

Regular Open Call for Acceleration of SMEs and Scale-ups - Business Plan 2024–2025

Call Guidelines





First Calls for Proposals 2024

Version 2.0 (September 2024)

History of Changes

Version	Date	Changes
1.0	6 th September 2024	Initial version.
2.0	12 th September 2024	2.1.2. Call information sessions Inclusion of the new link Annex 1: Quality Evaluation Replace “one independent expert evaluator” by “two independent expert evaluators”
3.0	16 th September 2024	Annex 1: Quality Evaluation Remove admissibility and eligibility requirement of 5% of equity

****This call may be subject to corrections, modifications and clarifications. Applicants are encouraged to regularly check the Call pages of the EIT Culture & Creativity website for updates.****



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Abbreviations

CCSI	Cultural and Creative Sectors and Industries (CCSI)
CEO	Chief Executive Officer
CLC	Co-Location Centres
CLV	Customer Lifetime Value
CPD	Continuing Professional Development (CPD) courses
EIT	European Institute of Technology and Innovation
EIT CC	EIT Culture & Creativity
FS	Financial sustainability
FSA	Financial Support Agreement
FSM	Financial Sustainability Mechanism
HE	Horizon Europe
IP	Intellectual Property
KIC	Knowledge and Innovation Community
KPIs	Key Performance Indicators
KTI	Knowledge Triangle Integration
AGA	Annotated Model Grant Agreement
RIS	Regional Innovation Scheme
SA	Strategic Agenda
SAM	Serviceable Addressable Market
SDG	Sustainable Development Goals
ESR	Evaluation Summary Report
SME	Small and Medium Enterprise



Glossary of Terms

Term	Definition
Call for Proposals	The instrument used by EIT Culture & Creativity (EIT CC) to allocate funding through projects to third parties, supporting the Strategic Agenda. Includes Open Calls and Calls for Partners as outlined in the Horizon Europe Model Grant Agreement (HE MGA) Annex 5.
Call Guidelines	The main document outlining the terms, conditions, and criteria for any call for proposals launched by EIT Culture & Creativity, adhering to principles of transparency, equal treatment, open competition, and sound procedural management.
CCSI	Cultural and Creative Sectors and Industries (CCSI) are professional activities based on cultural values, creativity, skills, and talent with the potential to generate innovation, wealth, and jobs through social and economic value creation, particularly from intellectual property. Sectors include architecture, archives, artistic crafts, audio-visual (film, TV, software, video games, multimedia, recorded music), cultural heritage, design, high-end industries and fashion, festivals, live music, performing arts, publishing, radio, visual arts, and advertising. (Source: European Parliament (2016/2072(INI)).
CLC	Co-Location Centres (CLCs) are operational units that bring together regional and local clusters and nodes of excellence. A CLC is a physical hub promoting links and collaboration among Knowledge Triangle actors, building on existing labs, offices, or campuses of KIC's core partners.
Continuing Professional Development (CPD)	CPD, or life-long learning, involves professionals maintaining and evolving their skills, knowledge, and experience.
Deliverables	Key outputs of a project, such as analysis reports, feasibility studies, strategy documents, pilot action reports, and training documentation, demonstrating the project's achievements and judicious use of public funds.
EIT	The European Institute of Innovation and Technology (EIT) is an EU body established in 2008 to strengthen Europe's innovation capacity. It is part of Horizon Europe, the EU's Framework Programme for Research and Innovation, and funds EIT Culture & Creativity (www.eit.europa.eu).
EIT Culture & Creativity	EIT Culture & Creativity, the European institutional partnership for the Cultural and Creative Sectors and Industries, was appointed by the EIT in 2022 to fundamentally change the CCSI towards new understandings of competitiveness, resilience, and sustainable economic growth. (www.eit-culture-creativity.eu).
Extended Knowledge	The Extended EIT Knowledge Triangle Model includes organisations from education, research, business, cultural institutions, NGOs, cities and regions to foster the cross-



Triangle Model	sectorial integration and interdisciplinary cooperation of these players to unleash new opportunities from novel connections.
Evaluation Panel	A group of expert evaluators, usually including at least three external individuals and a Rapporteur, with expertise in a specific area of the call for proposals. The panel evaluates eligible proposals based on predefined criteria, assisted by a Quality Controller from EIT Culture & Creativity to ensure compliance.
Evaluation Process	The process by which EIT Culture & Creativity, supported by external experts, examines the quality of a proposal to determine its suitability for EIT funding.
Financial Sustainability	EIT CC support projects, fosters innovation and the creation of businesses to empower the co-funded project partners to be financially sustainable beyond the EIT grant. In fact, the EIT grant shall be understood as a seed funding; the EIT CC partnership and its partners are part and parcel to empower the co-funded project partners to have novel connections and develop new business opportunities beyond the funding period. Project partners can therefore access the (digital) EIT CC Innovation Platform and its internal, yearlong Innovation Market for match making, pitching or else. EIT CC is a partnership with return on investment and a purpose.
HE MGA	The Horizon Europe Model Grant Agreement sets out the rights, obligations, terms, and conditions applicable to the grant awarded.
KIC	Knowledge Innovation Communities (KICs) are European Institutionalized Partnerships addressing global challenges and strengthening innovation ecosystems. They integrate education, research, and innovation, promoting entrepreneurship and the creation of innovative companies in synergy with the EIT.
KIC Specific KPIs	Indicators defined by EIT Culture & Creativity reflecting the societal challenges the KIC is addressing.
KPIs	Key Performance Indicators defined by the EIT and EIT Culture & Creativity (see Annex 2).
Milestone	A significant point or event in a project's timeline used to measure progress. In the context of this call, milestones are key deliverables or achievements that indicate the project is on track and meeting its objectives. They help track progress and assess performance at specific intervals.
Priority Areas	Key focus areas for EIT Culture & Creativity, representing significant shares of the EU CCSI workforce and revenue, aimed at targeted innovation and development. <ul style="list-style-type: none"> • Fashion: Circular innovations, textile recycling, and sustainable business models. • Architecture: Circular bio-based materials, climate adaptation, and social cohesion. • Cultural Heritage: Emerging tech, new business models, and heritage preservation. • Audio-visual Media: Responsible tech use, generative AI, and new business models. • Gaming: Digital ethics, cross-sector collaboration, and societal impact.



Project Leader	The main contact for EIT Culture & Creativity from the time the funding is awarded until the project is implemented. In multi-beneficiary calls, the Project Leader represents the project and consortium partners. For mono-beneficiary grants, the single legal entity involved also has the Project Leader role.
RIS	The Regional Innovation Scheme boosts innovation performance in countries with moderate or modest innovation scores.
Scale-up	A scale-up is defined as a company that has been in operation for a minimum of 3 to 4 years and has demonstrated consistent growth. Specifically, it should have achieved an annual growth rate of at least 10% in either turnover or number of employees over three consecutive financial years.
SMEs and Micro Enterprises	Defined by EU recommendation 2003/361 based on staff headcount and either turnover or balance sheet total: Medium: <250 staff, ≤€50 million turnover or ≤€43 million balance sheet; Small: <50 staff, ≤€10 million turnover or balance sheet; Micro: <10 staff, ≤€2 million turnover or balance sheet.
SO	Strategic Objective of EIT Culture & Creativity. Five SOs form the framework's main pillars.
Social Innovation	New ideas addressing unmet needs that are social in their ends and means, creating new social relationships or collaborations (European Social Innovation, 2010).
Triple Transition	EIT Culture & Creativity's term for driving green, digital, and social transformations in Europe, building on the European Twin Transition.

Introduction

EIT Culture & Creativity

EIT Culture & Creativity, the ninth Knowledge & Innovation Community (KIC), is focused on fundamentally changing Europe's Cultural and Creative Sectors and Industries (CCSI). We aim to create and maintain jobs in a resilient CCSI business ecosystem able to scale and compete in global markets. Towards this end, by 2027 EIT Culture & Creativity will support up to 500 start-ups and scale-ups and become a European shareholding company engaged in the TOP 50 companies of the Cultural and Creative Sectors and Industries.

Its Strategic Agenda 2024-2027 emphasizes supporting education, innovation and business creation to reach the EIT CC impact, particularly within five priority areas: Fashion, Architecture, Cultural Heritage, Audiovisual Media, and Gaming. Key strategic objectives include:

1. **Future-proofing CCSI students and professionals** with entrepreneurial and cross-disciplinary skills for the green and digital transition.
2. **Deploying and scaling CCSI innovations** on green and digital technologies and new business models, unlocking positive societal and economic impact.
3. **Accelerating and scaling CCSI market opportunities** to compete globally.

EIT Culture & Creativity operates through a network of Co-Location Centres (CLCs) across Europe, ensuring broad accessibility and support for innovators and creatives. These CLCs are located in:

- **CLC Northwest:** Amsterdam, The Netherlands
- **CLC North:** Helsinki, Finland
- **CLC South:** Bologna, Italy
- **CLC Southwest:** Barcelona, Spain
- **CLC Southeast Europe & Alps:** Vienna, Austria
- **CLC East:** Kosice, Slovakia

Through its programmes, partnerships, and strategic initiatives, EIT Culture & Creativity aims to build a resilient, sustainable, and competitive CCSI ecosystem capable of addressing the major challenges and opportunities of the 21st century.

Call for SMEs and scale-ups Accelerator Programme

EIT Culture & Creativity is launching an online accelerator programme in autumn 2024 for SMEs and scale-ups in the Cultural and Creative Sectors and Industries (CCSI), focusing on fashion, architecture, cultural heritage, audiovisual media, and games. The programme offers tailored support, mentorship, and strategic



guidance from a network of experts, aiming to enhance participants' capabilities, facilitate growth, and support expansion into new market segments and international markets. This initiative is designed to empower creative companies, driving innovation and fostering economic and social impact across Europe.

We look for creative entrepreneurs with ambitions to enter markets!

We are not just another funding and grant giving body but want to become a shareholding company – a *partnership with purpose*. We aim to have shareholdings in some 50 companies by 2027. Participating in this acceleration programme, is one possibility to be considered by EIT CC for a potential shareholding in the future after the acceleration programme has been completed successfully.

Call Summary

Field Title	Description of Information to be Provided
Key Dates of the Call	<ul style="list-style-type: none"> • Call opening: 6th September 2024. • Call closure: 6th October 2024 at 17.00 CET. • Eligibility and admissibility check: 7th-8th October 2024. • External evaluation of proposals: October 2024. • Portfolio selection: End October 2024. • Anticipated communication of results: 31 October 2024. • Anticipated start of the projects: 1st November 2024.
Scope of the Call and Topics	<p>This call focuses on SMEs and Scale-ups beyond MVP phase (Minimum Viable Product), who already are on the market within the Cultural and Creative Sector Industries (CCSI).</p> <p>The industries covered include fashion, architecture, cultural heritage, audiovisual media, and games. SMEs and scale-ups should aim to leverage or innovate new business models and products, especially using the latest digital or circular technologies.</p>
Type of Activities to be Funded	Participation in an 8-week acceleration programme providing extensive mentorship, coaching, and support and a Demo Day, including private or public investors.
Total Estimated EIT Funding Allocated to This Call	The total budget for this call is €600,000, with each selected startup receiving an in-kind contribution valued at €20,000.



Consortia Requirement	This call is addressed to single SME's and scale-ups.
KPIs to be Addressed	<p>Mandatory KPI within a year:</p> <ul style="list-style-type: none"> • EITHE06.1 - Investment Attracted by KIC-supported Start-ups/Scale-ups. <p>Additional KPIs:</p> <ul style="list-style-type: none"> • EITHE01.1 - Intellectual Property Rights, • EITHE02.4 - Innovations Launched on the Market (10K).
General Structure of the Application Form	The application form will include sections on contact information, project/product/solution details, company information, investment and financial information, team information, motivation and fit, strategic fit, excellence, impact, and implementation.
List of Documents to take into consideration	<p>Applicants must submit the following material:</p> <ul style="list-style-type: none"> • Application form (see template in Annex 1) • Lean Canvas Model (see template in Annex 2) <p>Additional documents to be taken into consideration</p> <ul style="list-style-type: none"> • Call Guidelines • Applicant Submission Manual • Appeal process • EIT Culture and Creativity Strategic Agenda 2024-2027 • List of Participating Countries in Horizon Europe • Horizon Europe Model Grant Agreement

1. Requirements

1.1. Which companies can apply

This call for proposals is specifically designed for early-stage SMEs and scale-ups within the Cultural and Creative Sectors and Industries (CCSI) seeking to participate in EIT Culture & Creativity's internal acceleration programmes. Eligible applicants are single beneficiary entities that meet the following criteria:

- **Company Status:** The applicant must be a mature SME, a micro or middle-sized company that has a tested new business model or product; or a scale-up (minimum 3 year old company, with minimum 5% annual growth on average over the last 2 years) actively operating within at least one of the EIT CC 5 priority areas: fashion, architecture, cultural heritage, audio-visual media, and gaming.
- **Legal Entity:** The applicant must be a legally established entity in an EU Member State or in a third country associated with Horizon Europe.
- **Innovation Focus:** The company should be developing innovative solutions that align with the priority areas of EIT Culture & Creativity, aiming to address specific challenges within the CCSI.
- **Stage of Development:** Applicants must be mature, already commercialised scale-ups and SMEs, with a minimum of 3 years of operational activity.
- **Single Beneficiary:** Applications must be submitted by a single legal entity. Consortia are not required for this call.
- **Documentation:** Applicants need to provide relevant documentation demonstrating their status, legal founding, and innovation focus. Detailed guidelines on the required documentation will be provided later on.

By participating in this call, companies will receive the necessary support and resources to accelerate their growth, enhance their market presence, and contribute significantly to the CCSI innovation landscape.

1.2. Membership

EIT Culture & Creativity offers a structured partnership model to accelerate transitions towards sustainable and responsible economic growth of EU CCSI.

If an application is selected to join the acceleration programme, the companies will receive free entrance with the status of Community Participants for the full duration of the 8-week acceleration programme. Once the programme is finished, companies wishing to continue their membership will need to select one of the following membership options. Additionally, companies selected for the next high-level 12-week acceleration programme will also need to choose a membership option for continued participation.

- **Core Partners:** Legal entities that become part of the governance structure, acquire voting rights in the General Assembly, and co-create the agenda of the KIC. Each core partner pays a membership fee of €25,000.

- **Cooperation Partners:** Legal entities that either become part of the governance structure of the EIT CCSI e.V. without voting rights or enter into service contracts with the EIT CC GmbH. This category is particularly attractive for businesses and organisations seeking to avoid the administrative burden and costs of association membership.
- **Community Participants:** Legal entities and natural persons engaged in delivering impact for the CLC regional ecosystem. Community participants pay a membership fee and receive various benefits and services according to their status: 500€ for small organisations and 2 500€ medium sized organisations.

1.3. Integration of RIS applicants

EIT Culture & Creativity fosters the integration of organisations from countries with moderate or emerging innovation scores, as defined by the European Innovation Scoreboard, into its acceleration programmes. To this end, the call encourages applications from SMEs and scale-ups in countries that fall under the Regional Innovation Scheme (RIS), hereinafter referred to as “RIS applicants.”

1.4. Call Focus and Goals

The primary objective of this call is to identify and support SMEs and scale-ups in the Cultural and Creative Sectors and Industries (CCSI) to participate in EIT Culture & Creativity’s internal acceleration programmes.

The service of these programmes is designed to enhance the capabilities of these companies, providing them with the necessary resources, extensive mentorship, coaching and strategic guidance to transition from early-stage ventures to successful scale-ups. SMEs and scale-ups selected for this programme will receive in-kind contributions, primarily access to the acceleration programmes rather than direct financial grants. This includes support from our dedicated partnership and partners, enabling these companies to refine their business models, enhance their market strategies, and achieve significant growth milestones.

EIT Culture & Creativity’s acceleration programme aims to:

- Foster innovation and creativity within the CCSI by supporting SMEs and scale-ups that address sector-specific challenges.
- Enhance the market readiness of innovative solutions and business models in the CCSI.
- Provide tailored support through mentoring and coaching from a network of universities, Higher Education Institutions (HEIs), and expert partners.
- Facilitate growth and sustainability of SMEs and scale-ups by offering access to strategic resources, industry connections, and potential investors.

Key Focus Areas:

1. **Architecture:** Initiatives promoting sustainable building practices and climate-resilient architecture.
2. **Audio-Visual Media:** IP management tools, cross-industry collaborations, and innovative content creation funding models.

3. **Cultural Heritage:** Immersive experiences using AR and VR, and digital transformation projects.
4. **Fashion:** Sustainable practices, digital fashion technologies, and global brand building.
5. **Gaming:** Support for independent developers, leveraging emerging technologies like AI and VR for game development.

By focusing on these strategic areas, EIT Culture & Creativity aims to bolster the innovation ecosystem within the CCSI, ensuring that emerging SME's and scale-ups can thrive and scale successfully.

1.4.1. Acceleration programme overview

Strategic Building Blocks

This 8-week training programme for 30 participants includes training sessions, group mentoring, and a closing demo day event.

- **Weekly Sessions:** Two weekly online lectures or workshop sessions.
- **Group Mentor Sessions:** Scheduled group mentoring.
- **Content Modules:**
 - **Weeks 1-2:** Leadership, wellbeing, organisation structure, mindset, business strategies, and forecasting.
 - **Weeks 3-4:** Market fit, branding, product development, sustainability, and digitalization.
 - **Weeks 5-6:** Sales, marketing, customer management, IP development, and agreements.
 - **Weeks 7-8:** Funding opportunities, investor relations, and pitching. Demo day.

Post-acceleration programme

An additional 12-week programme addressed exclusively to 6-10 of the most successful participants of the acceleration programme (Strategic Building Blocks) may be launched separately to further support advanced growth and funding.

1.4.2. Expected Outcomes and Impact

The accelerator program aims to achieve several key outcomes and impacts within the Cultural and Creative Sectors and Industries (CCSI):

- **Enhanced Capabilities:** Participants will gain critical skills and knowledge to refine their business models, improve market strategies, and achieve significant growth milestones.
 - *Example:* A fashion scale-up transforms its sales with new digital marketing and sales techniques to go global, while an audiovisual media company could enhance its storytelling methods or tv programme format development to attract a larger audience in new territories.

- **Increased Investment:** SMEs and scaleups will be better positioned to attract private and public investments, enabling them to scale and expand their market presence.
 - *Example:* An architecture firm developing sustainable building materials could secure funding to bring its innovative products to a wider market.
- **Innovation and Sustainability:** Companies will experiment with and adopt new circular technologies and business models, contributing to sustainable growth within the CCSI.
 - *Example:* A cultural heritage organisation using cutting-edge digital preservation technologies to maintain and share historical artifacts in a more sustainable way.
- **Market Readiness:** Participants will be prepared for full commercial deployment, with a clear strategy for market entry and expansion.
 - *Example:* A game development startup may develop a go-to-market strategy for their new prototyped game concept that includes partnerships with major gaming platforms, ensuring a successful product launch.

The programme is designed to provide comprehensive support, mentorship, and strategic guidance, ensuring that the selected companies can thrive and expand in the competitive landscape of the CCSI.

1.5. Technology Readiness Level

EIT Culture & Creativity seeks proposals from SMEs and scale-ups with solutions at a minimum Technology Readiness Level (TRL) of 7/8 within the priority areas of fashion, architecture, cultural heritage, audio-visual media, or gaming. For software solutions, a beta version tested by end-users under controlled conditions is required. During the 2-month acceleration programme, solutions should advance to validation in an operational environment, aiming for full commercial deployment (TRL9) soon after the programme. Proposals are encouraged to include a one-minute video demonstrating the solution and its TRL level.

1.6. Key Performance Indicators (KPIs) for Accelerator Call

The following KPIs must be achieved no later than 12 months after the acceleration programme is carried out. This means all KPIs indicated must be achieved no later than December 2025.

1.6.1. Mandatory KPIs

To be eligible, all submitted proposals must address the mandatory KPIs listed below and indicate the expected minimum target value for each selected KPI.

EITHE Code	KPI Title	KPI Description	Minimum target within a year	Evidence Required
EITHE06.1	Investment Attracted by KIC-supported	Total amount of private and	EUR 50.000 €	Supporting evidence:



	Start-ups/Scale-ups	public capital attracted within year by supported start-ups/scale-ups.		<ul style="list-style-type: none"> • A declaration filled in with the following information signed by the company’s legal representative: <ul style="list-style-type: none"> ○ Title of the acceleration program ○ Acronym ○ Program ID ○ Year when the program has been received ○ Name of the company ○ Registration number ○ Country ○ CEO gender ○ Investment amount received ○ Sources providing this investment support
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1.6.2. Additional KPIs

In addition to the mandatory KPIs, proposals are expected to contribute to other KPIs. Although they are not mandatory, they will be positively assessed during the evaluation, in particular contributions to KPI EITHE01.1 and EITHE02.4:

EITHE Code	KPI Title	KPI Description	Minimum target	Evidence Required
EITHE01.1	Intellectual property rights	Number of innovative products, processes, and methods & Intellectual Property Rights (IPR) applications resulting from KIC activities.		<p>Supporting evidence:</p> <ul style="list-style-type: none"> • A declaration filled in with the following information signed by the company’s legal representative: <ul style="list-style-type: none"> ○ Title of the acceleration program ○ Acronym ○ Program ID ○ Year when the program has been received ○ Name of the company ○ Registration number ○ Country ○ CEO gender



EITHE Code	KPI Title	KPI Description	Minimum target	Evidence Required
				<ul style="list-style-type: none"> ○ Type of intellectual property right: patent, trademark, registered design, utility model, other ○ Application title ○ Application reference ○ Application date ○ IPR owner ○ Country of the IPR owner ○ Does the IPR owner take part in the HEI Capacity Building Initiative (HEI CBI) ○ IPR status: has the IPR protection been awarded? ○ IPR Award reference if any ○ Technology Readiness Level
EITHE02.4	Innovations launched on the market (10K)	Number of innovations introduced on the market during the KAVA duration or within 3 years after completion with a sales revenue of at least 10 000 EUR documented. [TARGET]		<p>Supporting evidence:</p> <ul style="list-style-type: none"> • A declaration filled in with the following information signed by the company's legal representative: <ul style="list-style-type: none"> ○ Title of the acceleration program ○ Acronym ○ Program ID ○ Year when the program has been received ○ Name of the company ○ Registration number ○ Country ○ CEO gender ○ Declaration demonstrating link with the startup and financial proof of the startup investment in the innovation development ○ Name of the innovation



EITHE Code	KPI Title	KPI Description	Minimum target	Evidence Required
				<ul style="list-style-type: none"> ○ Type of innovation (e.g. new product, new service) ○ Market (country) ○ Country of origin of the company commercialising the innovation ○ Was the innovation developed and launched on the market as a result of the capacity building activities delivered as part of the HEI CBI? ○ Was the innovation launched by learners/graduates from labelled programs (or with direct link to participating in the labelled activity)? ○ Description of product or process with specified performance characteristics/physical parameters/functionalities demonstrating novelty (new or significant improvement) of the product/process ○ Documented proof such as an invoice or an online sales record demonstrating that the purchase has been made by a customer.

1.7. Programme duration

This call is open to proposals which will receive an acceleration programme of 2 months. The tentative start date is end of October – beginning November 2024 and will finish at the end of December 2024.

1.8. Financial aspects

1.8.1. EIT funding allocation for the call and per scale-up

This call aims to provide selected SME's and scale-ups with an acceleration programme designed to expedite their growth and expansion processes. These companies will receive extensive mentorship, coaching, and support from our dedicated network. This will enable them to refine their business models, enhance their market strategies, and achieve significant growth milestones.

The value of the training and support provided is estimated at €20,000 per startup. This amount covers various essential components, including course materials, access to industry experts, personalised mentorship sessions, advanced business tools, and networking opportunities.

This support is not meant to be just another public in-kind grant, but to be like a seed funding for financial sustainability of the company. Therefore, EIT CC offers to the programme participants a longterm partnership with a purpose, beyond the programme cycle. This includes also a potential shareholding offer of the EIT CC to the programme participant, after the accelerator programme has ended.

A total of 30 SMEs and scale-ups will be selected for acceleration, making the total budget for this call is up to €600,000.

A total of 30 companies will be selected for accelerator's first 8-week phase.

1.8.2. Contribution to EIT Culture & Creativity's financial sustainability

To empower or accelerate the applicant's financial sustainability, the EIT CC and applicant will agree on a Financial Sustainability (FS) Strategy. This is the basis for a long-term partnership with a purpose and numerous post investment or post programme services to the companies.

For the companies supported, this partnership strategy is based on a percentage of equity from these companies.

During the conditions clearing

Once a project is selected, it will only be awarded funding following the fulfilment of specific conditions outlined in the clearance process. Part of this procedure involves establishing the general terms of the commercial agreement between EIT Culture & Creativity and the companies. This necessary step must be concluded before starting the project and includes the official signing of the agreement on the equity shares to be received by EIT Culture & Creativity.

Please note that the details of the financial sustainability model may still be subject to minor modifications over the course of 2024.

1.9. Project monitoring and reporting

1.9.1. Monitoring and controlling

For the accelerator calls, the monitoring process will focus on the performance and outcomes achieved by the participating SMEs and scale-ups. This includes evaluating the effectiveness of the acceleration programme and the progress made by SMEs and scale-ups in their growth and market strategies:

During the acceleration programme of 2 months:

- **Mentorship and Coaching Feedback:** Detailed feedback from mentors and coaches will be collected to assess the companies' engagement, progress, and areas needing further support.
- **Impact Assessment:** The impact of the acceleration programme on the companies' business models and market strategies will be assessed through periodic surveys and interviews. This will include measuring improvements in business operations, market entry strategies, and overall growth trajectory.
- **Commercialization Progress:** Companies must provide updates on their commercialization strategies, including market entry plans, customer acquisition, and sales performance.

After the acceleration programme:

- **Performance Tracking:** Companies will be required to submit a progress report outlining their achievements, challenges, and milestones in 2025. This includes the key performance indicators (KPIs) indicated to be achieved during 2025.
- **Financial Monitoring:** Companies will be required to submit a financial report to track the companies' funding status, expenditure, and financial health the year after the development of the acceleration programme (2025). This will ensure that the companies are effectively utilising the resources provided and are on a path to financial sustainability.

Please note that these monitoring requirements are designed to ensure the successful growth and development of companies within the accelerator programme, providing them with the necessary support and resources to achieve significant milestones and contribute to the financial sustainability of EIT Culture & Creativity.

1.9.2. Deliverables

The following deliverables (DELs) are mandatory for all SME's and scale-ups participating in the 2-month acceleration programme. These deliverables ensure that companies are progressing effectively and that EIT Culture & Creativity can monitor and support their growth.

Stage	Deliverable Code	Deliverable Title	Description
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During the programme	DEL01	Progress Report	Report highlighting progress towards initial business plan goals, key achievements, challenges, updated financial status, and feedback from mentors and coaches.
End of the programme	DEL02	Final Business Plan and Pitch Deck	Updated business plan and pitch deck suitable for investors, covering refined business model, market analysis, financial performance, and future growth strategy.
	DEL03	Final Progress Report	Comprehensive report summarizing the startup's journey through the programme, activities and milestones achieved, lessons learned, and future roadmap.

2. Preparation and submission of an application to the programme

2.1. Support given to applicants preparing a proposal

2.1.1. Guidelines for applicants

EIT Culture & Creativity has developed the Application Guide to assist all potential applicants during the proposal preparation and submission processes. This comprehensive document is available on the call webpage and provides detailed information and instructions for navigating the application system and preparing your proposal for submission.

2.1.2. Call information sessions

To help applicants with the preparation and submission of their proposals, EIT Culture & Creativity will host information sessions after the publication of the call. These online information events will focus on the call content, topics, and requirements, and on general procedures, such as the submission and evaluation process, financial aspects, and monitoring and reporting activities.

To register for the webinars, please fill out the registration form using the following link:

[Registration - Info Session \(office.com\)](#)

Type of Event	Topic Covered	Date and Time (CET)	Access to Platform
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Webinar	EIT Culture & Creativity Accelerator Call 2024 Information Session: Introduction to the call, strategic focus, scope, call requirements, and the evaluation process. Session will be recorded and delivered on EIT CC webpage.	17 September, 10.00–11.00 CET	Microsoft Teams
Webinar	Guidelines for Applicants: Hands-on demonstration of the proposal preparation and submission process. This session covers registration, proposal creation, budget setup, and submission.	17 September, 14.30–15.30 CET	Microsoft Teams

2.1.3. Call contact form

All applicants may contact the Innovation Team at EIT Culture & Creativity to resolve any concerns or doubts on the general/technical procedures and call content: <https://forms.office.com/e/h9rsv6W8Jp>

2.1.4. Submission of a proposal

Before starting a proposal, all applicants must register on the EIT Culture & Creativity Next Matters Submission Platform to complete the applicant profile form.

Once registered, the applicant can begin the submission process. The following documentation must be submitted through the Next Matters submission platform no later than 6th October 2024 at 17.00 CET:

- **Application form**
- **Lean Canvas Model (see template)**

Please carefully read the registration and submission processes outlined in the Application Guide document. Be aware that registration of a new entity in the submission tool can take time. Therefore, ensure you allow sufficient time to complete and submit the project proposal before the deadline.

Any proposals submitted after the deadline will be ineligible.

3. Post-Acceleration Opportunities and Ongoing Support

The EIT Culture & Creativity Accelerator offers more than just a short-term programme. Participants, including those not selected for funding, will have access to a variety of opportunities to support their long-term growth.

3.1. Partnership with Purpose

Participants join the exclusive "Partnership with Purpose" network, connecting them to like-minded business partners and new opportunities in the Cultural and Creative Sectors and Industries (CCSI).

3.2. Fast-Track to Investment

Selected participants will be fast-tracked into the EIT CC Investment Network, with opportunities to pitch for SAFE agreements and potential EIT CC shareholding. EIT CC aims to hold equity in 50 companies by 2027.

3.3. Financial Sustainability Beyond the Grant

The EIT grant is understood as seed funding. EIT CC provides ongoing support through its EIT CC Innovation Platform, where participants can access year-round matchmaking, pitching, and new business opportunities.

3.4. Coaching and Governance Support

Selected companies may also receive coaching and governance support, including potential board observers, to assist with strategic decisions.

3.5. Innovation Platform Access

All participants get access to the EIT CC Innovation Platform (associate status), with selected access to partner networks, pitching opportunities, and events.

3.6. Seal of Acknowledgement

Participants receive the “EIT CC Accelerator Class 2024” seal, a mark of participation that can be showcased in marketing and communication materials.

4. Communication of Results to Applicants

The Project Leader will receive a communication from EIT Culture & Creativity with the results of the evaluation and, if applicable, the results of the hearing.

If the proposal is pre-selected, the evaluation results may include a set of conditions, including the requirement to sign the Financial Sustainability agreement. The Project Leader of a conditionally pre-selected proposal will need to respond and update the proposal according to these conditions within the timeframe. If the Project Leader fails to comply with the conditions and/or recommendations or does not respond in the time allocated, EIT Culture & Creativity reserves the right to withdraw the conditional notification. Should this occur, the next proposal on the ranking list will be contacted.

5. Appealing Against Evaluation Results

If the Project Leader of a rejected proposal disagrees with the decision, they may only appeal in the event that an evaluation comment clearly contradicts the information provided in the proposal. In this case, the Project Leader will have five calendar days after receiving the final evaluation results to submit an appeal (see the Appeal Procedure document published on the call webpage).



Annex 1: Evaluation and selection process

Once the applicants have submitted their proposals, EIT Culture & Creativity will proceed to:

- Conduct an eligibility and admissibility check of the proposals. Communications will be sent to ineligible proposals, with an opportunity to address certain ineligibility criteria within a given period.
- Evaluate the content of the eligible proposals, assisted by two independent expert evaluators according to the criteria outlined. Proposals that do not meet the threshold for strategic fit criteria will not be evaluated further. Only proposals ranked equal to or over 38.5 points, which are part of the top-ranked equalling 200% of the available budget, will be invited to the portfolio selection phase. The portfolio selection phase allows proposals that progress to this second evaluation stage to earn up to 20 additional points, which will be added to their scores from the initial evaluation. These combined scores will determine the final ranking of the proposals. The highest-ranked proposals will then be selected for funding.

Results will be communicated after the hearing. If applicable, pre-selected proposals will go through a conditions-clearing phase to adjust their project according to the requirements of the selection committee.

Eligibility and Admissibility Check

A proposal will be admissible if it fulfils the following criteria:

1. **Completeness:** The proposal is completed, submitted on time by the applicant via the Next Matters submission platform, written in English, and includes all mandatory documents, form sections and annexes.

If a proposal is not admissible, it will not proceed to the eligibility check. A proposal will be eligible if it fulfils the following criteria:

2. **Applicant Registration:** Applicants have fully completed the applicant profile form in the Next Matters submission platform.
3. **Applicant Eligibility:** Applicants are legal entities established in an EU Member State or third country associated with Horizon Europe.
4. **KPIs Addressed:** All proposals must identify and address the minimum mandatory related KPIs.

Proposals failing to meet one or more admissibility and eligibility criteria will receive an official communication from EIT Culture & Creativity, informing the applicant of the outcome of the admissibility and eligibility check and explaining why the proposal failed to meet the criteria.

In the case of missing or incorrect information linked to applicants' registration, KPIs, and financial contribution, applicants will be given five calendar days after receiving the official communication to allow them to complete or correct the proposal and resubmit it. If the applicant responds positively to this requirement within the time limit, the proposal will progress to the next stage of the evaluation process. If

the applicant fails to respond or responds after the deadline, the proposal will be ineligible and will not be further processed.

The applicant may appeal if they disagree with the decision to reject a proposal on the grounds that it is inadmissible or ineligible. This appeal must be made within five calendar days of the official EIT Culture & Creativity notification of inadmissibility or ineligibility (see the Appeal procedure document published on the call webpage).

Stage 1 – External Quality Evaluation of Proposals

The purpose of the quality evaluation is to assess the excellence, impact, quality, and efficiency of the implementation of each proposal that successfully passes the eligibility and admissibility check.

This individual evaluation process will be carried out by two independent external expert evaluators. Each evaluation phase is comprised of groups of criteria and sub criteria, which will be assessed according to the following scores:

Score	Description	Explanation
0	None	The information requested is missing or incomplete.
1	Very Poor	The information provided is considered irrelevant or inadequate compared to the specific call provisions.
2	Poor	The information provided lacks relevant quality and contains significant weaknesses compared to the specific call provisions.
3	Fair	The overall information provided is adequate. However, some aspects are unclearly or insufficiently detailed compared to the specific call provisions.
4	Good	The information provided is adequate with sufficiently outlined details compared to the specific call provisions.
5	Excellent	The information provided is outstanding in its detail, clarity, and coherence compared to the specific call provisions.

Strategic fit evaluation

The strategic fit evaluation will focus on the alignment of the proposal with the strategic objectives and priority areas of EIT Culture & Creativity. Only proposals that successfully pass the strategic fit evaluation will move on to the full proposal evaluation.

Strategic Fit Evaluation Criteria

Criteria	Max. Score	Description
Alignment with EIT Culture &	5 points	The proposal contributes to the EIT Culture & Creativity Strategic Objectives and is aligned with the call's strategic focus.



Creativity's Strategic Objectives		
Addressing Priority Areas	5 points	The proposal clearly addresses one or more of the five priority areas: Cultural Heritage and Creative Economy, Sustainable Development, Education and Knowledge, Social Innovation, and Digital Transformation.
Expected Outcomes and Impact	5 points	The proposal is aligned with the expected outcomes and impact of the call.

Threshold: Proposals must score at least 3 points in each sub criterion to proceed to the full quality evaluation stage.

Quality Evaluation

The quality evaluation assesses the excellence, impact, and implementation quality of the proposals. Each proposal will be evaluated by two independent external expert evaluators.

Excellence: Business Model and Innovation

Sub criteria	Max. Score	Description
Coherence of the business model	5 points	The proposal outlines a clear, realistic, and scalable business model.
Innovation potential	5 points	The proposal represents a novel and competitive approach within the CCSI, addressing unmet needs.
Feasibility and viability	5 points	The proposal demonstrates the feasibility and viability of the business idea and its potential for market success.

Impact: Market and Societal Benefits

Sub criteria	Max. Score	Description
Market potential	5 points	The proposal clearly identifies target markets and customer segments, with a convincing value proposition.
Societal impact	5 points	The proposal addresses societal challenges and demonstrates potential benefits to the CCSI and beyond.
Financial sustainability	5 points	The proposal outlines a clear path to financial sustainability and potential ROI for EIT Culture & Creativity.

Quality and Efficiency of Implementation

Sub criteria	Max. Score	Description
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Workplan coherence	5 points	The workplan is coherent with the proposed objectives, KPIs, and expected outcomes.
Management and team capability	5 points	The proposal demonstrates a capable management team with the necessary skills and expertise.

Total Scoring

Category	Max Score
Strategic Fit	15 points
Excellence	15 points
Impact	15 points
Implementation	10 points
Total Points	55 points

Stage 2 – Portfolio Selection

Only proposals ranked at or above the threshold of 30 points in the external quality evaluation and equalling no more than 200% of the available budget per topic will be invited to the second stage: the portfolio selection.

Portfolio Selection Process

The Selection Committee (consisting in the Director of Business Creation, the Director of Innovation, the Director of the CLC where the company belongs, the EIT CC CEOs and external investment experts) will consider the following factors and will add up to 20 points to the final score obtained by each proposal in the first stage evaluation.

Assessment Factor	Description of the Assessment	Max Score
Business intelligence	<ul style="list-style-type: none"> - Track record of the startup in terms of performance and milestones achieved. - Financial viability and potential for growth. - Commitment to financial sustainability as outlined in the proposal. - Commercialisation plan with appropriate evidence from market data no older than 1 year as well as a team fitting to this commercialization plan 	10 points (5 points x 2) <i>*threshold 6 points</i>



EU dimension	- Representation and active participation of the startup in the European market. - Contribution to the cultural and creative sectors and industries in Europe.	5 points
Portfolio fit	- Complementarity of the proposal within the current/past portfolio of EIT Culture & Creativity - Alignment with EIT Culture & Creativity's strategic priorities (in terms of topic, impact, partnership, and KPIs).	5 points <i>*threshold 3 points</i>

Proposals that do not meet minimum thresholds for business intelligence and portfolio fit will not be considered for portfolio inclusion.

If one or more proposals receive the same score, additional consideration will be given to the factors of KPIs and demonstration impact, as follows:

- Proposals that include any of the additional KPIs will be ranked higher.
- In case of a tie, proposals which address a greater number of targets on the mandatory and additional KPIs will be ranked higher. Priority will be given for addressing the mandatory KPIs.
- The startup's commitment to utilising the resources and mentorship provided during the acceleration programme will be considered.

Based on the outcomes of the hearings, the Selection Committee will decide on the final list of companies put forward for acceleration, those put forward for inclusion in the reserve list (if any), and those put forward for rejection (ranking list). Additionally, the Selection Committee may review the pre-selected proposals and make a list of conditions and/or recommendations to improve the proposals.

Finally, EIT Culture & Creativity retains the right to reach out to proposals listed on the reserve list within a year from the portfolio selection. If additional EIT funds become available in the current Business Plan and in justified cases, EIT Culture & Creativity can use the reserve list.

Annex 2: Examples of SMEs and scale-ups to be selected

To provide clarity on the types of SMEs and scale-ups that the accelerator programme seeks to support, here are some examples of companies from the Cultural and Creative Sectors and Industries (CCSI) that align with our strategic focus:

1. Fashion

- *Sustainable Fashion Brand*: A scale-up that creates eco-friendly clothing using recycled materials and sustainable production processes.
- *Digital Fashion Platform*: An innovative platform that leverages virtual reality to offer customisable fashion experiences and virtual fittings.

2. Architecture

- *Green Building Solutions*: A company developing innovative, sustainable building materials that reduce carbon footprints and enhance energy efficiency.
- *Smart Home Design*: A scale-up focused on integrating IoT and smart technologies into home designs to improve energy efficiency and comfort.

3. Cultural Heritage

- *Digital Preservation Startup*: A company using advanced digital technologies to preserve and share historical artifacts and cultural heritage sites.
- *Cultural Tourism App*: An app that offers virtual tours of historical sites, enhancing the accessibility and engagement of cultural heritage for global audiences.

4. Audiovisual Media

- *Independent Film Production*: A scale-up producing socially impactful cross-media content for content that addresses critical societal issues and promote cultural diversity.
- *Streaming Service for Niche Content*: A platform that curates and streams independent and niche audiovisual content, providing a unique space for underrepresented voices.

5. Games

- *Educational Game Developer*: A company creating interactive and educational games and is about to leverage their business by taking an existing game to a new platform by finding partners to help in tech transformation and user acquisition.

- *Virtual Reality Gaming Studio*: A scale-up developing and test marketing immersive VR game concept that offers unique and engaging experiences for gamers with new device or in a new space.

6. Cross-Sector Innovation

- *Creative Tech Integrator*: A startup combining elements from various CCSI sectors, such as a platform that uses AI to generate fashion designs inspired by historical art.
- *Circular Economy Innovator*: A company developing business models that integrate circular economy principles, such as reusing and recycling materials across multiple creative industries.

Annex 3: Application Form for EIT Culture & Creativity Accelerator Programme¹

Profile form

Contact Information

- Contact Name and Surname: *
- Email: *
- Phone Number: *

Company Information

- Company Name:
- Street, Municipality, Postcode:
- Company Registration Number:
- Date of Establishment:
- Number of Employees at the Time of Application:
- Legal Status:
- Web Page:

Project Information

- Name of the company's main solution proposed to the market:
- Brief Description of the proposed solution:

Investment and Financial Information

- Have you attracted any investment already? Specify investment type:
- Have you received any financial support from Public Sector so far?
- Did you participate in an Acceleration Programme previously? If yes, which one?
- Who are your customers? (market segmentation):
- How many paying customers do you have and what is your yearly maximum revenue?

KIC specific KPIs questions

- Is your company currently experimenting with new circular technologies or innovative business models that have the potential for global scaling?
- Is your company testing and validating innovations using data, emerging technologies, or big data-driven business models with global scaling potential?

Motivation and Fit

- Why are you applying to EIT CC Accelerator? What makes you the best candidate?

Strategic Fit

¹ Please note that here the questions of the form are an extracted list from application platform. Answer the questions on the platform.



- **Alignment with EIT Culture & Creativity's Strategic Objectives:** Describe how your project aligns with the strategic objectives and priorities of EIT Culture & Creativity.
- **Addressing Priority Areas:** Explain how your project addresses one or more of the five priority areas:
- **Market Need:** Explain the market need your project addresses, provide evidence for this market need and how it fits to create and maintain jobs in a resilient CCSI business ecosystem able to scale and compete in global markets.

Excellence

- **Business Model and Innovation:** Describe the innovative aspects of your project and how it stands out from current solutions.
- **Mission Vision and Strategic Objectives:** Outline the mission, vision, and specific, measurable, achievable, realistic, and time-bound (SMART) financial and societal objectives of your company.
- **Commercialization:** Demonstrate the feasibility and viability of your business idea and its potential for market success (TAM, SOM, growth in%)

Impact

- **Expected Outcomes and Impact:** Detail the anticipated outcomes and impacts of your company, including economic, social, and environmental benefits.
- **KPI addressed and Targets**

EITHE KPIs

Mandatory

EITHE Code	KPI Title	KPI Description	Target
EITHE06.1	Investment Attracted by KIC-supported Start-ups/Scale-ups	Total EUR amount of private and public capital attracted within year N by supported start-up/scale-ups.	50.000 €

Optional

EITHE Code	KPI Title	KPI Description	Minimum target
EITHE01.1	Intellectual property rights	Number of innovative products, processes, and methods & Intellectual Property Rights (IPR) applications resulting from KIC activities.	
EITHE02.4	Innovations launched on the market (10K)	Number of innovations introduced on the market during the KAVA duration or within 3 years after completion with a sales revenue of at least 10 000 EUR documented. [TARGET]	

- **Sustainability and Scalability:** Explain the sustainability and scalability potential of your project.
- **Societal Impact:** Demonstrate how your project addresses societal challenges and benefits the CCSI and beyond.



Implementation

- **Action Plan:**
 - **Description:** Provide a detailed action plan outlining the key activities and steps you intend to undertake after receiving support from the acceleration programme. This should include:
 - **Market Entry Strategies:** Describe the markets you plan to enter and the strategies you will use to penetrate these markets.
 - **Customer Acquisition Goals:** Define your target customer segments and your approach to acquiring and retaining these customers.
 - **Milestones and Deliverables:** List the key milestones and deliverables you expect to achieve throughout the acceleration period and after.
- **Risk Management:**
 - **Description:** Identify potential risks that could impact the successful execution of your action plan. Outline your strategies for mitigating these risks and ensuring the continuity of your business operations.
- **Management and Team Capability:**
 - **Description:** Provide a short description of the management structure of your startup and the specific roles and responsibilities of your team members. Highlight the skills and expertise of your team that demonstrate their ability to execute the action plan successfully. Include information on any advisors or mentors who are part of your team.

Financial Sustainability

- **Financial Sustainability Mechanism (FSM):** Describe your plan for financial sustainability, including expected ROI and equity shares if applicable.
- **Financial Statements:** Provide key financial ratios and statements that reflect the financial health and projections of your startup.

Financial Sustainability

- **Financial Sustainability Mechanism (FSM):**
 - **Description:** Provide a detailed plan for achieving financial sustainability for your startup. This should include the expected Return on Investment (ROI), and any proposed equity shares that EIT Culture & Creativity might receive. Explain how your business model ensures long-term financial health and growth.
- **Financial Statements:**
 - **Key Financial Ratios:** Supply the following key financial ratios to demonstrate the current financial standing of your startup:
 - **Current Ratio:** Measures your company's ability to pay short-term obligations.
 - **Debt-to-Equity Ratio:** Indicates the relative proportion of shareholders' equity and debt used to finance your company's assets.
 - **Net Profit Margin:** Shows the percentage of revenue that constitutes profit after all expenses are paid.



- **Return on Equity (ROE):** Demonstrates the profitability relative to shareholders' equity.
- **Financial Health and Projections:** Attach your latest financial statements, including balance sheets, income statements, and cash flow statements. Provide financial projections for the next three years, outlining expected revenue growth, expenses, and profitability. These projections should align with your proposed business model and strategic goals.

Additional Documents

- **Lean Canvas Model: Attach the completed Lean Canvas Model template.**

Annex 4: Business Model Canvas Template

Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
Top 3 problems	Top 3 features	Single, clear and compelling message that states why you are different and worth buying	Can't be easily copied or bought	Target Customers and how they are reached, evidence of reaching customers targets.
Competition	Key Metrics	High-Level Concept	Channels	Early Adopters
List how these problems are solved today.	Key activities you measure, including TAM, SOM.	List your X for Y analogy (e.g. YouTube = Flickr for videos)	Path to customers	List the characteristics of your ideal customers.
Cost Structure		Revenue Structure		
List your fixed and variable costs. Customer acquisition costs Distribution costs Hosting People Etc.		List your sources of revenue. Revenue Model Life Time Value Revenue Gross Margin		

Lean Canvas is adapted from The Business Model Canvas (www.businessmodelgeneration.com/canvas). Word implementation by: Neos Chronos Limited (<https://neoschronos.com>). License: [CC BY-SA 3.0](https://creativecommons.org/licenses/by-sa/3.0/)

Annex 5: General rules for beneficiaries, affiliated entities and other participants

This following table summarises some general rules for Beneficiaries, Affiliated Entities and other participants with respect to Conflict of Interests, Confidentiality and security, Ethics and Values, Data Protection and Intellectual Property Rights (IPR).

Conflict of Interests	The beneficiaries must take all measures to prevent any situation where the impartial and objective implementation of the Agreement could be compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other direct or indirect interest ('conflict of interests'). They must formally notify the granting authority without delay of any situation constituting or likely to lead to a conflict of interests and immediately take all the necessary steps to rectify this situation.
Confidentiality and security	The parties must keep confidential any data, documents, or other material (in any form) that is identified as sensitive in writing ('sensitive information') — during the implementation of the action and for at least until the time-limit set out. The beneficiaries may disclose sensitive information to their personnel or other participants involved in the action only if they: (a) need to know it in order to implement the Agreement and (b) are bound by an obligation of confidentiality. The granting authority may disclose sensitive information to its staff and to other EU institutions and bodies. It may moreover disclose sensitive information to third parties, if: (a) this is necessary to implement the Agreement or safeguard the EU financial interests and (b) the recipients of the information are bound by an obligation of confidentiality.
Ethics and Values	<p><u>Ethics</u>: The action must be carried out in line with the highest ethical standards and the applicable EU, international and national law on ethical principles.</p> <p><u>Values</u>: The beneficiaries must commit to and ensure the respect of basic EU values (such as respect for human dignity, freedom, democracy, equality, the rule of law and human rights, including the rights of minorities).</p>

<p>Data Protection</p>	<p>The beneficiaries must process personal data under the Agreement in compliance with the applicable EU, international and national law on data protection (in particular, Regulation 2016/6794*). They must ensure that personal data is:</p> <ul style="list-style-type: none"> - processed lawfully, fairly and in a transparent manner in relation to the data subjects - collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes - adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed accurate and, where necessary, kept up to date - kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the data is processed and - processed in a manner that ensures appropriate security of the data. <p><i>* Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC ('GDPR') (OJ L 119, 4.5.2016, p. 1)</i></p>
<p>Intellectual Property Rights (IPR)</p>	<p><u>Ownership of results:</u> The granting authority does not obtain ownership of the results produced under the action. 'Results' means any tangible or intangible effect of the action, such as data, knowhow, or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.</p>