



ACTION A2 (2018-2019)

ENTREPRENEURSHIP IN THE WESTERN MEDITERRANEAN

2nd call for participation

Participating countries: Algeria, Italy, Libya, Mauritania, Morocco, Portugal, Spain and Tunisia.

RATIONALE AND OBJECTIVES

Rationale

In the text of the Ministerial Conference Declaration approved in Tunisia in March 2017 I was approved the Action A2 on Entrepreneurship on the basis of the experience carried out in the implementation of the first call since the Ministerial Conference in Madrid. More specifically, some paragraphs of the text of the Declaration are as follows:

The diffusion of cultures of innovation and entrepreneurship is crucial. These cultures are in fact closely linked: visionary, risk taking, acceptance and learning from failure, power of initiative, project culture and desire for achievement are the main components. Finally, the ability to create companies with high growth potential (spin-off and start-up), some of which will become world leaders, sometimes in a few years, characterizes an effective innovation....

In this context, possible actions by research centres and higher education institutions to be developed in coordination with relevant regional initiatives are listed below:

- ***Orient the use of research products to the creation of spin-offs and start-ups. Capacity building for young researchers by organizing brokerage events, B2B; spin-***

off and start-up competition supported by the network of Dialogue 5+5 (National Contact Points). Participants will have the opportunity to present their innovative ideas and projects to meet industrials and investors to create and develop entrepreneurship projects (internationalization developed innovative companies). This idea can be supported by an open gate to the Dialogue 5+5 Member Countries to develop cooperation and the creation of innovative companies.

Dialogue 5+5 can launch annually/bi-annually calls for applications for the selection of researchers who possess innovative ideas leading to the creation of spin-offs. Successful researchers will be coached for intellectual property protection and setting-up their business plans.

As an implementation process of the Ministerial Declaration Spain is committed to coordinate the launching of the 2nd call for participation in the action A2 according to the following set of objectives:

- To help business teams in the region to internationalize their business plans and to facilitate the creation of true “international start-ups” in the Western Mediterranean region.
- To increase the visibility and relevance of technology-based creation of start-ups programmes and policies to increase and speed-up socio-economic development in the region through innovative industrial tissue.
- To support the best entrepreneurial teams in the launching of activity in the Dialogue 5+5 countries

General overview of the Action A2

The structure of the Action A2 is divided into two phases: national phase where each participating country should define the rules of a national contest to select the business teams (up to three) to participate in the international phase. Figure 1 gives a high-level view of the Action A2. **Annex 1** provides the tentative calendar of activities

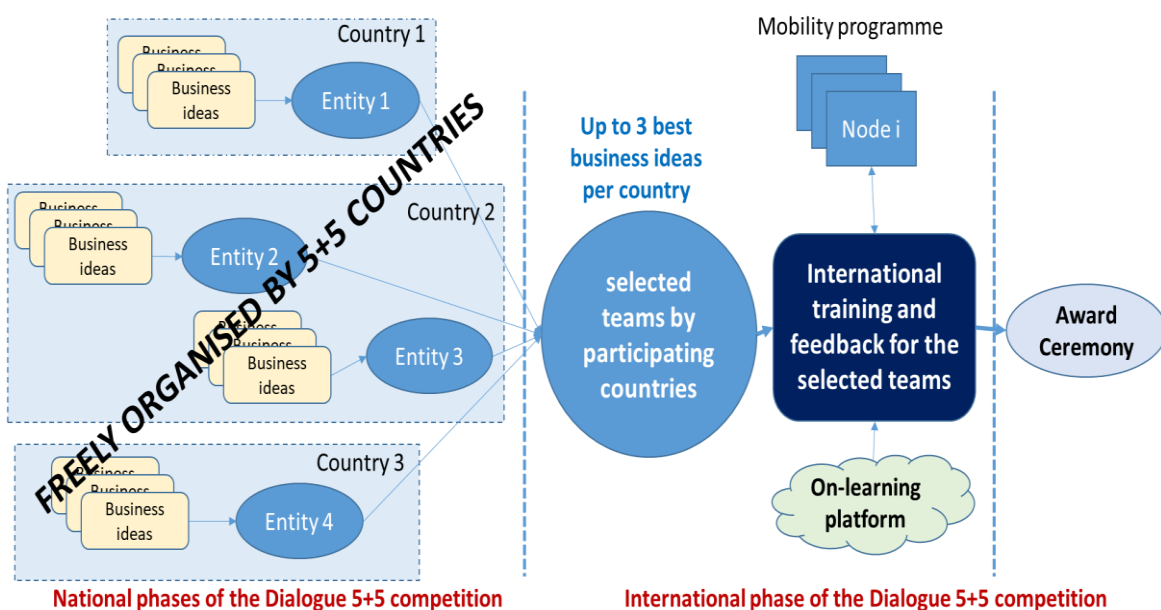


Figure 1. High-level view of Action A2

The business teams participating in the national phase should satisfy three main conditions to be able to participate in the international phase (other teams with a different composition could participate at the national level but they cannot be eligible for the international phase):

- The selected business teams will be composed at least by three people and at least one of them should be enrolled in one university, higher education establishment or public research centre of the country.
 - a. That institution will be used as a reference for the rest of the Action.
- The presented business idea has a “technology basis” and it is applied in one of the priority areas of Dialogue 5+5.
- The team has not created the start-up yet although they have the intention to move forward in that direction in the period 2018-2019.
 - a. Specifically, the start-up could be created in the period June 2018 – March 2019 (after the national phase) although it is not necessary to participate.

Based on these conditions participating countries could launch the **national phase** through specific Dialogue 5+5 contests or to rely on pre-existent ones at the national, regional or institutional level. Figure 2 depicts the conditions and main criteria for selection. Business ideas should refer to products or services related to the Mediterranean needs.

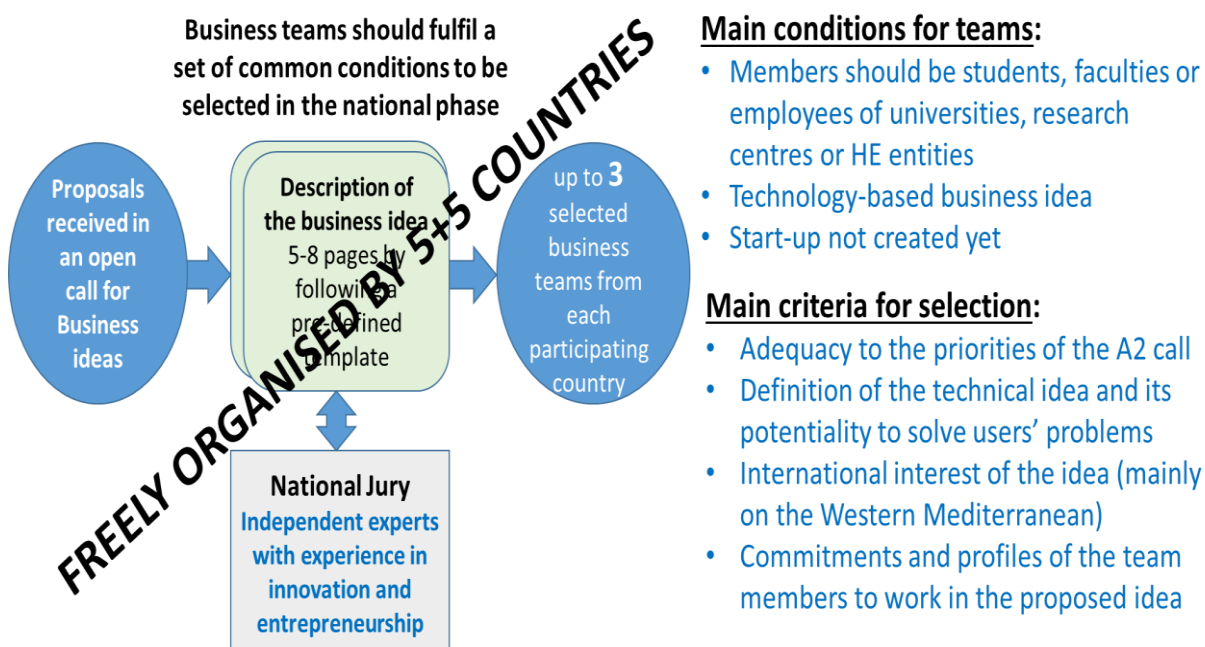


Figure 2. National phase of Action A2

Notice that the proposed criteria were identified in order to fulfil the goals of the A2 action and then, to increase the success probabilities during the international phase.

The official invitation letter should be sent by the secretariat of the Dialogue 5+5 (Italy) to selected teams at the beginning of September. The entrepreneurial teams selected in the national phases should send their acceptance through their respective national authorities with the signed commitment 15th September in order to start the activities of the international phase in the period 15th September 2018 to 31st March 2019.

Specific provisions for the international phase of the second call 2018-2019 of the A2 Entrepreneurship action

1. Acceptance of participating teams in the international phase

The international phase will be based on a set of common and ad hoc activities: specific training course, mentoring for generating the business plan, support for the creation of multimedia contents, and logistics support to the entrepreneurial teams from the seven participating countries which were selected in the respective national phases of A2.

We will assume that each participating country has developed the national phase in the way which was considered more appropriate for its national system and regulations.

Annex 2 provides a draft of the official letter and the commitment document they need to send **duly signed by all components of the business team** at the beginning of September 2018 once finished the national phase.

A minimum set of information per participating team should be provided to the secretariat (Italy) and to the organisers (Spain) by following the template included as **Annex 3** of this document.

Selected teams for the international phase should explicitly accept the derived commitments as follows:

- To participate physically in the 2 days common training process in Spain (up to two representatives of each selected business team)
- To present the business plan at the deadline set up by the international phase according to the template to be proposed in the Action A2.
- To present the video clip with the presentation of the business idea in the format and length which will be communicated to participants.
- To participate, if selected by the Jury, in the award ceremony on March 2019 in Italy (venue to be decided).
- To facilitate the participation in interviews and to provide feedback on the action A2 and on generic information (non-confidential) of its business plan for press notes to media communication.

2. Training of selected teams

As a part of the implementation of the international phase the selected business teams should participate in a “**training course**”. The intensive face-to-face course with a duration of 2 days in Madrid to be held in October-November 2018 (dates and venue to be decided).

Even if we can assume that basic training has been done before or during the national phase, a common training course is needed by the following reasons:

- To get a homogeneous level of knowledge in all the participating teams about the experience and possibilities in the region.
- To explain the participants (up to two persons per team) how to develop an international business plan focused on the Western Mediterranean area.
- To describe in detail what is the level of detail of the documents to be submitted for the evaluation process of the businesses plans.
- To build-up a sense of Dialogue 5+5 community.

The training programme is mainly devoted to develop a successful business plan in the Western Mediterranean area. It has been conceived having some elements in mind:

- Open to the participation of speakers of all the participating countries (both experts as academic). Possible names to be sent to the Spanish delegation after finishing the national phase.
- Focus on internationalisation of start-ups and the business environment in the Mediterranean area.
- Allocation of mentors to teams (on the basis of the related domains of the business idea).

An initial programme for the training course is attached as **Annex 4** to this document.

Visits to incubators in Madrid could be also organised after the training period. Then, one third day during the week after the training could be used to organise specific visits or detailed analysis of specific issues after requests from business teams.

3. Multimedia generation of information for the participating teams

We are living in a society where on-line marketing, multimedia communication and remote interaction for B2B or B2C businesses rely on the generation of adequate messages.

For this reason, and also as a basis for the evaluation of the business teams, all participating teams should develop a **3-5 minutes video** (à la “elevator pitch”) to explain its business plan to the international jury by following some general ideas presented to the participating teams during the training course.

The multimedia material should follow some rules to be delivered to participants in terms of:

- The video clip must be presented by the team components and not by professional speakers or artists.
- The video could also contain animations or images with off-voice if needed.
- The video should be made available on the technical platforms and formats decided by A2 coordination team to facilitate inter-operability
- Minimum level of quality to be presented in large screens. Notice that this video clip should be also used for dissemination purposes during and after the award ceremony in case of that team be one of the winners.
- The video must be presented in English (official language of the initiative) although French, Italian, Spanish, Portuguese or Arabic subtitles could be also included.

The recording of the video should be facilitated by the country of the entrepreneurial team and delivered to the Jury before the deadline of the international phase by following the rules which will be communicated to participants.

4. Jury composition and selection criteria

The winners of Action A2 will be selected by an **international Jury** composed by one person (expert) per participating country.

The experts will be nominated by participating countries but names and profiles (1 page short bio) should be sent to the secretariat of the A2 Action by September 2018. Then, they will receive an official letter with his/her nomination and terms of reference and a NDA to be signed with respect to the use of confidential information used during the evaluation process.

The member of the Jury from Spain will act as Chair of the Jury and the member from Italy as co-Chair.

The envisaged **weighted evaluation criteria** from the general perspective of internationalisation of the business plan are the following ones:

- 30% Originality/innovation of the business idea
- 10% Maturity of technology used
- 20% Feasibility
- 20% Monetisation
- 10% Protection or access to IP licenses.
- 10% Relationship with the Western Mediterranean areas
- 10% Team commitment to create the start-up

The **evaluation process** will be conducted during the months of January-February 2019 through the following procedure:

- The Secretariat will provide access to the documentation sent by participants (to be downloaded from the specific Web site for the A2: www.cdti.es/5mas5) to the members of the International Jury since 10th January 2019.
- The documents to review per participating team are:
 - the international business plan
 - web link to video clip
 - CV of members of the team
- Each member of the Jury will evaluate a percentage of the participating teams.
 - The chair could decide on the distribution of work depending on the number of proposals received.
- The evaluation will use a common template (initial draft provided by Spain, see attached **Annex 5**)
 - To be filled in by individual juries
 - Sent to the Chair as a basis for common analysis.

In order to make the final decision on the winners:

- Each member of the jury will send his/her evaluation to the Chairman.
- The Chairman will generate the table with all the individual marks and send the ordered ranking with all the teams to all members of the Jury.
- In case of the same mark an additional vote will be necessary to decide the final order.

A **formal minute** with the signatures of the members of the Jury will be necessary to be sent officially the evaluation to the Secretariat ad hoc of the 5+5.

On the basis of the decision, one representative of the teams awarded as 1st, 2nd and 3rd will be invited to participate in the Award Ceremony.

5. Award Ceremony

The Dialogue 5+5 GSO agreed on organizing the Award Ceremony during the **4th Ministerial Conference** in Italy in March 2019 (date and venue to be decided).

The Secretariat of the Conference will invite to representatives of the three winners (at least one of the members and a maximum of two) to participate in the event. Furthermore, members of the Jury will be also invited.

The draft agenda of the event (open to discussion with an estimated time of 30 minutes) could be as follows:

- Italian Minister's opening speech
- Presentation of A2 within the context of the Action Plan of Dialogue 5+5
- Reading of the Jury decision
 - A member of the Jury on behalf of all its members will read the minutes with the decision made.
- Short summary of the winners' business plans

- 5 minutes presentation of the idea (supported if necessary by the video clip)
- In reverse order (3rd, 2nd, 1st).
- Closing speech

It is difficult to keep confidential the Jury decision because winners need to be invited to Italy some weeks before the event. Then, the possibility is to **keep confidential the order of the winners** (who will win the 1st, 2nd or 3rd prize could be announced during the ceremony) to have some “suspense” during the Ceremony.

The event should have the maximum visibility in the media. For that reason a Press communication with the Brochure containing basic information on A2, business plan of winners, and interviews for the winners.

A video clip of the event, interview with winners and Information will be produced and uploaded on the official 5+5 web site

6. Cost distribution

The costs for the implementation of the A2 action will be shared by the **seven participating countries** taking into account the administrative constraints at national level which is avoiding the creation of a common pot.

Spain proposes that the majority of costs of the international phase should be covered by the country of origin of the selected teams at the national phase. These costs are:

- Training
 - The cost of the course in itself will be covered by Spain.
 - Travel and accommodation will be covered by participants.
- Mentoring:
 - Each participating country will nominate mentor(s) for their selected teams in order to help them in the preparation of the international business plan.
- Generation of the multimedia information (videos don't need professional edition).
 - Covered by participating countries of the awarded participants.
- Cost of the Jury
- Costs for travelling to the Award Ceremony
 - Covered by the country of origin of the winners

We assume that the costs of the Award ceremony should be included by Italy into the expenses of the organization of the 4th Ministerial Conference.

Under these conditions, the identification of remaining common costs and the agreement during the meeting was as follows:

- Prizes: 10,000 euros
 - 1st prize: 5,000 euros
 - 2nd prize: 3,000 euros
 - 3rd prize: 2,000 euros
 - Prizes will be paid by the origin country of the winners.
- Invitation to Italy for winners
 - 3 teams (up to 2 people per team)
 - These costs will be covered by the country of origin of the awarded team

The 3 awarded teams will participate in the ceremony and they receive a **Certificate** signed by the President of the Conference.

The money should be transferred to the account previously indicated by the awarded teams by the origin country of the winners after the Award Ceremony.

7. A2 Coordination group of National Contact Points

On the basis of this document and the experience, Spain considers necessary to set-up a **coordination group** to be able to implement sub-activities and to cope with unexpected events. They should be empowered to make detailed decisions on implementation issues.

The Spanish representative for the Action A2 will serve as Chair of the coordination group.

The **A2 Action coordination group** should have frequent electronic communication to be able to cope with all aspects and scheduled activities.

ANNEX 1.



ACTION A2 (2018-2019)

ENTREPRENEURSHIP IN THE WESTERN MEDITERRANEAN

TENTATIVE CALENDAR

- 1. Agreement on the text of the second call, conditions for participants and the obligations for countries involved in the action.**
 - a. If necessary, we can organize bilateral video calls with interested countries for clarification on the contents of the call.
 - b. Preparation of documents
 - i. Presentation of the action A2
 - ii. Registration form for participants
 - iii. Template for the evaluation
 - c. Deadline: 30th April
- 2. Official launch of the 2nd call in all participating countries**
 - a. Organization of diffusion at the national level
 - i. Brochure in English
 - ii. Translation of brochure to other languages if needed by respective countries
 - iii. Web site to receive participants forms: www.cdti.es/5mas5
 - b. News in the Web-site of Dialogue 5+5 in Italy
 - c. Deadline: 10th May
- 3. Submission of participating forms from entrepreneurial teams (in the national phase)**
 - a. From 10th May to 30th June 2018
- 4. Selection at the national level to participate in the international phase**
 - a. Formal communication to winners
 - b. Letter of commitment from selected teams to participate in the international phase, and in case of awarded to participate in the Award Ceremony in Italy in March 2019.

- c. Nomination of the national member of the International Jury
 - d. Deadline: 30th August 2018
- 5. Training and mentoring phase for the 2nd phase participants**
- a. Based on the experience from the first call we would like to provide additional support for participants in order to prepare their “international business plan”.
 - b. From 15th September to 30th November 2018
- 6. Submission of business plans**
- a. A specific format for the documents to be submitted will be defined during the training and mentoring phase
 - b. Deadline: 21st December 2018
- 7. Selection and communication of winners**
- a. Evaluation of business plans
 - i. Remote analysis of business plans
 - ii. Meeting of the Jury
 - 1. Selection of winners
 - 2. Formal minutes signed by the Jury
 - b. Deadline: 31st January 2019
- 8. Preparation of video and dissemination material of winners**
- a. In cooperation with Italy
 - b. Deadline: 29th February 2019
- 9. Presentation and award ceremony at the Ministerial Conference**
- a. Dates and venue are not defined at this moment.

ANNEX 2.



Draft of official letter and commitment for participants

Dear XXX (representative of the business team)

I'm very glad to inform you that your proposal to participate in the international phase of the Dialogue 5+5 Action A2 on Entrepreneurship in the Western Mediterranean area has been accepted.

In order to start the envisaged activities we need to receive duly signed by all components of the business team you are representing the acceptance of the commitments related to the participation in this international phase:

- To participate at least one person in the common training process in Spain.
- To present the business plan at the deadline set up by the international phase according to the template decided by the coordination group of the action A2.
- To present the video clip with the presentation of the business idea in the format and length which will be communicated to participants.
- To participate, if selected by the Jury, in the award ceremony on March 2019
- To facilitate interviews and provide information on the action A2 and on general (non-confidential) part of its business plan for press notes to media communication.

The costs of the activities of the international phase for selected teams will be funded by their respective countries.

Please, send your formal written acceptance of these conditions to the official representative of XXX (country) Mr/Ms XXX for the action A2 **before 15th September 2018** with the signatures of all members of the team.

Thank you very much for your cooperation and congratulations again for your business idea.

Sincerely yours,

XXX

Italy/Spain

ANNEX 3.



INFORMATION DATA

Reference number: -

To be fulfilled by the organization

Project name

Contact person. Promoter *(Name and surnames)*

Phone number/s

Email/s

Position

University/Centre

Department/unit

TEAM DESCRIPTION

Number of team members:

Details of the team members (maximum of five members)

| Name | Surnames | Email | Position* | Entity |
|------|----------|-------|-----------|--------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |

How did you hear about the Dialogue 5+5 A2 Competition

*student, PhD candidate, post-doc, faculty member, other

PROJECT TAGLINE *(Around 20 words recommended)*

BRIEF DESCRIPTION OF THE IDEA

*Describe your idea; be clear and concise, the point is that anyone who is not involved in the project can easily understand what the need or problem that you have detected is. Also, please briefly describe what your solution for the need or problem would be. Around 400 words recommended. **This information may be used for promotional purposes. Don't include confidential information in this section.***

TECHNICAL DESCRIPTION OF THE IDEA

What is the fundamental component or technological basis? Please describe its technical viability. Which components- proprietary or external ones- could already be integrated and which ones should be developed? Around 250 words recommended.

POSSIBLE APPLICATIONS OF THE IDEA

What problem does it solve? What need does your product/service address? Who will the users be? Around 250 words recommended.

INNOVATION

Why do you consider that your idea is innovative? What factors make your idea stand out from the rest? Why will your customers/users like it? Around 250 words recommended.

CURRENT STATUS OF THE PROJECT AND MILESTONES

Current status of the project. Main achievements so far (if any). Around 150 words recommended.

TEAM EXPERIENCE

Please include some information to show, if applicable, the experience of the team with regards to the proposed idea. Please include also previous references for the team (if there is any remarkable one). Around 150 words recommended.

MOTIVATION

What is your main motivation to take part in this initiative? Around 150 words recommended.

TEAM MEMBERS' RESUMES

Please attach a brief CV (one page maximum) for every team member (.pdf or .doc). Please include: personal details, education, work experience and – if applicable – current position at the UPM (student, professor, researcher, etc.)

ANNEXES

In case you want to include additional information, please do it here.

Possible additional information:

1. *Technical description (free format)*
2. *Video or other multimedia material*
3. *Links to additional related information*

In case you have any doubts or questions you can contact us at cdti@upm.es

In order to complete the application, the document must be completely filled out in www.cdti.es

ANNEX 4.



Preliminary programme of the training course

1st DAY:

From a business plan development to start-up launching

- Start-up creation and evolution
 - Phases and Scale-up
 - Intellectual property
- How to evaluate the feasibility of a business idea
 - Multi-dimensional perspective
- Internationalisation challenges
 - The Western Mediterranean area

Market and technology watch

- Market structure in the region
 - Access to information
- Technology watch for selected technologies
 - Maturity level
 - Roadmapping

2nd DAY

Funding issues

- Funding sources
 - FFF. Risk capital, public administrations, commercial loans
- Seed capital, series A, B, C, etc. IPO

Criteria to win at the international phase

- International business plan
- Elevator pitch: how to sell your idea?

ANNEX 5.



A2 ACTION (2018-2019)
EVALUATION FORM

Reference no.

Name project:

Brief summary of the evaluation:

Reviewer:

Name:

Signature:

Global evaluation

1

Innovation degree

(from 10 max to 0 min)

Technological development

Innovative and differentiating factors

Business model

2

Market

(from 10 max to 0 min)

Knowledge market

Growth potential

3

Team

(from 10 max to 0 min)

Differentiating profile

Team commitment

| |
|--|
| |
|--|

| | |
|----------|--|
| 4 | Status development (from 10 max to 0 min) |
|----------|--|

| |
|-----------------------|
| Implementation degree |
| Expectations |

| | |
|----------|--|
| 5 | Display (documents, associated material) (from 10 max to 0 min) |
|----------|--|

| |
|--|
| |
|--|

| | |
|----------|-----------------|
| 6 | Comments |
|----------|-----------------|

| |
|--|
| |
|--|