APPLICATION PROCEDURE

CONTENT

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1

APPLICATION PROCEDURE & TIMELINE

CONTINUOUS ENROLMENT OF APPLICATIONS

FIRST deadline: 15th of March

Year 1: 3 selection board meetings

Year 2 : 4 selection board meetings

Year 3 : 4 selection board meetings

An application has to be received at least **4 weeks** before the selection board meeting in order to be considered in that round of evaluation. Applications received later will be reviewed and evaluated at the next selection board meetings.

Every year we will support **20 start-ups** with max. 7 start-ups per quarter.

Application deadlines and selection board meetings
The programme runs until 2020 and will evaluate applications 3-4 times a year.

2018			2019				2020			
ROUND 1	ROUND 2	ROUND 3	ROUND 4	ROUND 5	ROUND 6	ROUND 7	ROUND 8	ROUND 9	ROUND 10	ROUND 11
Appl. deadline 15/03/2018	Appl. deadline 17/08/2018	Appl. deadline 16/11/2018	Appl. deadline 15/02/2019	Appl. deadline 17/05/2019	Appl. deadline 19/08/2019	Appl. deadline 15/11/2019	Appl. deadline 14/02/2020	Appl. deadline 15/05/2020	Appl. deadline 18/08/2020	Appl. deadline 17/11/2020
Selection 12/04/2018	Selection 14/09/2018	Selection 14/12/2018	Selection 15/03/2019	Selection 14/06/2019	Selection 16/09/2019	Selection 13/12/2019	Selection 13/03/2020	Selection 12/06/2020	Selection 15/09/2020	Selection 15/12/2020

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GENERAL REQUIREMENTS & CONDITIONS

- up to 50,000 EUR and up to 85% of the total costs.

- Co-funding: min 15% of the total costs.

  Any co-funding source is eligible, such as business angels, subsidy programmes, investors or the start-up itself.

  In-kind contributions such as office space or coaching hours cannot be admitted as part of the required co-funding.

- The funding covers costs up to 1 year.

- Payment scheme: 50% pre-financing; remaining payment at the final delivery.

- Lead time : ~4 weeks after the announcement of selection results.

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LIST OF APPLICATION DOCUMENTS

START-UP:

1. **APPLICATION & COMPLIANCY CHECKLIST**

- Template (2 pages) for a start-up

2. **A START-UP PITCH** (video <u>or</u> slide deck)

- Video (max 5 min) can be filmed with a regular smart phone or any other device of choice;

- 6-10 content slides (Powerpoint presentation);

3. **FUNDING REQUEST APPLICATION** (3 pages);

- Background info , summary of business pitch, explanation of the use of Copernicus data/services

- Description of objectives, tasks, expected outcomes, break-down of costs (budget)

4. **SUPPORT DOCUMENTS**

- CVs of the start-up team

SUPPORT PROGRAMME:

1. **APPLICATION & COMPLIANCY CHECKLIST**

- Template (2 pages) for a support programme

2. **PRESENTATION/MATERIAL OF THE PARTNERING SUPPORT PROGRAMME**

- It should contain the following info: *available incubation services & their scope*
  track record & achievements including success rates of incubated start-ups
  operational model, size, location

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APPLICATION & SELECTION

Maximum 14 applicants will be selected for the second stage

STAGE 1
2 weeks after application deadline

Compliance check and pre-screening

All applications are evaluated by a group of experts on:

1 Overall compliancy as defined in the programme
2 First qualification screening
   - Use of Copernicus data or services
   - Strength of business proposition (pitch)
   - Partnership with an incubator or incubation support programme

Evaluated materials: application and compliancy templates by start-up and support programme, start-up pitch, support programme info material.

GO/NO-GO

STAGE 2
4 weeks after application deadline

Interview with experts

Successful applicants are invited for a web video interview with experts to evaluate the start-up's potential.

- Use of Copernicus data or services
- Strength of business pitch and team
- Funding request

Evaluated materials: start-up pitch, funding request application, CVs, interview results.

GO/NO-GO

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SUBMITTING APPLICATIONS

All applications have to be uploaded in an electronic format on

www.copernicus-incubation.eu

Every applicant will receive an e-mail confirming that the application has been received.

In case applicant has not received the confirmation they are required to get in contact with the Copernicus Incubation Programme management team to clarify the status of their application.

Copernicus Incubation Management team

copernicus-incubation@verhaert.com

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2

ELIGIBLE APPLICANTS & APPLICATION CRITERIA

START - UPS

START-UPS IN SCOPE

Eligible types of start – ups

- A **team of entrepreneurs** (at least 2 complementary profiles)

- **Legally established** start-ups & scale-ups (max 5 years)

- **University & research institute** spin-outs

- **Corporate** spin-outs

- **Venturing teams** within Corporate venturing programs (internal autonomous teams) with an <u>intention to spin – out</u>

START-UPS IN SCOPE

2 benefits to a desired maturity

1) Early incubation stage leading to a working product:

Start-ups or entrepreneurs who already have a refined product idea or have developed a prototype will be given the chance to develop their idea/prototype into a working product. The objective is to support entrepreneurs to move from prototypes stage to a pre-production stage through to market testing of a finished Copernicus data & services based product/service.

2) Incubation stage leading to business launch & scaling:

Start-ups or the individuals/ entrepreneurs who already have developed the first version of their product, yet need to improve and increase its competitive advantage. In this phase, start-ups will focus on launching or scaling their business their first Copernicus based product/service in market.

BASIC COMPLIANCY CRITERIA

Eligible applicants

Simple template with checkboxes to confirm the **compliancy**.

General Compliancy Requirements:	Compliance statement
· The Applicant's product or service is based on Copernicus data or services.	[Compliant]
The Applicant's first registration has taken place no longer than 5 years prior to submission of Applicant's proposal. Registration date & year: __ / __ / __ · In case the company is not registered yet, the Applicant will set up and register a company prior to the start of the project within the Copernicus business incubation program.	[Compliant]
The applicant`s legal residence is in EU, Norway or Iceland (registered company seat in case of a legal entity, citizenship in case the company has not been registered yet). (Proposed) shareholders of the company in question are: (1) [Name] (XX %); (2) [Name] (XX %); (3) [Name] (XX %); (4) [Name] (XX %); …	[Compliant]
The Applicant is able to communicate in English.	[Compliant]
The Applicant states that the terms and conditions of the Copernicus Incubation programme contract is accepted without reservations.	[Compliant]
The Funding received by the Copernicus Incubation Programme will be only used for the execution of the work packages described in this application.	[Compliant]
The Funding is granted in net amounts (not including VAT).	[Compliant]
The Applicant has at least 15% of the project budget (described in the application for the Copernicus Incubation Programme) available as co-funding.	[Compliant]

Co-funding source & contact information:
 (1)   [Name, type of organization] - (co- funding share: xx%)
     [Contact details (address, country, e-mail, phone number]
 (1)   [Name, type of organization] - (co- funding share: xx%)
     [Contact details (address, country, e-mail, phone number]
	[Compliant]

The information provided in the application is binding and forms the basis of the funding granted. Any changes in this information must be reported immediately and are subject to approval. Further evidence can be requested by the programme management team and will be provided by the Applicant at any time.	[Compliant]

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QUALITY CRITERIA

STRENGTH OF BUSINESS PROPOSITION & ITS POTENTIAL

EVALUATION TOPIC	CRITERIA
THE **USE OF COPERNICUS DATA AND SERVICES** INFORMATION PRODUCTS *Weight factor: 1/3*	1. The **relevancy of Copernicus data/services** to the business proposition 2. Team's **experience & ability** to work with Copernicus data/services 3. **Exploitation feasibility** of Copernicus data/services on the chosen application/business idea
THE **COMMERCIAL INTEREST, FINANCIAL OUTLOOK AND POTENTIAL** OF THE START-UP *Weight factor: 1/3*	1. **Strength of the team** (subject matter & business drive, motivation, ambitions) 2. **NABC business pitch** • N: ***Need*** *- Customer problem & market opportunity (significance & evidence of customer problems, size of market)* • A: ***Approach*** *– solution & go2market (value proposition, business & technological feasibility, adoption chances/risks)* • B: ***Benefit*** *– added value to customers & business results (customer benefits, profit formula, business opportunity size, growth ambitions & estimations)* • C: ***Competition*** *– competitiveness (USPs against alternatives, competitive sustainability)* 3. **Relevancy of funding request** (contribution to business, Risk mitigation of expected effect)
THE **BUSINESS EXPERTISE OF THE INCUBATION/ ACCELERATION PROGRAMME** COMMITTED TO SUPPORT THE START-UP *Weight factor: 1/3*	1. **Scope & strengths of support services** available to start-ups 2. **Track record of success** in incubation performance 3. **Ability & motivation** to support the specific applicant

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SUPPORT PROGRAMMES

SUPPORT PROGRAMMES

Eligible types of support programmes

- **Governmental** business incubators & accelerators

- **University** incubators & accelerators

- Incubators & accelerators at **private and governmental research institutes**

- **Corporate business** incubators

- **Corporate venturing** programs

- Other support programs aimed at **providing support to start-ups**

The support programme should be run **in Europe** and have **proved business expertise and track record of launching successful start-ups**. Experience or technical expertise in space or Earth Observation businesses is not a mandatory requirement.

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BASIC COMPLIANCY & QUALITY CRITERIA

Eligible support programmes

- **Support letter** as a commitment to incubate & indicate "reasons to believe" (evaluations results) in the start-up

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- Simple template with checkboxes to **confirm the compliancy.**

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QUALITY CRITERIA

Recognizing relevant partnerships & support to start-ups

1/3 of total evaluation results

TOPIC	EVALUATION CRITERIA
THE **BUSINESS EXPERTISE OF THE INCUBATION/ ACCELERATION PROGRAMME** COMMITTED TO SUPPORT THE START-UP	1. **Scope & strengths of support services** available to *start-ups (relevancy, easiness to access / use, quality & content of services)* 2. **Track record of success** in incubation performance *(total number of incubates over time, success rates of incubated start-ups)* 3. **Ability & motivation** to support the specific applicant

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3

ELIGIBLE COSTS

ELIGIBLE COSTS

Costs paid to the **support programme** (e.g. office space) are not eligible as part of the grant

**Activities directly related to the development of business:**

- Prototyping and research expenses

- Company set-up, insurance, license and permit fees

- Equipment and supplies, in particular IT (servers, cloud services, software licenses....) and other technological expenses

- Office space

- Intellectual Property Rights related expenses

- Advertising, promotion, communication and visit to clients

- Website and email domain, analytics services

- Business consultancy services, accounting, consulting or legal expertise

- Borrowing costs

- Employee-related costs*, including recruiting expenses.

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ELIGIBLE CO-FUNDING:

What costs **comply with the programme**?

Co-funding can not be provided in-kind. Only monetary co-funding is accepted.

Activities directly related to the development of business:

- Prototyping and research expenses

- Company set-up, insurance, license and permit fees

- Equipment and supplies, in particular IT (servers, cloud services, software licenses....) and other technological expenses

- Office space

- Intellectual Property Rights related expenses

- Advertising, promotion, communication and visit to clients

- Website and email domain, analytics services

- Business consultancy services, accounting, consulting or legal expertise

- Borrowing costs

- Employee-related costs, including recruiting expenses.

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APPLICATION TEMPLATES/GUIDELINES

VIDEO PITCH GUIDELINES

Film yourself with your **smart phone**
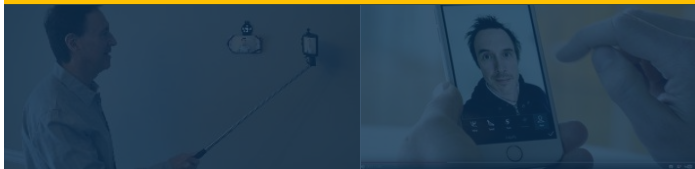
Record Video with your **webcam on your PC**

Let **somebody film you** with any device

THE VIDEO PITCH* SHOULD COVER THE FOLLOWING TOPICS:

1. **The team** of the start-up: profiles & key competences, entrepreneurial motivation

2. How & where the **data and services of Copernicus** are used

3. **Business proposition** (NABC questions)

   N: *What is the customer need and why is it important?*

   A: *What is our innovative, compelling approach that effectively addresses the customer's needs?*

   B: *What are the benefits of our approach for the customer? How big is the business opportunity ?*

   C: *What are the alternatives available to the customer?*

4. The **current stage of maturity** of the start-up (evidence & reasons-to-believe so far)

5. Need for the **funding**

Acceptable video formats: *.MOV* (if necessary applicants are advised to use *video online converter tools* to deliver files in the *.mov* format)

Video length: 3-5 min

* The quality of the video presentation will not be considered; only content will be evaluated

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SLIDE DECK GUIDELINES

THE SLIDE DECK SHOULD COVER THE FOLLOWING TOPICS:

1. **The team** of the start-up: profiles & key competences, entrepreneurial motivation

2. How & where the **data and services of Copernicus** are used

3. **Business proposition** (NABC questions)

   N: *What is the customer need and why is it important?*

   A: *What is our innovative, compelling approach that effectively addresses the customer's needs?*

   B: *What are the benefits of our approach for the customer? How big is the business opportunity?*

   C: *What are the alternatives available to the customer?*

4. The **current stage of maturity** of the start-up (evidence & reasons-to-believe so far)

5. Need for the **funding**
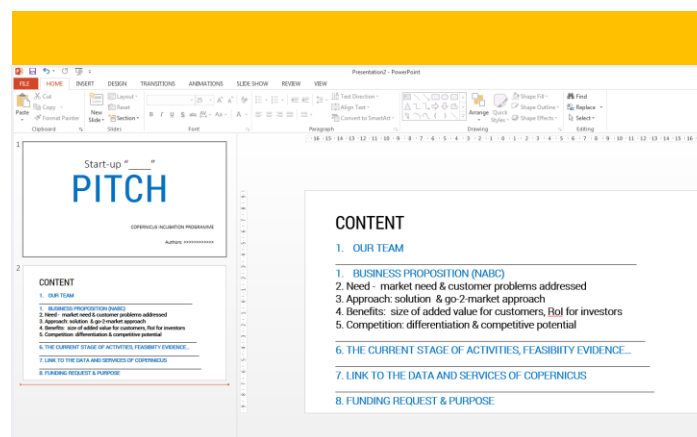
Number of slides :   max. 10

FUNDING REQUEST APPLICATION

Background info, summary of NABC pitch, use of Copernicus data/services & funding request & budget

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PITCH PREPRATION
SUPPORT MATERIAL

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ABOUT COPERNICUS

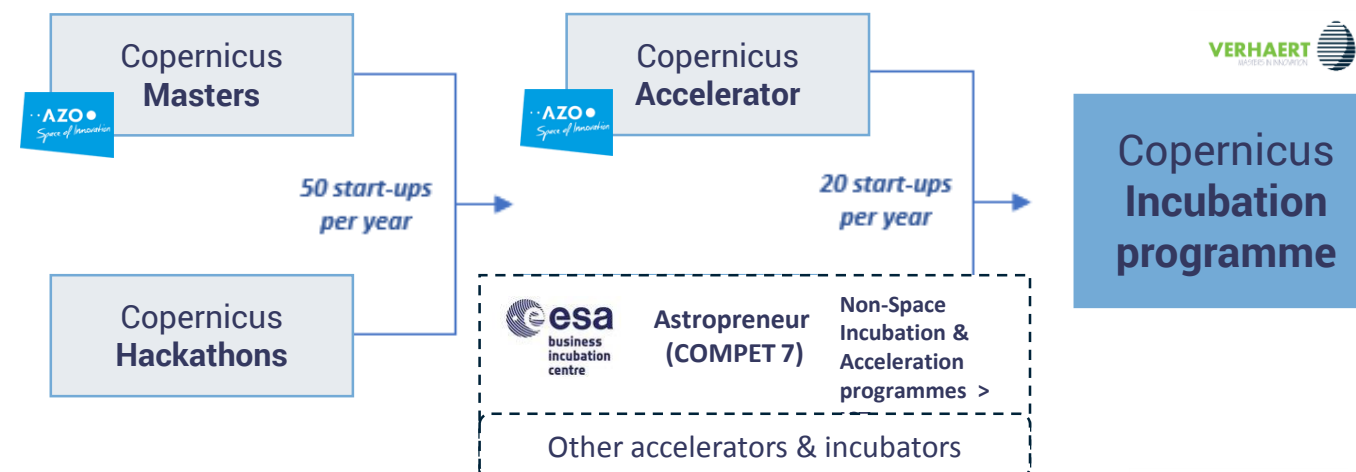Copernicus Incubation Programme is part of the [Copernicus Start-up Programme](#)

Copernicus is the **European system for monitoring the Earth**, coordinated and managed by the European Commission.

Data from multiple sources: earth observation satellites and in situ sensors such as ground stations, airborne sensors and sea-borne sensors.

Reliable and up-to-date information through a set of services related to environmental and security issues.

The services address six thematic areas: atmosphere, marine, land, climate change, emergency management and security.

COPERNICUS START-UP PROGRAMME

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