

GUIDE FOR APPLICANTS

Second Open Call for participating to Gazelle Accelerator programme

Project full name:	Gazelle Accelerator
Call publication date:	15 th of October, 2020
Application submission deadline:	1 st of November, 2020
Expected duration:	2 Weeks
More information:	http://eitmanufacturing.eu

www.eitmanufacturing.eu

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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 will select in total 50 Start-ups and SMEs through 2 open calls in 2020.

Selected Start-ups and SMEs 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) business training and coaching with experts, access to market through B2B events with European corporates, access to finance through B2F events with European Investors
- **Innovation support:** Support in finding consortium partners to apply in EIT Manufacturing Call for proposals for innovation project; new 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 prepare for the business) in close collaboration with Business Creation teams within EIT Manufacturing
- **NEW! 2nd GAZELLE ACCELERATOR PROGRAMME** event will include pitch competition where 3 best company, selected by a jury of experts; will receive prizes on business expertise mentoring

EIT Manufacturing is a Knowledge Innovation Community (KIC) dedicated to manufacturing, including more than 50 European partners, industry, academics and RTOs, from 17 countries among which, Volkswagen, Whirpool, Volvo, Philips, SANDVIK, Avioaero, ITPAero, KUKA, SIEMENS.

More information at: <http://eitmanufacturing.eu>

2. Expected contribution from the applicants

2.1 Means of Submission

The EIT Manufacturing platform will be the entry point for all Open Call 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.

2.5 Expected Contribution

The project asks for contributions that propose innovative technology solutions to answer the Use Cases that are defined by industrial end-users on Gazelle Accelerator's survey.

Gazelle Accelerator open its second Call to technologies and its Use Cases, which originate from first Gazelle Accelerator survey run on February 2020 and technologies of interest by end-users until October 2020. Survey measured the needs and challenges of the manufacturing companies regarding organizational and digital technologies and their use cases.

Uses cases have been identified from the following technology capability areas:

- Analytics and A.I.
- Internet of Things platforms
- Simulation and Augmented/Virtual reality
- Collaborative and mobile industrial robots

The identified Use Cases by Gazelle Accelerator can be found below.

Technology Area:	Use cases of technology
Analytics and A.I.	Inventory and parts optimization
	Predictive maintenance
	Real-time re-planning (including MRP and factory scheduling)
	Logistics network and warehouse optimization
	Workforce productivity and efficiency
Internet of Things platforms	Real-time products/“digital twins” performance management
	Utility and energy management
	Production process performance tracking and remote factory monitoring
	Creating and running manufacturing applications
	Real-time asset (equipment, fleet) performance management
Simulation and Augmented/Virtual reality	Remote control of industrial robots using augmented/virtual reality
	Use of augmented reality (e.g., google glass) for support of works tasks by providing information and advice
	Simulation techniques to organize factory layout and production flow
Collaborative and mobile industrial robots	Collaborating industrial robots for manufacturing processes (e.g. welding, painting, cutting)
	Collaborating industrial robots for handling processes (e.g. depositing, assembling, sorting, packing processes)
	Industrial robots for inspections/quality control
	Mobile industrial robots for warehouse management

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

- The solution has to be affordable and it should have a cost advantage over its competitors
- The solution has to be flexible and adaptable
- The solution has to address security issues

2.6 Getting closer to society and industrial priorities

Gazelle Accelerator team, aiming to reach and get in alignment with latest society and industrial priorities; enlarges its challenges to contribute at solving most urgent sanitarian and economic crisis in the industry sector, caused by COVID-19 outbreak.

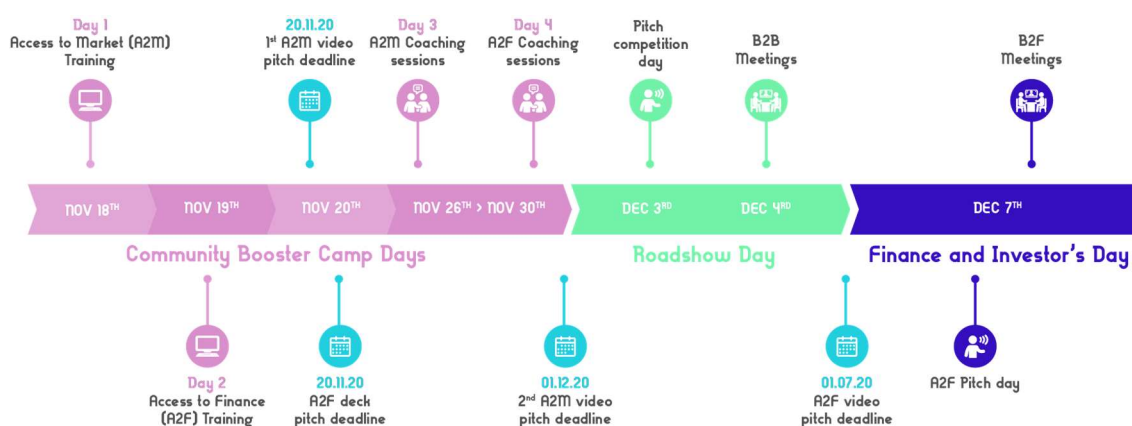
Industries and businesses, as they will transition back into post coronavirus crisis, will be confronted to new challenges that will prioritize solutions towards accelerate automation, new ways of working, effective remote working, virtual work and digital environment, among others; above traditional office and industry settings.

Therefore, SMEs, start-ups and scale-ups are invited to propose solutions for challenges and needs that industries have faced and will focus during overcoming post coronavirus crisis.

Gazelle Accelerator will therefore encourage and value proposals that are focused on providing solutions to help industries to face impact by coronavirus and accommodate to new emerging-tech-enabled business models.

2.7 Acceleration programme

This acceleration program starts by a business and coaching matchmaking event which will take place online at the end of November. Below the programme timeline:



The selected SMEs and start-ups will participate in the Acceleration programme which is structured around 6 successive actions: Inform, support, create new value chains, B2B, Finance and Follow up.

Programme event is composed of the following sessions:

a. Community Booster Online Camp Days - Nov 18th to Nov 30th

The Community Booster Camp represents a unique opportunity for SMEs, start-ups and scale-ups to benefit for free 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 and its 4 flagships topics, their trends and challenges in order to stimulate innovation.
- Coaching for the business pitch in order to better orientate the business pitch to end users.
- Analyse and advice on the business plan and to find new private and/or public investment.

Dates for the community booster online camp days:

- Access to Market (A2M) training: Wednesday Nov 18th
- Access to Finance (A2F) training: Thursday Nov 19th
- Coaching sessions: From Thursday Nov 26th to Monday Nov 30th

b. Roadshow and Demo Online session – Dec 3rd and Dec 4th

- Demo day - *New Addition to the program* - Thursday Dec 3rd, 2020

At this event, an online demo day competition will take place.

The SMEs, start-ups and scale-ups that will be eligible and pass the evaluation of Gazelle Accelerator will participate on these events and the DEMO day competition.

The selected companies will have 5 min to present their solution pitch presentation with the offered solution to companies as end users and corporates. Then Jury committee will meet virtually and decide the three more innovative solutions and winners of the competition. At the end of the day the winners of the Demo day will be announced.

There will be three winners of this competition that will benefit from Gazelle Accelerator deep dive service.

More specific, the three winners of the competition, will gain a tailored made support service on business development by external experts depending on their needs. The first winner will win the highest amount that will have the opportunity to spend it in the business service that is considered more important for him/her.

- B2B Meetings - Friday Dec 4th, 2020

As we have already referred the DEMO day will be attended by the end users that interested for the offer of solutions developed by Innovative SMEs and Start-ups in answer of the identified needs. At the end of DEMO day and after the presentations they will know about the solutions that they interested to implement and the companies that interested to collaborate. Before and after each cluster presentation, all target groups (end-users, SMEs, start-ups and scale-ups, RTO, universities, etc.) are able to request B2B meetings through online platform with those companies of their interest.

Moreover, at this program also B2B meetings are encouraged between SMEs, start-ups and scale-ups, so they can find opportunities of collaboration.

c. Investor and Finance Online session - Monday Dec 7th, 2020

The objective of this event will be to support the willing and most promising SMEs, start-ups and scale-ups their access to funding opportunities, by presenting them the different financing windows and coaching them to present their project to investors. The SMEs, start-ups and scale-ups that will participate at this event will be selected from the investors beforehand.

The main activities that are planned for finance and investor session:

- Presentation of the pitch for the investors: SMEs, start-ups and scale-ups will introduce the investment proposals to a network of Corporate Investors, VCs and funding institutions. Each company will have approximately 5 minutes for its presentation, followed by a 5 minutes round of Q&A.
- Networking and follow up: Networking between participants and investors will be promoted. To this extend, investors are requested to report observations from each presentation, so they can express their interest to invest or get further information from the companies presented.

All the above activities took place with the use of online platforms and tools.

Once concluded the programme event, willing SMEs, start-ups and scale-ups are invited to participate in the Follow Up & Support programme.

d. Follow Up & Support programme

The follow up programme will be tailored for each SMEs, start-up and scale-up depending of the outputs and results that SMEs, start-ups and scale-ups have after the event. In case of direct sales, if the sale is in a country where SME, start-up or scale-up do not have yet any activity, SME start-up or scale-up will benefit from international business development support. To this end, the consortium will work actively with local CLCs facility layers which gathers local accelerators, incubators and other business development support agency to facilitate the business development of foreign companies in their regions. The same support programme will be activated if the SMEs, Start-ups, scale-ups are identified by new business partners - between other selected SMEs, start-ups, scale-ups; and are willing to develop their business in new country with them. In case the offer of solutions needs to be adapted to correspond to end-users needs, the selected SMEs, start-ups and scale-ups will be accompanied by project partners in the maturation of their projects in the frame of the EIT Manufacturing Call for Proposals or with other funds (European, national, regional funds).

3. Eligibility and Funding information

Entities eligible for funding:

All applicants have to meet the conditions set out in H2020 conditions to be eligible for funding in order to be considered eligible for the Gazelle Accelerator Program (see: https://ec.europa.eu/research/participants/docs/h2020-funding-guide/index_en.htm).

Participants should be considered as:

- SME: Based on the definition provided by European Commission in http://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en, SMEs are defined as:
 - Staff headcount is less than 250, and
 - 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 <https://europeanstartupnetwork.eu/vision/>
 - A start-up is younger than five years and develops into a small medium size company before becoming a cooperation
 - Are businesses set up, and at one point, owned and run by the founders
- Scale-up: Based on the definition provided in the following [link](#) 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

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

4. Open Call submission

4.1 Open Call Submission

The Open Call submission will follow the steps that are listed in this section

4.1.1 Open Call publication

Each open call will be published on the dates shown in table in the beginning of the document.

Each open call will be supported by:

- Open Call text and Guidelines for Applicants, this document.
- Application Template, an online application form, available at EIT Manufacturing platform

4.1.2 Application Preparation

Please follow the steps:

1. For the application preparation, the applicants are requested to apply online in the EIT Manufacturing portal. They will be required to answer some fields related to the application and submit the application form, in the template provided by Gazelle Accelerator consortium.
2. Applicants that do not accept the terms and conditions 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 rodriguez@aerospace-valley.com). 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 48 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 message as recorded by the submission system will be definitive.

5. Application evaluation and selection criteria

Only the eligible application (see section 3) are considered in evaluation and the evaluation process will be performed in two phases. In the first phase, the evaluators will review remotely each application according to the expected maturity of technology, level of fulfilment of the end user's requirements and applicants past experience. Each application will be evaluated by different members of the consortium according to expertise in the technology field or in the application area(s) and in business development. A second expert evaluate the application as well. Technical and business profiles will be mixed during the evaluation to get a complete view on the application.

The outcome of the first step will be a ranked list of 23 applications based on the individual scores obtained by each application. Also, a virtual consensus meeting between the partners, the most promising candidates will be identified based on the individual evaluations. The coordinator 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:

1. Alignment with the Use Cases(section 2)	Weight: 20%	Comments
The project addresses the strategic topics in Technologies of the call and the Use Cases provided by the partners of the consortium. Is the proposed solution connected with the selected use case?	Score: ?/5 (Threshold 3/5)	
2. Technological innovation and maturity(section 3)	Weight: 40%	Comments
<ul style="list-style-type: none">Technical quality of the solution (is the technical solution of the proposal innovative enough to be selected?) Please explain shortly reasons to give that particular grade.	Score: ?/5 (Threshold 3/5) 10%	
<ul style="list-style-type: none">Is the solution described appropriately?	Score: ?/5 (Threshold 3/5) 10%	
<ul style="list-style-type: none">Appropriateness and feasibility of the envisioned Technology Readiness Level (TRL) in relation to the current TRL of the solution (is it feasible/ reasonable to achieve the proposed TRL level at the end of each phase? Are they clearly explained in the proposal? Please consider that the minimun TRL level is 7.	Score: ?/5 (Threshold 3/5) Weight: 10%	

3. Go-to-market plan and growth potential (section 4 and 5)	Weight: 40%	Comments
<ul style="list-style-type: none"> The market potential is quantified, and commercialization channels identified. Does the proposed solution have a better impact than the solutions in the market? Please explain reasons to give that particular grade.	Score: ?/5 (Threshold 3/5) 20%	
<ul style="list-style-type: none"> Has the participant tried to get the solution to the market? Please explain reasons to give that particular grade.	Score: ?/5 (Threshold 3/5) 10%	
<ul style="list-style-type: none"> Has the participant tried to commercialize the solution? Please explain reasons to give that particular grade.	Score: ?/5 (Threshold 3/5) 10%	
Remarks		Comments
Ethical implications and compliance with applicable international, EU and national law.	Essential	
OVERALL SCORE	Score: ?/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 criteria or can't be evaluated due to the lack of information-
- **1. Very poor:** The criteria are not properly addresses, as there are inconsistencies or uncompleted information.
- **2. Poor:** Even though the application addresses the criteria, there are significant weaknesses or inconsistencies in the information provided.
- **3. Enough:** The application addresses the criteria even though it could be improved significantly.
- **4. Very good:** The application addresses the criteria very well even though there are slight improvements that could be made.
- **5. Excellent:** The application addresses all the relevant aspects of the criteria. Any deficiency is minor.