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STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

OPEN CALL #1 HOW TO APPLY?

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F6S

STADIEM Open Call #1 Webinar

Online, 22 February 2021

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OPEN CALL #1

Opening date: 1 February 2021, 12:00 CET

Closing date: 31 March 2021, 17:00 CET

A total budget of € 1.930.000 is available.

The Call is open to **startups, scaleups (in the form of SMEs) and SMEs, legally established in**

- EU Member States
- H2020 associated countries
- Overseas Countries and Territories (OCT) linked to the Member States
- The UK applicants **are eligible** under the conditions set by the EC for H2020 participation at the time of the deadline of the call.

https://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2018-2020/annexes/h2020-wp1820-annex-ga_en.pdf

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OPEN CALL #1

The 1st Open Call **selects 40 startups & SMEs** with innovative products and high-scaling and piloting potential whose solutions can be integrated/ incorporated in the European corporate / media sector and beyond, thus developing new products and services which address current (media) challenges.

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- ✓ Operational for at least one year with proven founding documents
- ✓ Cash runway or self-funded for at least six months to a year to prove the startup can finish the program, or a letter of comfort from their investor(s)
- ✓ B2B (Business-to-Business) 80% (if B2C – Business-to-Consumer- then needs B2B Partnerships)
- ✓ Proven Initial product/market fit – at least one (corporate) client or LOI or product/business development in the process
- ✓ Piloting capable product – live or in late stages of (publicly) available beta
- ✓ Has received an investment or is self-financed (minimum: late-seed or Pre-Series A or very well-known acceleration/incubation/CVC program)



Definition of types of SMEs:

<https://ec.europa.eu/docsroom/documents/42921/attachments/1/translations/en/renditions/native>

The background of the left side of the slide is a dark purple illustration. It features a laptop in the foreground, a hand cursor icon pointing towards the right, and various geometric shapes and lines in shades of purple and black, creating a modern, tech-oriented aesthetic.

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OPEN CALL #1 APPLICATION PROCESS

Application is done only through
F6S application page:

<https://www.f6s.com/stadiemopencall/apply>

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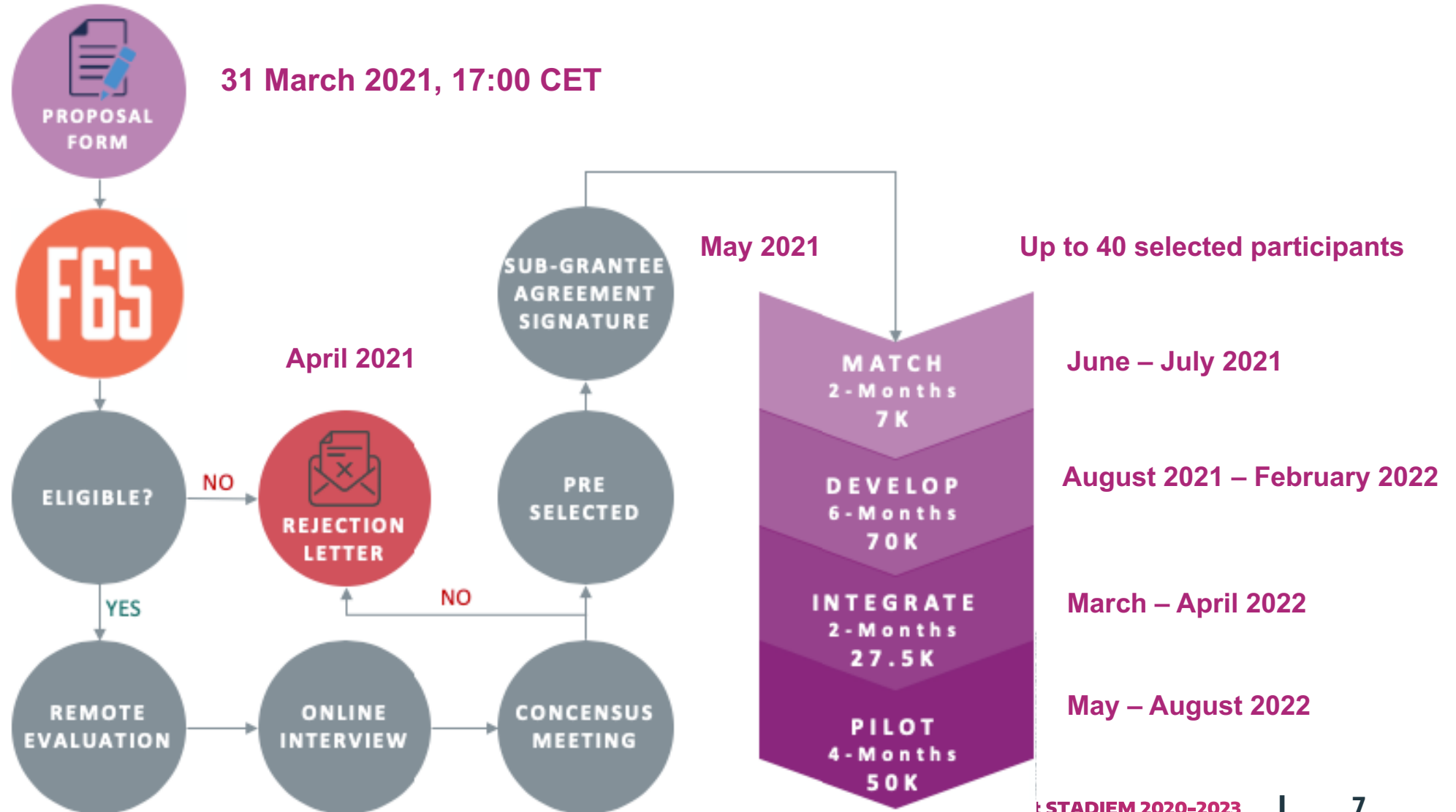
APPLICATION PROCESS ON F6S

- The submission will be done through the F6S platform. Register and submit your application on: <https://www.f6s.com/stadiemopencall/apply>
- Application form: Application questions to be completed directly in the F6S

For any Open Call/ Application related questions:

- opencalls@stadiem.eu
- Live F6S Discussion Page: <https://www.f6s.com/stadiemopencall/discuss>

Open Call Process



- Evaluation:
- during 1-month since the submission date (April 2021)
 - Remote evaluation by a group of external reviewers
 - Online interview with STADIEM Hub representatives

Each proposal is evaluated by a set of 2 experts according to the following criteria:

The evaluation criteria are the following:

- (1) Concept,
- (2) Technology,
- (3) Ambition & Impact
- (4) Team.

- ➡ **0 Fail.** The proposal fails to address the criterion under examination or cannot be judged due to missing or incomplete information.
- ➡ **1 Very poor.** The criterion is addressed in an unsatisfactory manner.
- ➡ **2 Poor.** There are serious inherent weaknesses.
- ➡ **3 Fair.** While the proposal broadly addresses the criterion, there are significant weaknesses that would need correcting.
- ➡ **4 Good.** The proposal addresses the criterion well, although certain improvements are possible.
- ➡ **5 Excellent.** The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor.

A minimum score of 3 for each criterion and an overall score of 14 will be eligible for the interview phase.

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For all necessary documents and information:

- <https://www.stadiem.eu/open-call-1/>

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DEADLINE

31ST MARCH 2021, 17:00 CET



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Q&A



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THANKS



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