



# DIGICIRC

## DigiCirc

### RULES OF CONTEST



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 873468.

# 1 DigiCirc: Final pitch contest

DigiCirc will organise a final pitching contest to award Prizes to 2 DemoDay's winners from each accelerator.

The contest will take place on **March 15<sup>th</sup>, 2023**, at Deloitte premises, in Milan, as part of the DigiCirc final event.

Through a set of talks and round-tables, this event will enable SMEs, decision makers and big players (investors, companies, clusters) in the 3 DigiCirc domains to exchange, share information and reflect on what is working and improvements that can be made about SMEs support in Europe.

This event will also give the 17 winners of the DigiCirc DemoDays visibility and an opportunity to showcase their solutions in front of investors and big companies during the pitch competition and networking session.

The pitch competition will be divided into 3 sessions:

1. Pitch competition "Circular Cities"
2. Pitch competition "Blue Economy"
3. Pitch competition "Bioeconomy"

In total, 6 Prizes will be awarded, 2 per domain. The winners will be announced at the end of the day during an Awards Ceremony.

## 2 Conditions for participation

The contest is open to the **17 consortia winners of the DigiCirc DemoDays** that successfully completed the final phase of one the DigiCirc acceleration programme.

The composition of the consortium must be the same as during the programme's final phase (exceptions are made for changes caused by some partners withdrawal after the DemoDays, already accepted and contractualized).

Consortium members must still comply will ALL the following rules:

- 1) Being an SME complying with the European Commission Recommendation 2003/361/EC<sup>1</sup> and the SME user guide<sup>2</sup> are eligible,
- 2) being a legal entity established and based in one of the EU Member States or an H2020 Associated country<sup>3</sup> as defined in H2020 rules for participation,
- 3) not been declared bankrupt or have initiated bankruptcy procedures,
- 4) not have convictions for fraudulent behaviour, other financial irregularities, unethical or illegal business practices,
- 5) not being under liquidation or an enterprise under difficulty accordingly to the Commission Regulation No 651/2014 art. 2.18.

Physical participation of at least one consortium member (the one delivering the pitch), on March 15<sup>th</sup>, 2023, in Milan, is mandatory. Failure to fill in this requirement will lead to the withdrawal of the consortium from the competition.

Participation to the event is free of charge but costs related to Travel & Accomodation will be at the expense of the participant. According to possible limitations given by the location in terms of capacity, the DigiCirc team will communicate the maximum amount of people that will be able to represent the consortium during the event.

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<sup>1</sup> <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF>

<sup>2</sup> [User guide to the SME definition - Publications Office of the EU \(europa.eu\)](#)

<sup>3</sup> [h2020-hi-list-ac\\_en.pdf \(europa.eu\)](#)

## Rules of contest

Consortia must declare their intention to participate by registering their interest by email to [melanie.pellen@capdigital.com](mailto:melanie.pellen@capdigital.com) and [Julia.morawski@capdigital.com](mailto:Julia.morawski@capdigital.com) by **January 31<sup>st</sup>, 2023 at 17h00 CEST time (Brussels time)**. Expression of interest must be submitted by the “lead partner” on behalf of the consortium. Expression of interest received after the deadline and / or by any other channel will be automatically discarded.

The applicant will receive a confirmation within 24 hours, during working days only, following the reception of the expression of interest email. If you don't receive one, please contact [melanie.pellen@capdigital.com](mailto:melanie.pellen@capdigital.com) and [Julia.morawski@capdigital.com](mailto:Julia.morawski@capdigital.com).

## 3 Award criteria

Each consortium will have **5 minutes for pitching** and **5 minutes for Questions and Answers (Q&A)** with the Jury.

One team member must be appointed by each consortium for the pitch and, if physically present, another team member can join for the Q&A session.

English is the official language for DigiCirc pitch contest. Pitch done in any other language will not be evaluated

Each pitch will be evaluated against the criteria below by a jury composed of the 5 business coaches, an investor and a corporate:

| N° | Criterion   | Weight | Score |
|----|---|--------|-------|
| 1  | Solidity of the solution and the project, market fit                          | 40%    | 1 - 5 |
| 2  | PoC, strategic and commercial development after the DemoDay                   | 40%    | 1 - 5 |
| 3  | Quality of the pitch: time management, clarity, concision, visual, energy.... | 20%    | 1 - 5 |

Each criterion will have a mark between 1 and 5, being 1 the lowest and 5 the highest. Half point scores are not given.

For each criterion under examination, score values will indicate the following assessments:

*1: Fail.* The pitch fails to address the criterion under examination or cannot be judged due to missing or incomplete information.

*2: Poor.* There are serious inherent weaknesses.

*3: Good.* While the pitch broadly addresses the criterion, there are significant weaknesses that would need correcting.

*4: Very Good.* The pitch addresses the criterion well, although certain improvements are possible.

*5: Excellent.* The pitch successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor.

For each domain, a preliminary ranking will be established on the basis of the average score from all the Jury members. Then, the jury will decide on the final ranking.

## 4 Prizes' amounts

For each domain, Prizes will be awarded to the 2-best ranked consortia:

**The first consortia will receive a Prize of 20 000 EUR.**

**The second consortia will receive a Prize of 10 000 EUR.**



## Rules of contest

These amounts are the maximum to be granted per consortium. The distribution between consortium members should be decided internally.

## 5 Payment arrangements

The Prize money will be paid by bank transfer to each consortium member in one instalment, upon the reception of each consortium member's invoice by CAP DIGITAL.

Invoice must be sent to CAP DIGITAL within 7 days following the contest, i.e. not later than March 24<sup>th</sup>, 2022.

## 6 Withdrawal of the prize — Recovery of undue amounts

DigiCirc coordinator, CAP DIGITAL, may withdraw the prize after its award and recover all payments made, if it finds out that:

- (a) false information, fraud or corruption was used to obtain it;
- (b) a winner was not eligible or should have been excluded;
- (c) a winner is in serious breach of its obligations under these Rules of Contest.

## 7 Dissemination

The winners must promote the prize and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

Unless the EISMEA<sup>4</sup> requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) must:

- (a) display the EU emblem;
- (b) display the DigiCirc logo; and
- (c) include the following text: *"This Project has indirectly received funding from the European Union's Horizon 2020 research and innovation action programme under project DigiCirc (grant agreement No 873468)".*

When displayed together with another logo, the EU emblem must have appropriate prominence.

For the purposes of their obligations, the winners may use the EU emblem without first obtaining approval from the Agency. This does not, however, give it the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

## 8 Contacts

More info at: <https://digicirc.eu/>

DigiCirc support team: [info@digicirc.eu](mailto:info@digicirc.eu)

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<sup>4</sup> European Innovation Council and SMEs Executive Agency

