans: July to September 2017.
  - Deadline for submitting business plans: October 6<sup>th</sup> 2017 at 17:00 CET.
  - Selection of the finalists and invitation to the Final Ceremony: October 27<sup>th</sup> 2017
  - Final Ceremony and awards: Mid November 2017 (to be defined)
- Dates could change, but the organization will report them appropriately.

## How to get in touch:

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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/>

To check the list of partners affiliated to the EIT RawMaterials:  
<https://eitrawmaterials.eu/about-us/partners/>

## Competition information and updates

Web page of the competition for information:

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

Submission portal:

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