

EIT Climate-KIC Accelerator Spain 2020

Guidelines for Stage 1, 2 & 3

Since 2012 the Accelerator programme has incubated and accelerated more than 1000 pro-climate start-ups, becoming one of Europe's leading accelerator programmes for impact and cleantech ventures and one of the most solid offers of EIT Climate- KIC's product portfolio.

The principal objective of the Start-up Accelerator programme is to help start-ups achieve major early-stage milestones so that, once they graduate from the programme, they are ready for investment and scaling. The Spanish Start-Up Acceleration programme in 2020 will cover the 3 stages of the programme and offer a support of up to EUR 75,000 (throughout the 3 stages).

A call is expected to select the companies that will enrol the programme.

In these stages, different objectives and type of support are given:

- **Stage 1 – Fundamentals.** Help entrepreneurs translate pro-climate inventions into viable business models. Start-ups will work developing and testing a business model using an appropriate business model assessment framework, and present a plan for validating that business model by real-world customers.
- **Stage 2 – Validation.** Help entrepreneurs translate business plans into concrete value propositions. Provide evidence of the validation of the business model by real-world customers and develop and present a plan for developing products/services to market-readiness and achieving market entry.
- **Stage 3 – Delivery.** Help entrepreneurs translate validated business models into first transactions with first customers/ beneficiaries and/ or investors. Start-ups will pursue market entry with core product/service in beachhead markets and achieve a meaningful number of commercial transactions that validate the core value proposition and/ or attract capital to progress into the next stage in the business development.



Stage 1 – Fundamentals. Business model development

Purpose

Help entrepreneurs translate inventions into business plans.

Develop and present a business model using the Business Model Canvas or another appropriate business model assessment framework, and present a plan for validating that business model by real-world customers.

Scope of offer

Stage duration: up to 3 months/ could begin from April or later

Financial support: up to EUR 5,000 grant (eligible costs under justification/invoices).

Support services:

- Access to Climate-KIC coach network.
- Access to Master Classes.
- Access to Community Link
- Formal sessions (e.g. Bootcamps, training, pitching etc.)
- Informal sessions (e.g. peer-to-peer etc.)
- Networking events (e.g. Demo day)
- Talks by 3rd parties
- Access to events and fairs
- Access to incubation facilities (offices/ co-working space etc.)

Eligible Recipients

Start-ups that comply with the following criteria:

- Have a breakthrough idea related to new technology or service with substantial climate impact.
- A basic business model is already defined.
- The start-up is composed by a motivated team (at least two founders).
- The start-up has already a legal entity not older than 5 years.
- Are committed to participate in the programme activities.
- The team is capable of working in an English-speaking environment.

Stage 2 – Validation. Business Model Validation

Purpose

Help entrepreneurs translate business plans into concrete value propositions

Provide evidence of the validation of the business model by real-world customers and develop and present a plan for developing products/ services to market-readiness and achieving market entry.



Scope of offer

Stage duration: up to 6 months/ could begin from July or later

Financial support: up to EUR 15,000 grant (eligible costs under justification/invoices)

Support services:

- Access to Climate-KIC coach network.
- Access to Master Classes.
- Access to Community Link
- Access to Investor Marketplace
- Formal sessions (e.g. Bootcamps, training, pitching etc.)
- Informal sessions (e.g. peer-to-peer etc.)
- Networking events (e.g. Demo day)
- Talks by 3rd parties
- Access to events and fairs
- Access to incubation facilities (offices/ co-working space etc.)

Eligible Recipients

Start-ups that comply with the following criteria:

- Successfully absolved stage 1 or coming directly to stage 2.
- Have a breakthrough idea related to new technology or service with substantial climate impact.
- A solid business model is already defined.
- The start-up is composed by a motivated team (at least two founders/ members) and the leadership team is already in place.
- The start-up has already a legal entity not older than 5 years.
- Are committed to participate in the programme activities.
- The team is capable of working in an English-speaking environment.

Stage 3 – Onwards to investment and scaling

Purpose

Help entrepreneurs translate business plans into concrete value propositions.

Pursue market entry with core product/service in beachhead markets and achieve a meaningful number of commercial transactions that validate value proposition of product/service and leads to generation of first commercial revenue.

Scope of offer

Stage duration: up to 9 months/ could begin from April or later

Financial support: up to EUR 30,000 grant (eligible costs under justification/invoices)

Support services:

- Access to Climate-KIC coach network.
- Access to Master Classes.
- Access to Community Link
- Access to Investor Marketplace
- Formal sessions (e.g. Bootcamps, training, pitching etc.)
- Informal sessions (e.g. peer-to-peer etc.)
- Networking events (e.g. Demo day)
- Talks by 3rd parties
- Access to events and fairs
- Access to incubation facilities (offices/ co-working space etc.)

Eligible Recipients

Start-ups that comply with the following criteria:

- Successfully absolved Stage 2 or coming directly to stage 3.
- Have a breakthrough idea related to new technology or service with substantial climate impact.
- A validated business model is already defined.
- The start-up is composed by a motivated team (at least two founders) and the leadership team is already in place.
- The start-up has already a legal entity not older than 5 years.
- Early users/ customers/ partners/investors identified.
- Are committed to participate in the programme activities.
- The team is capable of working in an English-speaking environment.

Application & Decision process

- Applications are accepted during fixed stage gates or submission windows.
- Applications must be made using the corresponding application form.
- Pre-selected start-ups will pitch in front of dedicated selection committee: at least, 5 min. pitch and 5 min. Q&A
- Selection committee/ Jury is expected on 28th & 29th April 2020.
- From 30th April 2020 it is expected to communicate which of the applications have been accepted and will therefore participate in the programme.
- Evaluation criteria:
 - Alignment with EIT Climate-KIC new strategy, Impact Goals & Deep Demonstrations
 - Innovativeness
 - Feasibility
 - Team
 - Climate Benefit
 - Scalability
 - Long term perspective
 - Programme fit



Branding

As a recipient of the EIT grant, start-ups are required to be compliant with the EIT branding rules and must guarantee that EIT Climate-KIC logo and EU flag are well represented according to [EIT Climate-KIC Brand Guidelines](#).

KPIs and Reporting

As a recipient of the EIT grant start-ups will have to:

- Contribute to KPIs of the program

Core KPIs

- Products (goods or services) or processes launched on the market/ invoiced
 - Investment attracted by start-ups supported by KICs
 - Success stories submitted to and accepted by EIT
 - Start-ups supported by KICs
- Report their performance and respond to the surveys when required to fulfil the achievement of KPIs and reporting.

EIT Climate-KIC new strategy, Impact Goals & Deep Demonstrations

Start-ups must align with:

New EIT Climate-KIC strategy for 2019-2022 -

https://www.climate-kic.org/news/transformation-in-time/?utm_source=Twitter&utm_medium=Post&utm_campaign=ClimateKIC_strategy_2019_2022

EIT Climate-KIC Impact Goals and Theory of Change

<https://www.climate-kic.org/who-we-are/making-an-impact/>
<https://www.climate-kic.org/news-insights/impact-goals/>

Deep Demonstrations of a Net-Zero Emissions, Resilient Future

<https://www.climate-kic.org/programmes/deep-demonstrations/>
<https://www.climate-kic.org/wp-content/uploads/2019/04/EIT-Climate-KIC-Deep-Demonstrations.pdf>

More information

climate-kic.org

spain.climate-kic.org



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