

# EIT Awards 2020

## Call for Nominations for the EIT Venture Award

European Institute of Innovation and Technology (EIT)

Budapest | 15 June 2020

**[www.eit.europa.eu](http://www.eit.europa.eu)**



The EIT is a body of the European Union

# Contents

<b>1</b>	<b>Introduction - Background</b> .....	<b>2</b>
<b>2</b>	<b>Objectives</b> .....	<b>2</b>
<b>3</b>	<b>Indicative timetable</b> .....	<b>3</b>
<b>4</b>	<b>Prizes</b> .....	<b>4</b>
<b>5</b>	<b>Admissibility Criteria</b> .....	<b>4</b>
<b>6</b>	<b>Eligibility Criteria</b> .....	<b>4</b>
6.1	Criteria .....	4
6.2	Required supporting documents .....	4
<b>7</b>	<b>Exclusion Criteria</b> .....	<b>5</b>
7.1	Criteria .....	5
7.2	Required supporting document.....	5
<b>8</b>	<b>Selection Criteria</b> .....	<b>5</b>
8.1	Criteria .....	5
8.2	Required supporting documents .....	6
<b>9</b>	<b>Award Criteria</b> .....	<b>6</b>
9.1	Criteria .....	6
9.2	Required supporting documents .....	7
<b>10</b>	<b>Procedure</b> .....	<b>7</b>
10.1	Submission of applications .....	7
10.2	Nomination process.....	8
10.3	Award process .....	8
10.4	Payment of the prizes .....	9
<b>11</b>	<b>Promotion</b> .....	<b>9</b>
11.1	Promotion prior to the EIT Awards ceremony .....	9
11.2	Publication by the EIT .....	9
11.3	Publicity by the prize-winners.....	10
<b>12</b>	<b>Other conditions</b> .....	<b>11</b>
12.1	Conditions concerning liability; checks, audits and investigations; sanctions.....	11
12.2	Cancellation of the contest.....	11
12.3	Data protection.....	11
12.4	Applicable law.....	12
12.5	Procedure for complaints and appeal.....	12

# 1 Introduction - Background

In order to promote an entrepreneurial mind-set and a risk-taking culture within the EIT Community, the EIT introduced the EIT Entrepreneurship Award in 2012. Since then, the EIT further developed and gradually extended the concept of the EIT Awards covering the three main EIT-KIC activity pillars of business creation, education and innovation.

The COVID-19 pandemic significantly affected the EIT Community event planning for 2020. Whenever possible, online formats were considered and thus, the 2020 EIT Awards will be held in an adapted online format suitable for its original purpose.

Moreover, having an online event also offers the opportunity to include a dissemination element to the EIT Awards and to target better specific stakeholder groups such as investors or potential business partners through a public online pitching session.

The 2020 EIT Awards will cover again five categories: EIT Venture, EIT CHANGE, EIT Innovators, EIT Woman Leadership & Entrepreneurship, and EIT Public (Citizen) Award.

Each KIC will nominate one candidate / team for the EIT Venture, EIT Innovators and EIT Woman Leadership & Entrepreneurship Awards and also one for the EIT CHANGE Award (in case the KIC has EIT labelled programmes).

The same nominees cannot compete in more than one category, to promote additional diversity, and give communication coverage, award and prize money winning opportunities to a maximum of nominees. For the same reason, applications of nominees proposed for any of the previous years' EIT Awards are not eligible.

Each KIC should ensure that their nominations have an appropriate balance regarding gender and nationality.

## 2 Objectives

The EIT Awards promote innovation and entrepreneurship in Europe and contribute to the branding of the EIT in Europe and globally. The EIT Awards cover the three sides of the Knowledge Triangle and put on the spotlight: high-potential entrepreneurial start-ups brought to maturity by KICs; innovation teams encompassing different Knowledge Triangle actors that deliver outstanding innovations; and EIT Alumni that excel in putting into practice the skills and competences acquired in EIT labelled educational programmes as the next generation of entrepreneurs and change agents in European societies. The EIT Awards are an essential instrument to demonstrate the EIT's and KICs' achievements to stakeholders.

The **EIT Venture Award** puts the spotlight on **successful entrepreneurial start-ups** that have been supported by the innovation communities through dedicated business creation or business development processes.

Within the EIT Community, the EIT Awards play an important role in celebrating achievements and success, identifying role models and increasing opportunities for the further development of the EIT Award winners.

## 3 Indicative timetable

Activity	Deadline
Deadline for the KICs to submit applications to the EIT	31 August 2020
Verification of admissibility, eligibility, exclusion and selection criteria by the EIT	1 September 2020-30 September 2020
Publication of eligible nominees on the EIT website	By 15 October 2020
Online pitch training	In the week of 19-23 October 2020
Online social media and media training	5 November 2020
Communication campaign	15 October 2020-31 December 2020
Public online voting	9 November 2020-8 December 2020
Virtual offline pitching/ presentations to juries	7 December 2020
Public online pitching/ presentations to juries	8 December 2020
EIT Awards online ceremony	9 December 2020
Online press briefing with EIT Award Winners	10 December 2020
Notification letters with results sent to winners and all applicants	Within 2 weeks after the EIT Awards online ceremony
Provision of prize	Within one month after the submission of documents necessary to process the payments (i.e. Financial Identification Form, Legal Entity Form included in the Notification letters)

# 4 Prizes

The **EIT Venture Award winner** will benefit from:

- An increased European-wide promotion of its business and the prerogative to use the label “EIT Venture Award Winner” in its profiling and marketing activities;
- A monetary prize of €50,000.

The **EIT Venture Award second- and third-place winners** will receive a financial prize of €20,000 and €10,000 respectively. They will also benefit from European-wide promotion of their achievements and the prerogative to use the label “EIT Venture Award Finalist” in their marketing and communications activities.

# 5 Admissibility Criteria

Applications must be submitted:

- no later than by **31 August 2020 to the EIT by KICs’ Single Point of Contacts (SPOCs)**;
- using the template for the EIT Venture Award Competition duly completed.

Failure to comply with those requirements will lead to the rejection of the application.

# 6 Eligibility Criteria

## 6.1 Criteria

In order to participate in the EIT Venture Award competition, the applicant venture needs to:

- be incorporated or registered (if mandatory in accordance with the applicable national law);
- have received business creation support by a KIC, i.e. the venture has gone through a structured business support process offered by a KIC.

## 6.2 Required supporting documents

The evidence to be provided by the applicant venture as part of the application package consists of a registration or incorporation certificate and description in the template or proof of the receipt of business creation support by a KIC.

# 7 Exclusion Criteria

## 7.1 Criteria

Applicants will be excluded from participating in the call for nominations if they are in any of the situations of exclusion defined in Article 136 of the EU Financial Regulation<sup>1</sup>.

Applicants will be excluded from award if, in the course of the award procedure, they fall under any of the situations defined in Article 141 of the EU Financial Regulation.

## 7.2 Required supporting document

The EIT will perform the check of the exclusion criteria by relying on the on previously submitted Declarations of Honour of applicants (i.e. KIC Partner organisations).

If the EIT considers it justified, it may require the resubmission of the declaration on honour (available at <https://eit.europa.eu/our-activities/eit-awards/2020-awards>).

# 8 Selection Criteria

## 8.1 Criteria

Applications for the EIT Venture Award will be selected based on the following criteria:

The applicant venture:

- offers a product or service which is innovative and marketable, with a European perspective and the potential to expand globally;
- has already at least one customer or investor;
- comprises a team of a minimum three Full Time Equivalents (FTEs) that convincingly demonstrates that it has the competences to successfully develop the product or service and bring it to the market.

---

<sup>1</sup> Regulation (EU, Euratom) No 2018/1046 of the European Parliament and of the Council of 18 July 2018 on the financial rules applicable to the general budget of the Union and amending Regulations (EU) No 1296/2013, (EU) No 1301/2013, (EU) No 1303/2013, (EU) 1304/2013, (EU) No 1309/2013, (EU) No 1316/2013, (EU) No 223/2014, (EU) No 283/2014, and Decision No 541/2014 and repealing Regulation (EU, Euratom) No 966/2012

## 8.2 Required supporting documents

The evidence to be provided by the venture as part of the application package consists of the description of how the above selection criteria are met (e.g. on the product or service, on the applicant venture's team, on the customer or investor) including the business plan of the venture and relevant accompanying information.

# 9 Award Criteria

## 9.1 Criteria

An international jury composed of three experts, with a balanced composition including higher education, business (creation), innovation and the investor community, will evaluate the applications, the supporting documents and the elevator pitches based on the following criteria (assessed on a scale from 0-5 with half points, where 0 is the lowest score, 5 is the highest score; maximum score to be obtained in total is 20 points<sup>2</sup>):

Criteria (equal weighting)	Explanation
1. Commercial and Business characteristics / potential	<ul style="list-style-type: none"><li>✓ Need for (or prospect of) product or service with technical features uniqueness and technology risk addressed, including Intellectual property position</li><li>✓ Competitive advantage over potential competitors, including quality and relevance of the description of the business model (pricing, downstream value, scalability, funding strategy)</li><li>✓ Addressable market size, potential target customers and customer engagement plan (Go To Market), and sales &amp; profits potential</li></ul>
2. Societal impact	<ul style="list-style-type: none"><li>✓ Degree of the societal impact in line with the scope of the KIC</li></ul>
3. Team characteristics	<ul style="list-style-type: none"><li>✓ Role of the team members (experience, expertise)</li><li>✓ If applicable: identification of short-term talent gaps and a strategy to fill them</li></ul>
4. Pitch/Presentation	<ul style="list-style-type: none"><li>✓ Professionalism: the clarity, demeanour and professional delivery of the team and quality and persuasiveness of the oral presentation</li><li>✓ Quality of answers during the Q&amp;A portion of the presentation</li></ul>

---

<sup>2</sup> The overall score is calculated as an average of the individual scores of the jury members, rounded up to one decimal place.

## 9.2 Required supporting documents

The evidence on which the jury evaluation is based comprises:

1. For award criteria 1-3: A description on how the above award criteria are met, included in the application package. It is imperative that the information provided enables a proper assessment of the Award criteria. To this end, as a minimum the business plan and accompanying documents should provide the following information:
  - The market need, or customer pain point the venture addresses and the reason to solve this particular issue;
  - The product/service developed and discerning (technical) features;
  - Customers and market opportunity;
  - The unique value proposition relative to the competition, a competitor analysis and an explanation how the venture will stay ahead of the competition;
  - Domestic and foreign patents and patent applications;
  - Important technical know-how;
  - The venture's organisational chart with the management team, the background of its members, and plans to fill any positions that are (yet) not covered;
  - The venture's list of shareholders and number of shares held by each;
  - Any projections, capital budgets and strategic plans.
2. For award criterion 4: The applicant ventures will have to present their application to the jury with respect to award criteria 1-3. Under this criterion the quality of the presentation in front of the jury will be assessed.

Following and based on the pitch/presentations of the applicants, the jury members may amend their initial scoring for the award criteria 1-3 taking into consideration clarifications/information provided.

# 10 Procedure

## 10.1 Submission of applications

Applications must be submitted by the candidates to the KICs' Single Point of Contacts (SPOCs).

Applications shall be submitted by the candidates on the correct form(s), duly completed, with all required supporting documents, dated, and by the deadline.

Application forms are available at <https://eit.europa.eu/our-activities/eit-awards/2020-awards>.



No modification to the application is allowed once the deadline for submission has elapsed. However, if there is a need to clarify certain aspects or for the correction of clerical mistakes, the KIC and/or the EIT may contact the applicant for this purpose during the evaluation process.

## 10.2 Nomination process

Each KIC shall organise its own selection process following the Admissibility, Eligibility, Exclusion and Selection Criteria set out in sections 5, 6, 7 and 8 of this Call for Nominations and appoints one nominee for the EIT Venture Award.

The KIC shall not submit the same nominees in more than one category. The KIC shall not submit nominee that took part in any of previous editions of the EIT Awards. The KIC shall ensure that their nominations have an appropriate balance regarding gender and nationality.

The KICs should provide the EIT with the names of the nominees they put forward along with all required documentation by **31 August 2020<sup>3</sup>**. The EIT will check if the Admissibility, Eligibility, Exclusion and Selection criteria are met.

## 10.3 Award process

The 2020 edition of the EIT Awards will be organised virtual/ online over three days:

Non-public	Public	
Day 0	Day 1 (a.m.)	Day 2 (p.m.)
Max 3h50	Max 3 hours	Max 45 min
Detailed pitching/ presentations 7 min/13 min Q&A	Public pitching/ presentations 3 min (recorded)/2 min Q&A (live)	Online awards ceremony

EIT Venture Award nominees will be invited to deliver a pitch (non-public and public) to a high-level jury. The jury will evaluate the presentation, the material provided and will have the opportunity to ask for clarifications of the presentation and/or documentation.

The KICs are expected to support their nominees in their preparation for the event. The EIT will organise online pitch/presentation training for the representatives of the EIT Venture Award Nominees prior to the event. In addition, the EIT will organise online media and social media trainings for the nominees. Participation is mandatory, non-attendance may lead to the exclusion of nominees from the Award.

---

<sup>3</sup> Nominations shall be sent by email to the EIT Strategy Officer Sylvia Jahn (Sylvia.Jahn@eit.europa.eu)

The responsible EIT Authorising Officer will appoint the jury for the EIT Venture Award. The jury will evaluate the nominees based on the documentation, presentation/pitch and responses to questions following the Award criteria set out in section 9 of this document.

The award decision will be made by the responsible EIT Authorising Officer based on the recommendation made by the jury. The EIT Venture Award winner will be announced at the EIT Awards online ceremony on Day 2.

Following the announcement, all nominees will be notified in writing of the results of the award process. The finalists will also receive information about the next steps.

## 10.4 Payment of the prizes

The prizes will be paid in one instalment after the EIT Awards 2020 winners' ceremony by bank transfer, provided that all the requested documents, outlined in the notification informing about the results, have been submitted.

For the purpose of the payments, the prize-winners will be asked to provide:

- a duly filled in and signed "Legal Entity Form"<sup>4</sup>;
- a duly filled in and signed "Financial identification form"<sup>5</sup> stamped by the bank or accompanied by a recent bank statement.

# 11 Promotion

## 11.1 Promotion prior to the EIT Awards ceremony

Following the publication in October 2020, nominees and the presentation at the EIT Awards 2020 ceremony, nominees will be promoted by the EIT via different communications channels and tools. The EIT will work with the nominees to produce different promotional materials, including factsheets, videos, interviews etc.

## 11.2 Publication by the EIT

All information relating to the nominations, the prize-winners and the prizes awarded will be published on the EIT website.

---

<sup>4</sup> The **Legal Entity Form** which must be filled in and signed should be accompanied by (in case of private company/public law body) a copy of official document(s) (official gazette, company/public law body register etc.) showing the name of the legal entity, the address of the head office, and the registration number given to it by the national authorities. In case the official document mentioned does not contain information on your VAT number, a copy of the VAT registration document (if applicable). [https://ec.europa.eu/info/publications/legal-entities\\_en](https://ec.europa.eu/info/publications/legal-entities_en)

<sup>5</sup> [https://ec.europa.eu/info/publications/financial-identification\\_en](https://ec.europa.eu/info/publications/financial-identification_en)

The EIT may use, for its communication and publicising activities, information relating to the prizes, documents notably summaries for publication as well as any other material, such as pictures or audio-visual material that it receives from the participants (including in electronic form).

The EIT will publish the name of the nominees and of the prize-winners, their origin (country and region), their achievement and the amount awarded, as well as the nature and purpose of the prize – unless they have requested to waive this publication (because disclosure risks threatening their security and safety or harm its commercial interest).

Photos, videos and recordings taken by the EIT either in preparation of the EIT Awards event or during the EIT Awards event are the sole property of the EIT.

### 11.3 Publicity by the prize-winners

The prize-winners must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

The prize-winners shall follow Title III of the Rules for Participation in the H2020 Programme<sup>6</sup> regarding the dissemination of results.

Unless the EIT 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:

- a) display the EIT logo;
- b) display the EU emblem and
- c) include the following text:
  - for the winner:

**“EIT Venture Award Winner 2020.** This Venture has been awarded the EIT Venture Award from the European Institute of Innovation and Technology (EIT), a body of the European Union”.
  - for the finalists (2<sup>nd</sup> and 3<sup>rd</sup> place):

**“EIT Venture Award Finalist 2020.** This Venture has been recognised by the European Institute of Innovation and Technology (EIT), a body of the European Union”.

When displayed together with another logo, the EIT logo and the EU emblem must have appropriate prominence.

---

<sup>6</sup> Regulation (EU) No 1290/2013 of the European Parliament and of the Council of 11 December 2013 laying down the rules for participation and dissemination in “Horizon 2020 – the Framework Programme for Research and Innovation (2014-2020)” and repealing Regulation (EC) No 1906/2006.

For the purposes of his/her obligations, the prize-winners may use the EIT logo and the EU emblem without first obtaining approval from the EIT.

This does not, however, give it the right to exclusive use.

Moreover, the prize-winners may not appropriate the EIT logo and the EU emblem (or any similar trademark or logo), either by registration or by any other means.

## 12 Other conditions

### 12.1 Conditions concerning liability for damages; checks, audits and investigations; sanctions

The EIT cannot be held liable for any damage caused to the participants or to third parties as a consequence of the prize, including for gross negligence.

The EIT cannot be held liable for any damage caused by any of the participants in the context of the prize.

The EIT or the Commission, the European Anti-Fraud Office (OLAF) and the Court of Auditors may carry out checks, audits and investigations in relation to the prize.

The EIT may impose financial penalties and exclusion decisions in accordance with Article 136 of the EU Financial Regulation.

### 12.2 Cancellation of the contest

The EIT may cancel the contest or decide not to award the prizes without any obligation to compensate participants, in particular where its objectives cannot be fulfilled.

### 12.3 Data protection

The participation in this call involves the recording and processing of personal data.

All personal data will be processed by the EIT pursuant to Regulation (EU) No 2018/1725<sup>7</sup> and in accordance with the privacy statement available at:

<https://eit.europa.eu/data-protection>

---

<sup>7</sup> Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data, and repealing Regulation (EC) No 45/2001 and Decision No 1247/2002

The KICs must process personal data in compliance with applicable EU law on data protection (i.e. the GDPR<sup>8</sup>).

## 12.4 Applicable law

The present call is governed by the applicable Union law (i.e. the EU Financial Regulation) and is complemented, where necessary, by the law of Belgium.

## 12.5 Procedure for complaints and appeal

Applicants or participants who believe that there was a maladministration regarding the evaluation of their application may lodge a complaint to the European Ombudsman within two years of the date on which they became aware of the facts on which the complaint is based:

European Ombudsman

1 avenue du Président Robert Schuman

CS 30403 F-67001 Strasbourg Cedex, France

Tel.: (+33) 3 88 17 23 13 Fax: (+33) 3 88 17 90 62

Website: [www.ombudsman.europa.eu](http://www.ombudsman.europa.eu)

Contact form (for general inquiries):

<http://www.ombudsman.europa.eu/shortcuts/contacts.faces>

Complaint form (for launching a complaint):

<https://secure.ombudsman.europa.eu/atyourservice/secured/complaintform.faces>

Complaints against decisions negatively affecting the rights of a participant or a winner can be brought before the General Court - or on appeal, the Court of Justice of the European Union – under Article 263 of the Treaty on the Functioning of the EU (TFEU): applicants may lodge an action for annulment against the award decision. This must be done within two months of receipt of the notification letter. Any request for redress or any complaint for maladministration will have neither the purpose nor the effect of suspending the time-limit for lodging an action for annulment. The court responsible for hearing actions for annulment is the General Court:

General Court

Rue du Fort Niedergrünewald

L-2925 Luxembourg

Tel.: (352) 4303-1 Fax: (352) 4303 2100

E-mail: [GeneralCourt.Registry@curia.europa.eu](mailto:GeneralCourt.Registry@curia.europa.eu)

URL: <http://curia.europa.eu>

---

<sup>8</sup> Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation)