

EIT Global Outreach present:  
**GreenScale 2023 - Call for applications**

## **Preface**

**Unique and exclusive scalartor programme encouraging your startup to penetrate the USA east coast markets. Gain a competitive edge with suitable practical tools, dynamic group workshops, personalized 1:1 mentorship, a one-of-a-kind Regional Roadshow, and a spotlight on Demo Day in NYC. Seize this opportunity to conquer new markets.**

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We are excited to **open the call for the 2023 GreenScale cohort officially.**

## Who are we?

Over the past decade, the **European Institute of Innovation and Technology (EIT)** established 9 Knowledge and Innovation Communities (KICs) to strengthen Europe's capacity to innovate and solve global societal challenges.

In 2018, acknowledging the importance of international cooperation in tackling such challenges, the EIT and its KICs established the **EIT Global Outreach** Programme. Contributing to the EU's Global Approach to Research & Innovation, it is the first EIT Community coordinated effort at the global level. The EIT Global Outreach programme bridges the EIT's innovation ecosystem with those of outreach locations, forging synergies with global innovation leaders. EIT Health, EIT Climate-KIC, EIT Manufacturing, EIT Digital, EIT Culture & Creativity, and EIT Food currently lead the EIT Global Outreach initiative.

The **EIT Global Platform** is A unique platform for European innovation actors to explore global ecosystems and gain access to best practices and know-how. In a rapidly changing world and a fast-paced global market, we want to give a real-time response. Using a lean model for ecosystem development that executes through piloting programmes in strategic ecosystems worldwide, without a long-term commitment, allows an efficient and accurate way to establish your "boots on the ground."

## Call for Participation

**We invite all startups in the Early growth stage in Decarbonizing City-Regions, Energy, and Smart Manufacturing domains from European and Horizon European-associated countries** to apply to a one-of-a-kind, hybrid programme and join an exclusive European active innovation community that aims to create worldwide opportunities and collaborations.

## What is GreenScale?

GreenScale is a 360° tailor-made startup support programme that empowers leading European technologies to scale and penetrate the dynamic **Tri-State and USA east coast market**. Join us for GreenScale 2023, a game-changing initiative focused on three high-growth green and climate tech sectors: Decarbonizing City-Regions, Energy, and smart manufacturing. Through GreenScale, your startup will gain access to an unparalleled suite of comprehensive support services designed to drive your scaling journey. Benefit from our extensive network of industry experts who will provide invaluable mentorship, guidance on site selection, and connections to potential customers.

With a Two-month virtual and in-person activities, including an exciting **Regional Roadshow and Demo Day in the heart of NYC**, GreenScale strategically and effectively prepares and enhances startups' ability to penetrate and scale into Tri-State and the USA's east coast

markets. Leverage our partnership network and international experts to accelerate your growth and achieve market domination.

Prepare to be inspired by our stellar lineup of speakers, including renowned experts in Decarbonizing City-Regions, Energy, and Smart Manufacturing. Gain insights from successful startups that have conquered new markets while global professionals specializing in IP, regulation, business development, and branding guide you toward success. Master the art of storytelling and Demo Day preparation through engaging workshops led by industry leaders.

### **Programme's structure**

**The programme is hybrid, and it encompasses three elements:**

1. virtual group sessions and
2. 1:1 growth meetings (12 September-17 October and 7-14 November 2023)
3. Regional Roadshow and NYC Demo Day (22-26 October 2023)

#### **1. virtual/hybrid sessions and 1:1 growth meetings**

The first phase of the programme aims to set the ground for scaling to New York and USA east coast markets with **six** diverse virtual/hybrid 2-hours meetings that will discuss themes such as:

- Going Global: new markets, strategy, and execution
- Government Incentives and grants as a source of capital
- The changing landscape of global data protection laws
- Am I ready to raise my next round? US/EU VCs
- The importance of LinkedIn & other media in building your brand
- Domain deep dive- challenges, forecasts, and barriers by domain experts
- Mastering the pitch – storytelling & preparation for Demo Day

#### **2. 1:1 growth meetings**

An essential component of the first phase will be the 1:1 mentorship meetings. The program has a wide array of mentors and experts available to support participating startups based on their needs. The process will be structured as follows:

- 1:1 meetings with the growth team to support your scaling process and provide resources to help execute the startup's plan. These meetings will result in introductions to specific experts, advisers, and mentors on a per-need basis.

- On-demand access to our pre-vetted pool of mentors and industry experts. The Bootcamp team will make the first introduction, and after the acquittance takes place, the startups can take it from there.

### 3. Regional Roadshow and NYC Demo Day

This full-stack days immersion into the Tri-State and USA east coast ecosystem goes beyond the usual introductions and drills down to the key drivers of scaling into the market.

The Roadshow's key drivers include industry-led tracks providing expert support, field trip in the fascinating world-leading ecosystem, and access to business units, data, and beta test sites. This deep dive is designed to strategically and effectively prepare and enhance startups' ability to penetrate and scale into the market while providing the highest practical value and impact on participants.

Roadshow's climax will be celebrated in a Demo Day event allowing participating startups to pitch in front of USA east coast ecosystem leaders, VCs, agencies, and other stakeholders.

Members will be offered the opportunity to "book your meeting" on the closing day of the Roadshow, connecting potential investors, local agencies, professional consultants, startups, and corporate players.

The two-closing virtual/hybrid program meetings (after the Roadshow and Demo Day) will be dedicated to wrapping up and following up.

#### Why should I apply?

- **USA's east coast-based partners** – thanks to the **unique Roadshow**, you will gain direct access to the Tri-State and USA east coast's leading actors, city and regional agencies, and the thought leadership of the people and organizations that keeps this ecosystem moving and growing.
- **Strategic matchmaking** - With industries, investors, VCs, and potential clients from New York City and USA east coast.
- **Domain deep dive** - Unique opportunity to engage with domain specific relevant stakeholders.
- **Hands-on tools** - Best practices on various topics such as pitching, marketing, law, regulation, etc., focusing on New York City and USA east coast markets.
- **Top speakers** - From leading innovation ecosystems include NYC, Boston, DC, Detroit, Silicon Valley, Europe, and Israel.
- **Sharpen your needs** - 1:1s meeting with the GreenScale growth team to meet individual needs to ensure effective progress.
- **International plug-in** - Access top-tier global experts and mentors from various fields: business, leadership, marketing, regulation, etc.
- **Stay on trend** - Delve into the burning topics that will take your startup to its following milestones.

## Who should apply?

### Eligibility

- Startups from European or Horizon Europe associated countries.
- With technology or product in the Decarbonizing City-Regions, Renewable Energy, and Smart Manufacturing fields.
- Have a working product that is ready for sale in new markets.
- Concluded at least one round of funding.
- Looking to expand and scale to the east coast of the USA.
- Have the capacity and can commit to C-level executive for a 2-month process, including a physical visit to the USA
- Startups that graduated from an EIT / EIC acceleration programme recently - advantage

### Assessment and selection process:

The selection process is divided into three phases:

Phase #1: Fill out the online application form.

\*A team of experts and partners will review your application on a rolling basis, which means that the earlier you apply, the earlier we can review your submission and invite you for an online meeting to discuss further.

Phase #2: Eligible applicants will be invited to a short online qualification interview (up to 20 minutes). Please note that you might be asked for a second interview if needed.

Phase #3: The scoring committee will choose ten eligible Bootcamp startups as described below.

Assessment will be made by Bootcamp partners, the EIT Global Working Group (representatives of EIT Health, EIT Climate-KIC, EIT Culture and Creativity, EIT Manufacturing, and EIT Digital EIT Food), and the EIT Global Platform team.

The assessment will be made with the assistance of at least three independent external experts.

The following elements will be taken into consideration in the assessment process:

- (a) Excellence and product matureness (30 pts.)
- (b) Technology and Impact (30 pts.)
- (c) Quality and efficiency of the implementation (20 pts.)
- (d) Motivation and Bootcamp fit (20 pts.)
- (e) EU or Horizon Europe dimension (must)

**A total score of 100 pts.**

The startups with the highest scoring will be selected for the Bootcamp.

The final recipients of funding comply with the IPR rules under the MGA (Article 16, [here](#))

## **Finance**

The programme offers a total value of 20,000 EUR per startup, which the EIT Global Platform fully funds.

In addition, the Global Platform also offers funding for travel & accommodation for the NYC roadshow and Demo Day. It will provide a travel cost reimbursement in the form of financial support of up to €2,600 for each participating startup.

## **Timeline**

Call for applications:

- Application Opening: **24<sup>th</sup> May 2023**
- Application Closes: **7<sup>th</sup> August 2023 (23:59, CET)**

Selection announcement and travel arrangements – **28<sup>th</sup> August 2023**

Bootcamp hybrid/virtual meetings – **12<sup>th</sup> September – 17<sup>th</sup> October 2023**

Roadshow and Demo Day – **22<sup>nd</sup>-26<sup>th</sup> October 2023**

Wrap-up and Follow-ups – **7<sup>th</sup>-14<sup>th</sup> November 2023**

## Agenda Outline for the Roadshow and Demo Day

\*The below agenda is subject to change

**Day 0 - Cultural Immersion to NYC - Optional complimentary tour in Brooklyn**

**Day 1 – Welcome to the ecosystem**

**Day 2 – Field trip to beta test sites, hubs, agencies, city, and governmental departments**

**Day 3 – Matchmaking meetings and Demo Day event**

**Day 4 – "Book your meeting" (optional – venues will be provided upon request)**

### **How to apply?**

- Apply [HERE](#)
- Applicants will be required to include in their submission a company one-pager.
- As detailed above, participants will be assessed according to technology and impact, team, business potential, motivation, and Bootcamp fit. Based on the application and interview.
- The final selection of participants is expected by **28th August 2023**.
- For any questions, please contact: [ido.rosenblum@go-eit.eu](mailto:ido.rosenblum@go-eit.eu)

### **FAQ**

#### **WHO ARE THE SPEAKERS IN THE BOOTCAMP?**

Speakers at the programme include experts in the Decarbonizing City-Regions, Energy, and Smart Manufacturing fields, mature startups who have managed to penetrate new markets, global professional speakers who specialize in IP, regulation, business development, and workshop leaders in branding, storytelling and Demo Day preparation.

#### **WHAT WILL THE MENTORING PROCESS LOOK LIKE?**

The program has a wide array of mentors and experts available to support participating startups based on your needs.

The process will be structured as follows:

1. 1:1 meetings with the growth team to support your scaling process and provide resources to help execute your plan. These meetings will result in introductions to specific experts, advisers, and mentors on a per-need basis.
2. On-demand access to our pre-vetted pool of mentors and industry experts. The Bootcamp team will make the first introduction, and after the acquaintance takes place, the startups can take it from there.

#### **WHAT COMMITMENT IS REQUIRED FROM THE STARTUP?**

A startup registered for Bootcamp should have the capacity to select the relevant founder/co-founder to take part for the duration of the training. We will meet every Tuesday for a two-hour session. In addition, scheduling a every two weeks 1:1 X 45 minutes personal session to build an accurate strategic plan tailored to the company's global process.

### **ARE THERE ANY COSTS OR FEES INVOLVED?**

The programme offers a total value of 20,000 EUR per startup, which are fully funded by by EIT Global Platform.

In addition, the Global Platform also offers funding for travel & accommodation for the NYC roadshow/Demo Day. It will provide a travel cost reimbursement in the form of financial support up to €2,600 for each participating startup.

The participation of the chosen startups is subject to [a sub-contract signing](#).

Each startup will send one representative to the Roadshow and Demo Day

### **WHAT IS THE GOAL?**

Our goal is to create a deep connection between the USA east coast and the European ecosystems while promoting a solution to the global challenges of all of humanity.

### **WHAT TOPICS WILL BE COVERED IN THE BOOTCAMP?**

- Going Global: new markets, strategy and execution
- Government Incentives and grants as a source of capital
- The changing landscape of global data protection laws
- Am I ready to raise my next round? US/EU VCs
- The importance of LinkedIn & other media in building your brand
- Domain deep dive- challenges, forecasts and barriers, by domain experts
- Mastering the pitch – storytelling & preparation for Demo Day
- And more

### **WHAT DOES THE SELECTION PROCESS LOOK LIKE?**

**Phase #1:** Fill out the online application form.

\*A team of experts and partners will review your application on a rolling basis, which means that the earlier you apply the earlier we could review your submission and invite you for an online meeting to discuss further.

**Phase #2:** Eligible applicants will be invited to a short online qualification interview (up to 20 minutes). Please note that you might be invited for a second interview if needed.

**Phase #3:** The scoring committee will choose 10 bootcamp startups based on eligibility and excellence. A shortlist of 2 startups will be informed that they are on a waiting list for a week from announcement.

### **WHAT ARE THE ASSESSMENT CRITERIA?**

Assessment will be made by: Bootcamp co-leaders (Morielle Lotan from MILE Advisory), partners (NYCEDC, and Greenberg Traurig LLP.), EIT Global Outreach steering committee (representatives of EIT Health, EIT Climate-KIC, EIT Culture and Creativity, EIT Manufacturing, and EIT Digital) and EIT Global Platform team.

The following elements will be taken into consideration in the assessment process:

Technology and impact, team, business potential, motivation and Bootcamp fit.



The startups with the highest-scoring will be selected for the Bootcamp.