EIT Community New European Bauhaus

CATALYSE NEB
Wednesday, 18th October 2023, 15-16h

WELCOME!
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
  • SAFE\textsc{es}
  • Contracting & Reporting
  • Who can apply
  • How to apply
  • Timeline

• 15:40 – 16:00 Q&A
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**

https://europa.eu/new-european-bauhaus/about/about-initiative_en
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.
EIT Community New European Bauhaus
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
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
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

Each KIC provides state-of-the-art impact forecasting, brand association with EU, access to partners, private and public funding sources, as well as matchmaking to ‘customers’, i.e., our systems transformation partners, transforming entire cities and regions towards net zero.

Ability to support startups long-term, opportunity to better connect innovation with challenge owners, better chance for systemic climate impact, allowing each KIC to continue developing the climate innovation ecosystem across the globe.
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 be 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.
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
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
Timeline

Opening call: 2nd October 2023

Deadline for call content questions: 3rd November 2023

Call FAQ posting: 8th November 2023

Closing call: 4th December 2023 (17:00 CET)

Communication of final selection to the participants: 28th February 2024

Start of programme: 1st April 2024
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