

# EIT Community New European Bauhaus

## CATALYSE NEB

Wednesday, 18<sup>th</sup> October 2023, 15-16h

# WELCOME!



New European Bauhaus  
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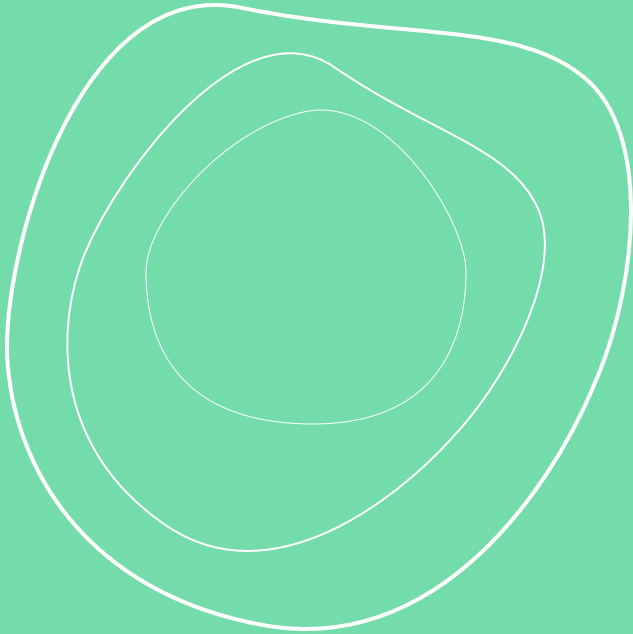


# Agenda

- **15:00 – 15:10 What is NEB?**
  - New European Bauhaus & the EIT Community NEB
  - NEB Booster 2.0 Startups
- **15:10 – 15:40 What is the Catalyse NEB Call?**
  - What we offer
  - SAFEs
  - Contracting & Reporting
  - Who can apply
  - How to apply
  - Timeline
- **15:40 – 16:00 Q&A**



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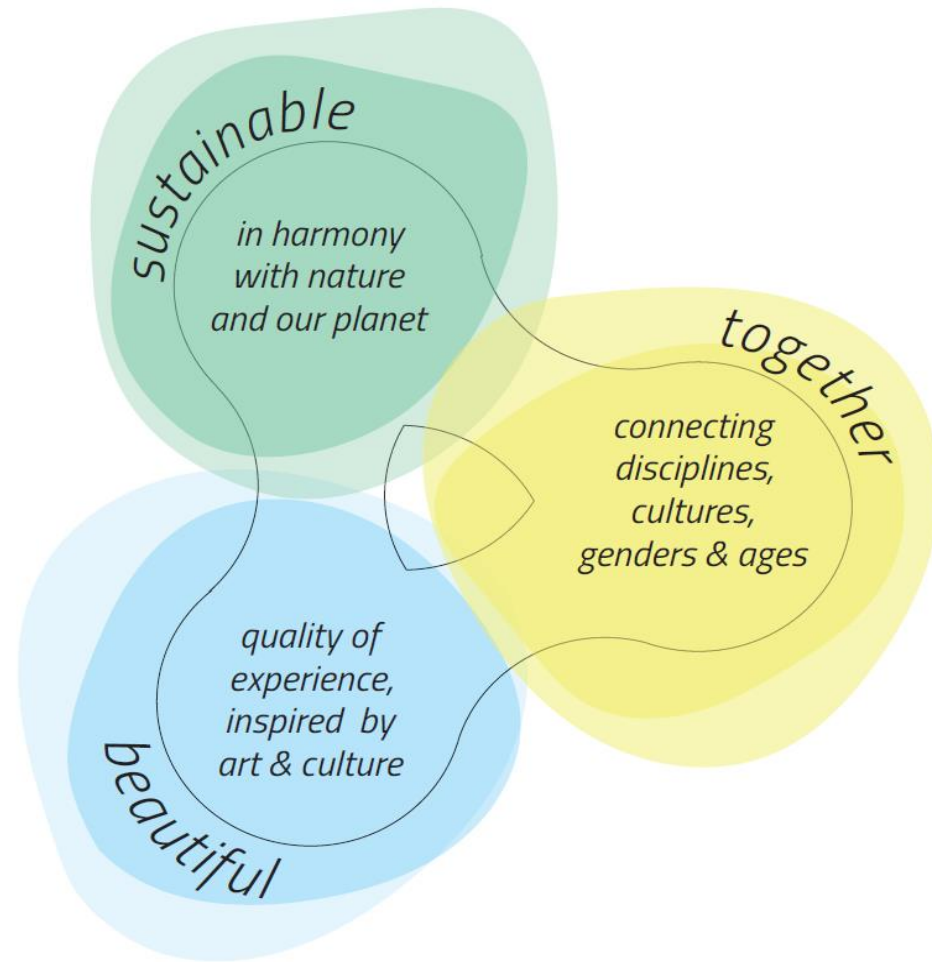


# What is NEB?

Thomas Park  
EIT Climate-KIC

# New European Bauhaus (NEB)

- Translate the **European Green Deal** into tangible change that improves citizens' **daily life**
- **Impact** at 3 levels:
  - Places on the ground
  - Enabling environment for innovation
  - Behaviours and lifestyles
- **Holistic concept**
- **Multi-level, participatory, transdisciplinary approach**



# EIT Community activities & EIT Community New European Bauhaus

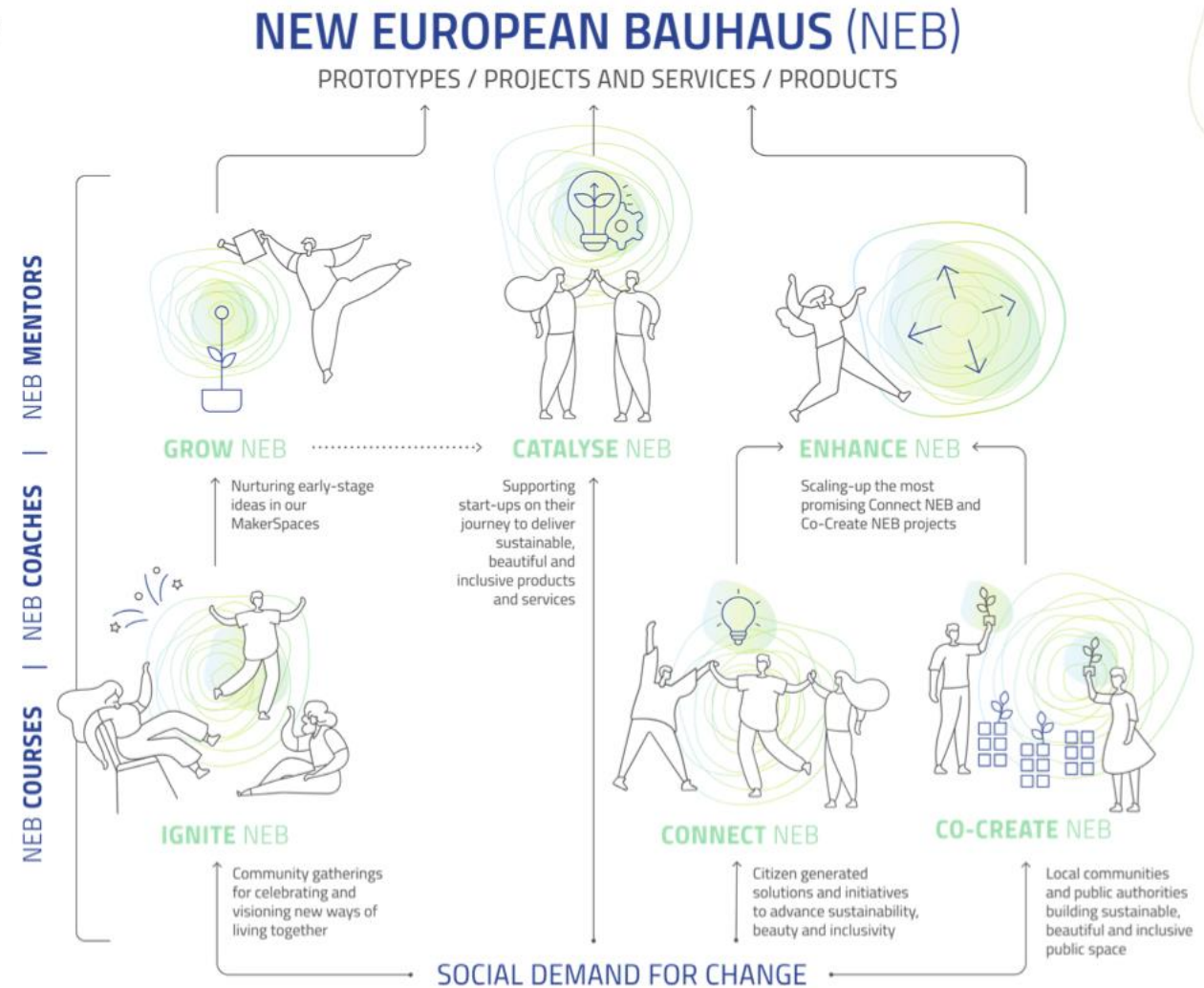
**EIT Community** is a targeted-oriented mission bringing together the different fields of expertise and partner ecosystems of various Knowledge Innovation Communities (KICs)

The **EIT Community New European Bauhaus** aims at exploring, testing and scale-up new concepts for future ways of living, located at the crossroads between art, culture, social inclusion, science and technology



# The EIT Community NEW EUROPEAN BAUHAUS Journey

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## A glance to NEB startups

### Hempstatic (Austria)

Architectonic acoustic hemp elements for functional, healthy interior building aesthetics.



### Oleago (Turkey)

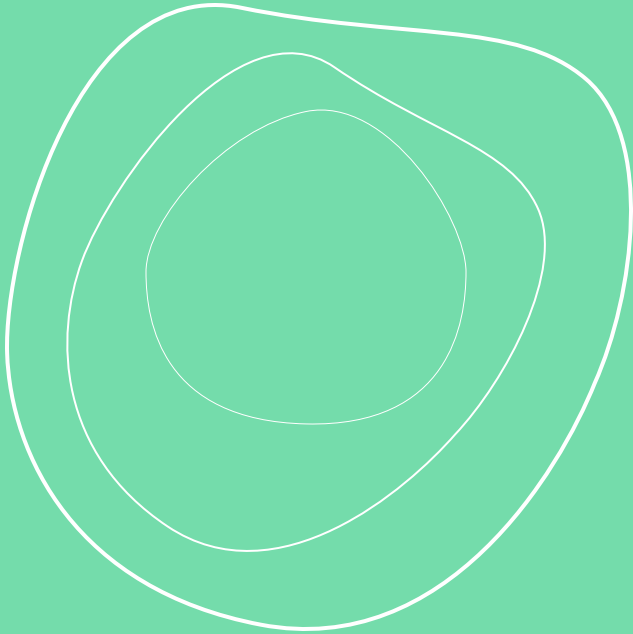
Plant-based, 100% vegan next generation material for the textile industry.



### Parkly (Finland)

Multifunctional and modular urban furniture to rapidly reimagine our cities.





# The Catalyse NEB Call

Alexandros Nikopoulos, Emil Bethe,  
Bartosz Filo, Maria Ferrara Rallo  
EIT Climate-KIC



# What we offer!

- ✓ The programme is divided into **three core** pillars:
  1. Business Pillar
  2. NEB Pillar
  3. Communications Pillar
- ✓ Interactive **workshops** and **webinars**, **one-on-one mentoring** on both the design and business dimensions, and **in-person** and online **networking events**
- ✓ In addition, each company will also receive **a grant of EUR 20,000** to be used for travel, participation in events & other goods and services needed for **dissemination** and **exploitation** purposes



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# NEB Acceleration Programme

## Business Pillar

- SWOT Analysis
- Sustainable business model
  - Leadership coaching
- Testing & pipeline conversion
  - Go-to-market strategy
- Funding instruments & models
- Investor mindset & financial modelling

## NEB Pillar

- NEB Compass
- Climate Impact hypothesis, forecast, and validation
  - Circular Design
  - Future scaping
- NEB design & business mentoring
  - Stakeholder matchmaking

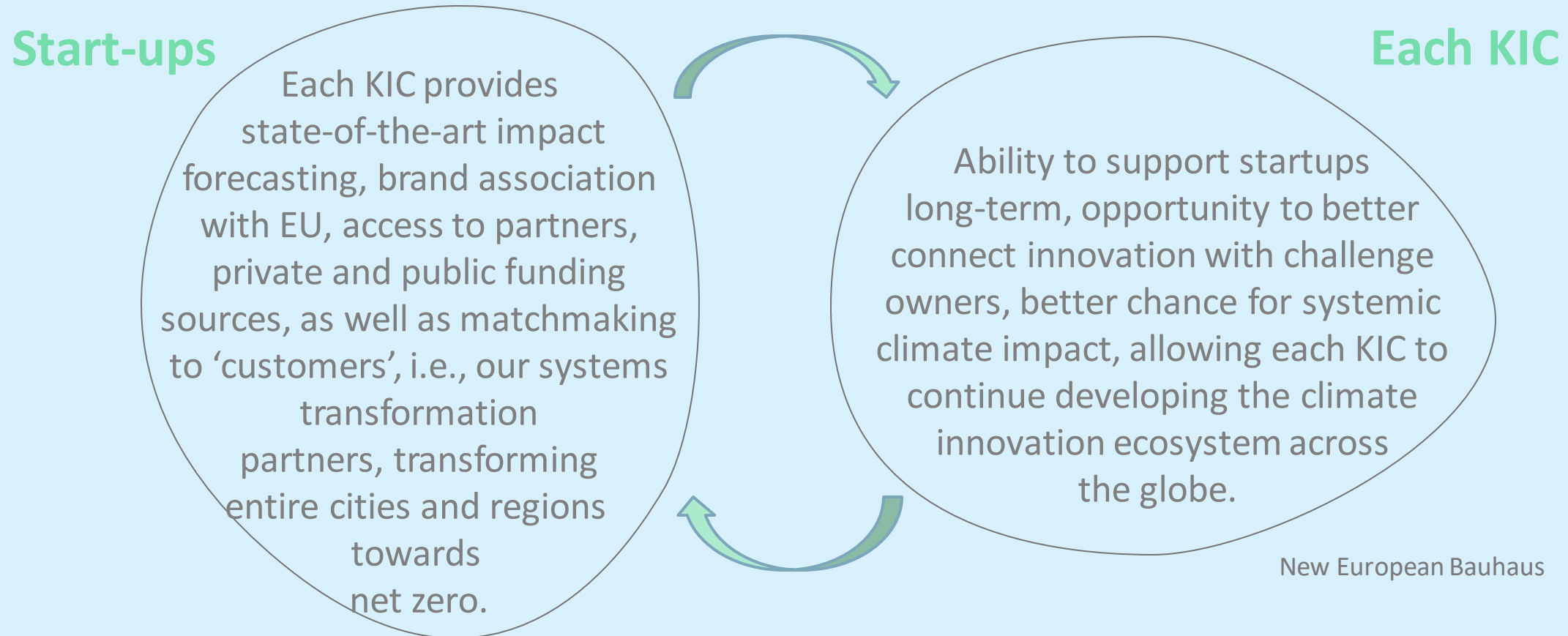
## Communications Pillar

- Communications & branding assessment
  - Press relationship
- AI potential for communications
- Successful digital advertisement campaigns
  - SEO requirements
- Gamechanger LinkedIn presence

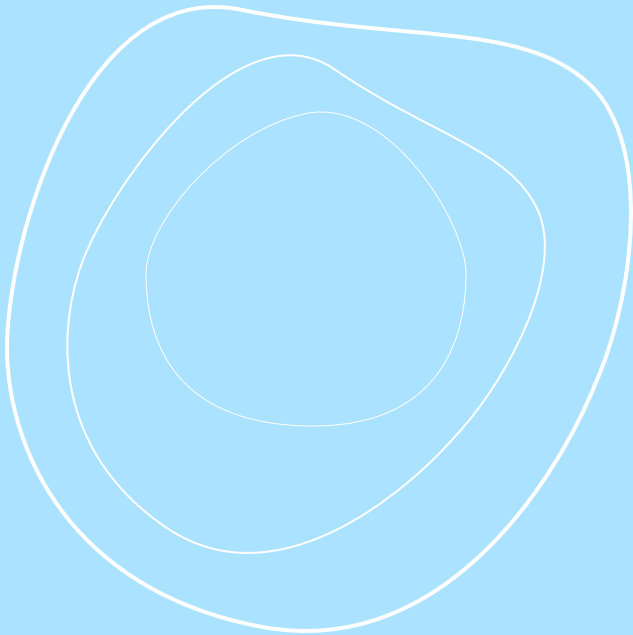


# Increasing likelihood of success | SAFE Agreement

- ✓ SAFE Agreement is a **50.000 EUR equity-as-a-service investment** with additional services package provided by each KIC to support start-ups once they have joined the Catalyse NEB programme.
- ✓ To align incentives long-term and ensure ongoing support for the startups throughout their growth journey, we have introduced a founder-friendly SAFE (**Simple Agreement for Future Equity**)
- ✓ **Obligatory** part of the programme



# Key Aspects of the SAFE Agreement



- ✓ **50.000 EUR SAFE** (incl. the accelerator services + post accelerator services provided by the respective KIC)
- ✓ Conversion event is triggered at a 250.000 EUR priced round that is raised by the company post accelerator
- ✓ **Conversion:**
  - SAFE converts to company shares (equity)
  - 20% discount on share price of the round
  - No valuation cap or required board seat
  - 24-month longstop (if no priced round has been raised, fair valuation for the conversion will be determined by an external valuator)

# Contracting & Reporting

- ✓ Each Beneficiary will receive a grant of **EUR 20,000 (lump sum)** to be used for travel, participation to events and other goods and services needed for dissemination and exploitation purposes
- ✓ **Each Beneficiary will be signing a Financial Support Agreement (FSA)**
- ✓ All cost are subject to Horizon Europe eligibility criteria – Horizon Europe Annotated Grant Agreement (AGA) is available [HERE](#)
- ✓ **First payment** -> EUR 10 000,00 – after interim progress and cost report is approved (templates will be provided)
- ✓ **Second payment** -> EUR 10 000,00 – after final progress and cost report is approved (templates will be provided)
- ✓ Any reported costs and/or proofs confirming delivery of an action might by **subject to audit and Ex post audit**
- ✓ The EIT Community NEB partners (KICs) have the right to reject costs (fully or partially) if performance is not in line with actions agreed under Financial Support Agreement



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# Who can Apply

## NEB Startups

- Complete and submit the Application Form **before the submission deadline**
- Be a private **“legal entity”**
- Be established in one of the Horizon Europe **eligible countries**
- Be incorporated after the **1st of January 2019**
- Have a minimum **EUR 5,000 in revenues** in 2023 or **EUR 10,000** minimum **investment received** (including equity schemes, grants, etc)
- TRL/BRL of at **least 4**
- **Agree** to sign the Simple Agreement for Future Equity (SAFE)
- Guarantee the availability of at least one of the founders to participate in the programme

## Grow NEB Participants

- Past/current participants in the Grow NEB programme
  - Previously NEB Hackathons Winners
- **2 dedicated slots**
- Same criteria for others except for 5 and 6



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# How to apply

- ✓ Complete the Application Form before 4th December!
- ✓ The link to the portal can be found here:  
<https://neb-catalyse.awardsplatform.com/>
- ✓ All applications must be in **English**
- ✓ Applicants are also required to provide both a **proof of incorporation** and **proof of revenues** or **investments received**
- ✓ Applications will be reviewed through a **competitive evaluation process**



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# Timeline



**Deadline for call  
content  
questions:**  
3<sup>rd</sup> November  
2023

**Closing call:**  
4<sup>th</sup> December  
2023 (17:00 CET)

**Start of  
programme:**  
1<sup>st</sup> April 2024

**Opening call:**  
2<sup>nd</sup> October 2023

**Call FAQ posting:**  
8<sup>th</sup> November  
2023

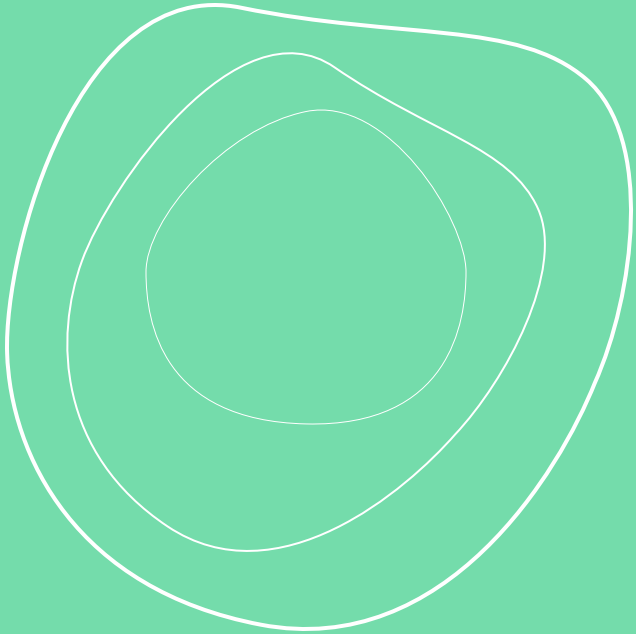
**Communication  
of final selection  
to the  
participants:** 28<sup>th</sup>  
February 2024



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**Q&A**

***Please ask away!***

# Thanks!

## EIT Community NEB

EIT Climate-KIC, EIT Food, EIT Manufacturing, EIT Urban Mobility

In case of questions, reach out to [neb@eitcommunity.eu](mailto:neb@eitcommunity.eu)



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