

STADIEM

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

D3.2 OPEN CALL DOCUMENTS KITS AND THIRD PARTY FINANCIAL RULES FOR OPEN CALL 2

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Nature of the deliverable:		R
Dissemination Level		
PU	Public, fully open, e.g. web	✓
CL	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to STADIEM project and Commission Services	

* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.



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1. EXECUTIVE SUMMARY

This deliverable comprises all the information needed by the beneficiaries (startups and SME's) to submit applications to the STADIEM Open Call 2, as well as for the European Commission to validate the Open Call and publish the announcement in the Funding & Tenders Portal. It consists of 7 annexes: **Annex 1: Guide for Applicants; Annex 2 Application form; Annex 3: SME Declaration of Honor; Annex 4: Company financials; Annex 5: SME Checklist, Annex 6: Sub-grant Agreement Template; Annex 7: Bank account information**, as in more detail described below.



2. INTRODUCTION

The purpose of this document is to compile all the documents that formalize the third-party financing rules for the STADIEM Open Call #2. The Annex 1; 2; 3; 4; 5 and 6 were published and made available to the applicants from 15th of December 2021 on, when the OC#2 was published¹.

- **Annex 1: Guide for Applicants**, which provides a full set of information regarding the Open Call for Proposals for the STADIEM Programme;
- **Annex 2: Application form**, an online form², which was published on the F6S platform shortly before the launch of the call and will be available during the application period of Open Call 2 (15th December 2021 - 28th February 2022);
- **Annex 3: SME Declaration of Honor**, which declares that all conditions related to the STADIEM Open Call 2 are accepted by the legal representative of the applicant;
- **Annex 4: Company financials**, providing information on the fiscal data of the applicant until 2021 and estimations from 2022;
- **Annex 5: SME Checklist**, which evaluates the status of the applicants accepted for the STADIEM programme, i.e. the beneficiaries/beneficiary. It is requested at the stage of signing a Sub-Grant Agreement, only in case the beneficiary has not obtained a PIC NUMBER from H2020 Participant Portal;
- **Annex 6: Sub-Grant Agreement template**, which provides a template of the sub-grant agreement that the successful beneficiaries will be requested to sign.
- **Annex 7: Bank account information**, which collects information on the beneficiary/ies' bank account where the financial support eligible during the STADIEM Programme will be transferred.

¹ <https://www.stadiem.eu/open-call-2/>

² <https://www.f6s.com/stadiem-open-call-2>



ANNEX 1 GUIDE FOR APPLICANTS

STARTUP DRIVEN INNOVATION IN EUROPEAN MEDIA

GUIDE FOR APPLICANTS



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the grant agreement No 957321



This document provides a full set of information regarding the first open call for proposals for the project **Start-up Driven Innovation in European Media – STADIEM** (<https://www.stadiem.eu/>).

In addition to these guidelines, the applicants should read carefully the Sub-Grant Agreement template. A draft of the Sub-Grant Agreement template is available [here](#).

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Name	Acronym	Country
De Vlaamse Radio En Televisieomroeporganisatie Nv	VRT	Belgium
Media City Bergen AS	MCB	Norway
Storytek OÜ (Ltd.)	ST	Estonia
next media accelerator GmbH	NMA	Germany
Martel GmbH	Martel	Switzerland
European Broadcasting Union	EBU	Switzerland
F6S Network Limited	F6S	Ireland



DEFINITIONS

Third-Party Projects	The recipients of sub-grants (sub-grantees) that will develop a pilot together with a Corporate partner.
Start-Up	Venture or SME with a radical or innovative business model/and or technological component which operates in the seven NGE (next-generation media) verticals identified in this open call and which head office or division with significant decision making is located in any of the European Union (EU) or Horizon 2020 associate territories ³ .
Scale-Up	A scale-up is a start-up that has grown, that has changed scale. To move to this next stage, the start-up must have succeeded in stabilising its business model and industrialising its offer. It has therefore proven its viability.
Coach	<p>An industry professional that provides the third-party project with:</p> <ul style="list-style-type: none"> • Knowledge, based on methodological research and experience. • Methodology to ensure knowledge transfer. • High commitment to ensure the knowledge transfer (paid to deliver the results). • Quality is assessed via references and proven benefits to their previous clients.
Expert	<p>An industry professional that provides the third party project with:</p> <ul style="list-style-type: none"> • Knowledge, based on their extensive experience (and education) on the specific topic. • Knowledge transfer is not their goal, but the deliverables that meet the goals and the goals of the Pilot. • High commitment to ensure the deliverables. • Quality is assessed via references, deliverables that meet the specific goals.

³https://ec.europa.eu/info/research-and-innovation/statistics/framework-programme-facts-and-figures/horizon-2020-country-profiles_en



STADIEM Programme	A four-phase framework of Start-Up/Scale-Up to Corporate business scaling activities carried out by the Start-Up/Scale-Up and eligible coaches or experts towards the successful completion of the Corporate Pilot(s), and various support actions by the STADIEM partners within the 14-month time frame per cohort of Start-Up/Scale-Ups with evaluation procedures and financial support measures for beneficiaries identified in the STADIEM Programme and phase completion criteria.
Corporate/Corporation	Enterprises founded or operating within the EU according to the Communication the Commission (2003/361/EC) and employing more than 50 persons and/or whose annual turnover and/or annual balance sheet is more than €2 million. ⁴
Pilot	The Pilots are targeted tests between the Start-Up/Scale-Up and the corporation designed to deliver unambiguous insight into business value and generate scalable and monetizable insights from the Start-Up/Scale-Up innovations. The Pilot does not seek to assess how well an innovation works; it measures how well that innovation works for the Corporate. Thus, the Pilots are not about buying systems or solutions; they're about creating the buy-in that makes smart procurement economically possible. ⁵
Beneficiary	Start-Up/Scale-Up signing the Sub-Grant Agreement and receiving funding from the STADIEM Programme.
STADIEM Consortium	The 7 partners involved in STADIEM: VRT, MCB, NMA, Storytek, F6S, Martel Innovate, EBU
STADIEM Hubs	The 4 Consortium partners that develop and follow up on the Programme and that have a professional stake in the media industry as broadcaster or accelerator: VRT, MCB, NMA, Storytek

⁴ <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:EN:PDF>

⁵ Adapted for STADIEM from [Michael Schrage](https://hbr.org/2018/05/the-right-way-for-an-established-firm-to-do-an-innovation-pilot-with-a-startup). The Right Way for an Established Firm to Do an Innovation Pilot with a Startup. <https://hbr.org/2018/05/the-right-way-for-an-established-firm-to-do-an-innovation-pilot-with-a-startup>



1 OVERVIEW OF THE OPEN CALLS

1.1 STADIEM OVERVIEW

The last decade has seen three major developments – decreasing trust in the media and information, digitisation and changing user behaviour, and global data and AI players. Many established sectors are witnessing disruptive changes and need to relate to a new reality and challenges to the traditional business models. In the sense of digital transformation, media is being challenged in a way that is not too different: new content and news production companies and platforms have entered the market, and there is no longer a need to own expensive distribution mechanisms. Streaming has made it easy to offer low-cost access to video content. Social media are efficient distribution channels for news from the disruptors. These are examples of how incumbents have been pushed to review their role, resources, content, and delivery mechanisms.

The media industry in Europe is confronted with additional challenges – market fragmentation and lack of readily available sufficient funds of venture capital. Two of the major goals for Start-Up/Scale-Ups, whether in media or other sectors, are 1) to mature as a public company through an IPO, 2) to sell or implement their technology with the financial backing of a Corporate partner or so-called "exit".

The ambition of STADIEM, Start-Up Driven Innovation in European Media, is to boost the opportunities and success of innovative companies by developing and growing in close collaboration with Corporate and venture partners, securing sustainable growth to success. The main objective of the STADIEM Programme and its open calls is to stimulate and engage emerging technology-driven Start-Up/Scale-Ups towards the conceptualization and development of new products and services to be integrated/ incorporated in the media/content sector and beyond.

STADIEM is a project funded by the European Commission under the European Union's Horizon 2020 Framework Programme and the call topic ICT-44. As such, it is part of the European Commission's Next Generation Media initiative.

STADIEM was launched in October 2020 to empower a pan-European scaling framework through a dedicated and coherent Start-Up/Scale-Up Accelerator Programme, offered through two open calls and an incentivization budget of €3,86M.

1.2 STADIEM PROGRAMME

The STADIEM Programme launches two open calls for technology-driven innovators and entrepreneurs, scouting and recruiting the most promising ones to join the STADIEM **4-phase Programme of Match > Develop > Integrate > Pilot**. The Programme will distribute an incentivization budget of €3.86M over the two open calls. The Programme duration can be up to 14 months depending on the Start-Up/Scale-Up's selection for the stages (see Sub-Grant Agreement for more details). The Programme will engage a total of 80 Start-Up/Scale-Ups (40 per open call) to participate in the STADIEM Programme that aims to challenge, accelerate and support the integration of emerging technologies into the Next



Generation Media. STADIEM will provide business development support to ensure the highest impact.

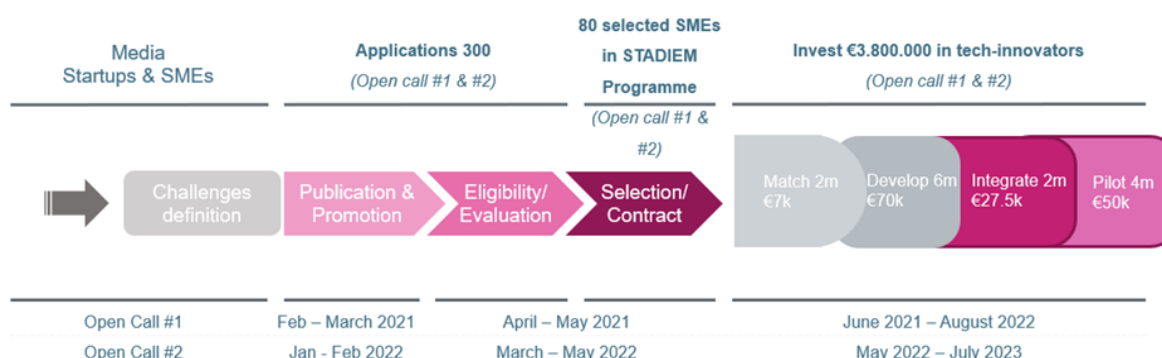


FIGURE 1 STADIEM PROGRAMME OVERVIEW

This Guide is specifically dedicated to **Open Call 2** and outlines the application modalities for this call.

1.3 STADIEM OPEN CALL 2

Open Call 2 selects **40 Start-Up/Scale-Ups 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 as described in section 1.4.

As part of the action, experts in diverse fields will also provide Beneficiaries with the expertise identified by the Start-Up/Scale-Ups to successfully complete their Pilot goals and needs.

The call is open for submission from 15 December 2021 (12:00 PM CET) to 28 February 2022 (17:00 CET), and its indicative budget is €1.930.000.

Selected applicants will enter a 4-phase Programme as described in the table hereafter.

Phases	Actions	Duration	Indicative maximum budget
Phase 1- Match	Start-Up/Scale-Ups identify Corporate partners and lead for developing a Pilot/and present an LOI or strategy to lock Pilot partner(s)	Two months	280.000€ *
Phase 2- Develop	Start-Up/Scale-Ups ensure validated commitment from Corporate partners to carry out the Pilot within the timeframe and plan allocated.	Six months	1.120.000€
Phase 3- Integrate	Start-Up/Scale-Ups begin(technical) integration and testing or pre-Pilot activities for public Pilots. This includes but is not limited to internal testing	Two months	330.000€

	and evaluation of business processes and performance, technologies, and solutions that enable and drive forward the Start-Up/Scale-Up and Corporate collaboration.		
Phase 4- Pilot	Start-Up/Scale-Ups will execute public Pilots with the Corporate in real-life environments. The Pilots are evaluated for generating business value and gathering feedback from customers and other involved parties.	Four months (including selection to phase and final evaluation)	200.000€

* In this Phase, travel and accommodation costs associated with meeting the STADIEM Hubs, experts and identifying a Corporate partner(s) for the next Phases will be reimbursed. In case COVID-19 containment measures on European or national level do not allow for travel, other matchmaking activities will be in order.

1.3.1 Programme Phases

The phases in the STADIEM Programme are the following:

Phase:	Match	Develop	Integrate	Pilot
Goal:	Start-Up/Scale-Ups identify and connect with relevant industry stakeholders willing to support their innovation.	Start-Up/Scale-Ups engage planning of the Pilot with Corporates to engage in a Pilot	Start-Up/Scale-Ups finalize (technical) integration and/or Pilot planning with Corporate partners & pipelines	Start-Up/Scale-Ups and Corporates execute public (external consumer client-focused) Pilots with evaluation
Duration:	2 months	6 months	2 months	4 months
Financing released to Start-Up/Scale-Ups:	The maximum value of €7.000 per selected Start-Up/Scale-Ups	The maximum value of €70.000 per selected Start-Up/Scale-Ups	The maximum value of €27.500 per selected Start-Up/Scale-Ups	The maximum value of €50.000 per Start-Up/Scale-Ups
Expected results	At least 16 Corporate partnerships with identified and confirmed Start-Up/Scale-Ups per open call	At least 16 Start-Up/Scale-Ups and Corporate collaborations started per open call	At least 12 Start-Up/Scale-Ups finalize technical or service level Pilot planning with corporations to conduct public Pilots per open call	At least 4 Start-Up/Scale-Ups execute public, real-life Pilots with assessment per open call

Each Phase of the STADIEM Programme consists of a set of activities that qualify for financial support. All financing will be based on concrete results, the meeting of KPIs set forth by the Start-Up/Scale-Up and the Consortium. The financing to successful applicants will



depend on the Phase that each third-party will be able to reach. **Start-Up/Scale-Ups can qualify only for one batch of subsidies in a Programme phase.**

The result will be the piloting of emerging technology solutions in the media or enterprise sector, demonstrating its value and benefits, breaking silos and barriers, and supporting the emerging of new business models and disruptive solutions, as well as clearly demonstrating business value generation.

1.3.2 Open Call 2 Focus Areas

STADIEM Open Call 2 aims to stimulate innovation and industry/technology connections as well as enable real-life experimentation through the collaboration of enterprises/corporations and technology innovators/entrepreneurs along with the STADIEM Programme.

Therefore, Open Call 2 is directed to Start-Up/Scale-Ups with the potential to deliver high-value products and services to be incorporated in the sectors utilizing technologies and verticals identified in the open call.

The European enterprise sector, especially the media sector, is facing a plethora of challenges, both from competitors as well as disruptors.

The below identified STADIEM challenges are by no means exhaustive as innovations should come bottom-up. However, the identified challenges are certain areas in which European enterprises, especially in media and the creative industries, are struggling for tech solutions and innovation driven by Start-Up/Scale-Ups.

The identified areas where STADIEM supports Pilots between Start-Up/Scale-Ups and Corporates are the following (but not limited to):

1. Content Creation & distribution

Content is king, but creating an immersive interactive user experience is key. Help us to (pre)generate, process, distribute content anywhere and anytime. Storytelling that sticks omnichannel is the name of the game.

2. Archiving

The future is bright, the past even better. Help us to discover our little treasures in our content archive and share them with the rest of the world.

3. Journalism 4.0

From zero to hero. Journalism 4.0 is on its way. Empower journalists to bring news at lightning speed; empower the consumer to validate the quality.

4. Content verification and against disinformation

Our reputation is at stake. Fighting against fake news should be part of everyone's DNA. Help us to 'train', detect, predict, report... disinformation!

5. Data/AI/ML/Synthetic Media



Put the viewer/spectator/consumer/data scientist/analyst/marketer/decision-maker in the driver seat and the tools to serve them the best way we can.

6. Monetization

Preserving our European cultural identity means we need to find new business models and platforms and make sure that the money lands in the right hands in the most efficient way or through new and novel marketplaces.

7. Moonshots

Surprise us with your highly innovative vision or ideas. STADIEM aims to stimulate and shape the application of emerging technologies – including AI, 5G, the cloud, Internet of Things, virtual/augmented reality, wearables, and data analytics, which foster the development of Next Generation Media solutions. If you feel that your solution sets to revolutionize media or content or utilizes this in moonshot capacity, you are eligible to apply as well.

1.4 WHAT HAPPENS AFTER THE PROPOSALS ARE SUBMITTED?

Immediately after the submission deadline (28 February 2022 at 17.00 CET) is over, the evaluation process begins (as described in detail in Section 4 of this Guide).

External experts will evaluate proposals submitted through the online system and score them based on the quality of the applications.



2. ELIGIBILITY CRITERIA

All applicants will have to follow all requirements described in this section in order to be considered eligible for STADIEM. Therefore, please read this section carefully.

2.1 BENEFICIARIES

The accepted applicants for STADIEM Open Call 2 are Start-Up/Scale-Ups in the form of SMEs. An SME will be considered as such if accomplishing with the [Commission Recommendation 2003/361/EC](#)⁶ and the SME user guide. As a summary, the criteria which define an SME are:

The category of micro, small and medium-sized enterprises (SMEs) is made up of enterprises which employ fewer than 250 persons and which have an annual turnover not exceeding EUR 50 million, and/or an annual balance sheet total not exceeding EUR 43 million.

Within the SME category, a small enterprise is defined as an enterprise which employs fewer than 50 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 10 million.

Within the SME category, a microenterprise is defined as an enterprise which employs fewer than 10 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 2 million.

2.2 ELIGIBLE COUNTRIES

Only applicants (in the form of SMEs) legally established in any of the following countries (hereafter collectively identified as the "Eligible Countries") are eligible:

The Member States (MS) of the European Union (EU), including their outermost regions

The [Overseas Countries and Territories \(OCT\) linked to the Member States](#)⁷;

[H2020 Associated](#) Countries (those which signed an agreement with the Union as identified in Article 7⁸ of the Horizon 2020 Regulation): according to the updated list published by the EC;

The UK applicants are eligible under the conditions set by the EC for H2020 participation at the time of the deadline of the call.

2.3 LANGUAGE

⁶ <https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF>

⁷ Entities from Overseas Countries and Territories (OCT) are eligible for funding under the same conditions as entities from the Member States to which the OCT in question is linked.

⁸ Iceland, Norway, Albania, Bosnia and Herzegovina, North Macedonia, Montenegro, Serbia, Turkey, Israel, Moldova, Switzerland, Faroe Islands, Ukraine, Tunisia, Georgia, Armenia



English is the official language for STADIEM Open Call 2. Submissions done in any other language will not be evaluated. English is also the only official language during the whole execution of the STADIEM Programme. This means any requested documentation or other proof of meeting the Programme KPIs should be made in English to be eligible.

2.4 A NUMBER OF PROPOSALS PER APPLICANT. MULTIPLE SUBMISSIONS

This call is competitive. Thus, **only 1 proposal per applicant will be evaluated and accepted for funding**. In the case of multiple submissions, only the last one received (timestamp of the system) will enter the evaluation process; the rest are being declared as non-eligible.

If the last submitted proposal is declared non-eligible or fails to reach the thresholds of the evaluation, the other proposals submitted earlier will not be considered for evaluation.

2.4.1 Submission system

Only the proposals submitted through the **open call submission tool** (F6S platform) at <https://www.f6s.com/stadiem-open-call-2/> [3], which is directly linked to the STADIEM website [4], and before the set deadline, will be considered. Proposals submitted by any other means will be automatically discarded and will not be evaluated.

Only the documentation included in the application will be considered by evaluators. The application form consists of questions to be completed directly in the platform and the technical description attached in PDF format.

The information provided should be timely, factual, true, and complete and should enable the assessment of the proposal.

The regular operation of the F6S platform limits to one application submission per F6S user in each call. If a user wishes to submit more than one application, for example, on behalf of different legal entities, the F6S user should request support from the F6S support team (support@f6s.com) cc'ing opencalls@stadiem.eu at least 10 days prior to the open call deadline.

Documents required in subsequent phases of the evaluation will be submitted via a dedicated channel, which will be communicated by the STADIEM Consortium during the Programme.

2.4.2 Deadline

Only proposals submitted before the deadline will be accepted. After the call closure, no modifications or amendments to received proposals will be considered.

The deadline for this call is 28 February 2022, at 17.00 CET.

2.5 DOCUMENTATION FORMATS



Any document requested in any of the phases must be submitted electronically in the format indicated without restrictions for printing (tables in Excel and other files in PDF format).

2.6 ABSENCE OF CONFLICT OF INTEREST

Applicants shall not have any actual or/and potential conflict of interest with the STADIEM selection process and during the whole Programme. All cases of conflict of interest will be assessed case by case. Applicants cannot be STADIEM Consortium partners or affiliated entities nor their employees.

2.7 OTHER

Each applicant must confirm:

It is not under liquidation or is not an enterprise under difficulty according to the Commission Regulation No 651/2014, art. 2.18,

Its project is based on the original works and going forward, any foreseen developments are free from third-party rights, or they are clearly stated,

It is not excluded from the possibility of obtaining EU funding under the provisions of both national and EU law, or by a decision of both national or EU authority,



2 PREPARATION AND SUBMISSION OF APPLICATION

The submissions must be made through the F6S platform, which is directly linked to the STADIEM website <https://www.f6s.com/stadiem-open-call-2/>. The applicants are required to register a profile at F6S (www.f6s.com) to be able to submit a proposal. This will be the central interface for managing the applications.

The documents that will be submitted are:

- Application form: The online form consists of different sections: (1) Company information, (1) Description of the product/solution, (3) Team behind the project, (4) Company business, market, and growth strategy, and (5) the feasibility of the technology. The applicant must provide financial information (past and future estimations) at the time of the proposal submission. The template for the company's financials is available [here](#) [5]. This information and its timeliness and factuality are mandatory for evaluation.
- Declaration on Honour: A tick box clicked confirming the applicant has read the conditions and agrees with the conditions defined in this document. The model of this declaration is available [here](#)

If the applicant discovers an error in the proposal and provided the call deadline has not passed, the applicant may submit a new version. For this purpose, the applicant must request this from the F6S team through opencalls@stadiem.eu. Only the last version of the application received before the call deadline will be considered in the evaluation. This request should be made at least 48 hours prior to the closing of the call.

The project proposals must strictly adhere to the template provided by the STADIEM Consortium via the F6S platform. Participants must carefully read and follow the instructions in the form. Evaluators will not consider extra material or sources in their evaluation. Data not included in the proposal submitted through F6S will not be considered.

Applicants should not wait until the last minute to submit their proposal. Failure of the proposal to arrive in time for any reason, including communication delays, technical errors (including those of the F6S platform), automatically leads to rejection of the submission. The time of receipt of the message as recorded by the submission system will be definitive.

STADIEM offers dedicated IT support for submission of applications at opencalls@stadiem.eu. Requests or inquiries about the submission system or the call itself, received AFTER the closure time of the call, will neither be considered nor answered.

The application will close on **28 February 2022, at 17h CET (Brussels Time)**. There will not be any deadline extensions unless a major malfunction by the F6S platform or force majeure is validated and communicated by the Consortium.



4 EVALUATION

4.1 PROPOSAL STAGE - EVALUATION OF PROPOSALS AND ACCESS TO THE STADIEM PROGRAMME

1. Proposals reception: Submissions will be accepted only through the F6S platform in the space enabled for the STADIEM Programme. A full list of applicants will be generated containing their basic information for statistical purposes and clarity (which is also shared with the EC for transparency and due to the requirements of the Horizon 2020 Programme).

2. Eligibility filter: An eligibility check will verify if the applicant is/has been:

- a. Operational for at least one year with proven founding documents,
- b. Cash runway or self-funded for at least six months to a year to prove the Start-Up/Scale-Up can finish the Programme, or a letter of comfort from their investor(s),
- c. B2B 80% (if B2C, then needs B2B partnerships),
- d. Team and time available to participate in the Programme – based on team members and time dedication,
- e. Proven initial product/market fit - at least one (Corporate) client or LOI or product/business development in the process,
- f. Piloting capable product - live or in late stages of (publicly) available beta,
- g. Has raised an investment or is self-financed (minimum: late-seed or Pre-Series A or very well-known acceleration/incubation/CVC programme),
- h. Not demonstrating the issues of multiple participation described in section 2.4.

Proposals marked as non-eligible will receive a rejection note including the reasons (a to h) for being declared as non-eligible. No further feedback will be given.

3. Remote evaluation: After the proposal is considered eligible in all the listed criteria, it will be shortlisted for remote evaluation.

The evaluation criteria are the following: (1) Concept, (2) Technology, (3) Ambition & Impact, and (4) Team.

Two independent experts will review the proposals, score them, and the top-ranked **proposals will be invited for an online interview.**

The top 10 applications (i.e. the applications with the highest scores) in the independent evaluation stage will be rewarded for their excellence by being fast-tracked in the Programme, meaning they will be automatically selected for the Match Phase without having to pass through the online interview. The automatic selection for the Match Phase does however not entail automatic selection for the subsequent Develop, Integrate and Pilot Phases.



4. Online Interview: From the **60 top ranked** in the independent evaluation stage, **50 (top 60 minutes the 10 fast-tracked applications)** will pass to the additional evaluation stage consisting of an online interview.

The **50 applications selected to go to the second evaluation stage** will be evaluated by **2 representatives of the STADIEM Consortium**. The following criteria will be evaluated in the online interview: (1) Concept & Technology (40% weight), (2) Ambition (30% weight), and (3) Exploitation (30% weight).

The ranking from the first stage and the second stage will be combined and the final results will be based on an average of both rankings. From the final ranking, the top 30 will be invited for the Match Phase, in addition to the fast-tracks. Each applicant will receive information on the evaluations attributed to their project:

- The 10 fast-tracked applications will receive an Evaluation Summary Report from the remote evaluation.
- The 30 applications selected after the online interview will receive an Evaluation Summary Report from the remote evaluation only.
- The 20 applicants not selected after the online interview will receive an Evaluation Summary Report from the remote evaluation and online interview.
- The remaining applicants (not included in the top 60) will receive an Evaluation Summary Report from the remote evaluation only.

Each applicant will receive a letter via email informing on the decision, whether it is a rejection or a non-eligibility decision, or the invitation to proceed to the following steps, as well as the evaluation information, as described previously.

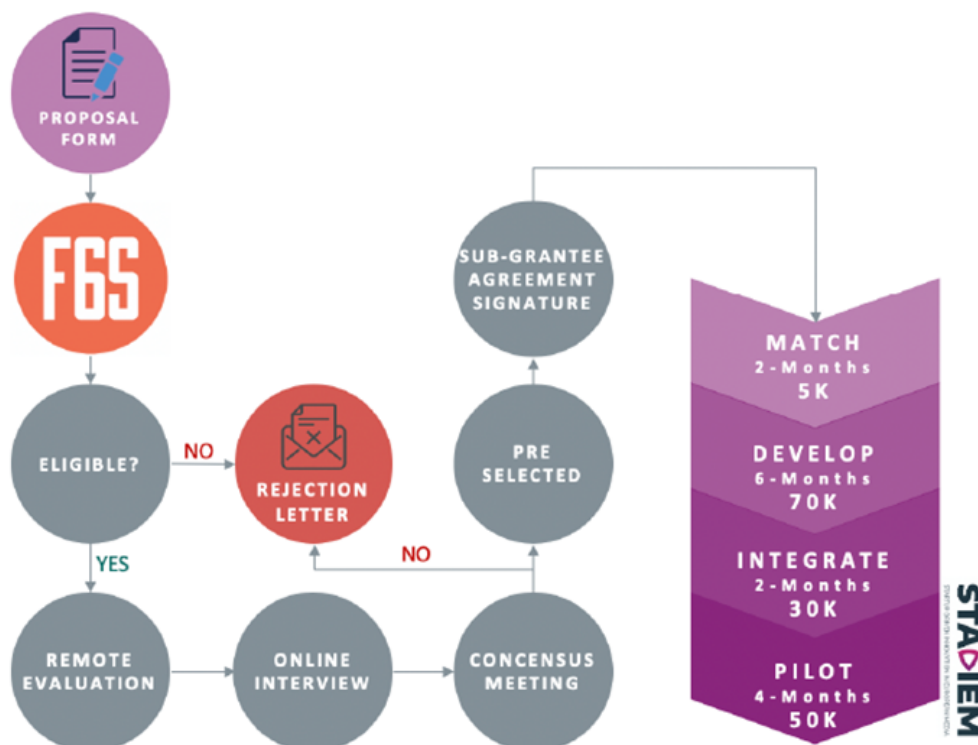


FIGURE 2 EVALUATION PROCESS

4.1.1 Draw resolution

Independent experts will be part of the evaluation process, they will have to sign a declaration that they have no conflict of interest with the applications assigned to them.

4.1.2 Scoring

Reviewers will evaluate the proposals considering the above-mentioned criteria. Each criterion will have a score from 0 to 5. Decimal scores may be given. For each criterion under examination, score values will indicate the following assessments:

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 for the four criteria will be needed as a minimum threshold. Only proposals reaching all the criteria will be eligible for the online interview.

The information on the evaluation will be compiled into an Evaluation Summary Report (ESR), which will be sent to applicants after being approved by the STADIEM Consortium and the independent evaluators.

A minimum of 40 projects will be invited to sign a contract (Sub-Grant Agreement) and access the Match Phase of the Programme. A reserve list of the remaining qualifying applicants will be kept.

4.1.2.1 Draw resolution

In the case of a draw in the final scoring, the following criteria will be used in the following order of priority:

- Rule 1: The proposals will be ranked based on their overall score.
- Rule 2: In case there are proposals with the same ranking, priority will be given to proposals that have a higher score on the Concept criterion from the first evaluation stage.
- Rule 3: In case there are proposals with the same ranking and the same score on Concept, priority will be given to proposals that have higher scores on the Concept & Technology from the second evaluation stage.
- Rule 4: In case there are proposals with the same ranking, the same score on Concept, and the same scores on Concept & Technology, priority will be given to the teams that represent more diversity in the team (number of women, ethnicity and under-represented groups)



4.1.2.2 Communication

Every applicant will receive by email:

An Evaluation Summary Report (ESR),

A letter informing of the acceptance/rejection decision, an invitation to participate, and following steps or being part of the reserve list.

4.1.2.3 Preparation and Signature of the Agreement

Upon the successful selection for the STADIEM Programme, the following actions must be carried out by the applicant in order to enter into the Sub-Grant Agreement:

Status information of the beneficiaries:

- **SMEs:** If the applicant has been fully validated as an SME on the Beneficiary Register of the H2020 Participant Portal, a [PIC number](#) has to be provided.⁹ The following documents will be required to prove the status as an SME if the applicant has not been fully validated as an SME on the Participant Portal:
- **SMEs checklist:** signed and stamped. Available here [7].
 - In the event they declare being non-autonomous: the balance sheet and profit and loss account (with annexes) for the last period for upstream and downstream organizations.
- **Status Information Form.** It includes the headcount (AWU), balance, profit & loss accounts of the latest closed financial year, and the relation, upstream and downstream, of any linked or partner company.
- **Legal existence.** Company Register, Official Journal, and so forth, showing the name of the organization, the legal address and registration number and, if applicable, a copy of a document proving VAT registration (in case the VAT number does not show on the registration extract or its equivalent)
- **Supporting documents.** In cases where either the number of employees or the ownership is not clearly identified: any other supporting documents which demonstrate headcount and ownership, such as payroll details, annual reports, national regional, association records, etc.

Bank account information: The account where the funds will be transferred will be indicated via a form signed by the SME and the bank owners. The holder of the account will be the SME.

Sub-Grant Agreement: Signed between the STADIEM Consortium represented by its coordinator DE VLAAMSE RADIO EN TELEVISIEOMROEPORGANISATIE NV, and the beneficiary/ies.

⁹ You can register a PIC number here:

<https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/participant-register>



The request for the documentation will be made, including deadlines. Failing to meet the deadlines requested will directly end the negotiation process, and projects on the reserve list will substitute the failing applicants.

Access to the Match Phase of the Programme is officially granted once the Sub-Grant Agreement is signed.

4.2 STADIEM PHASES SELECTION

The eligible Start-Up/Scale-Ups will be invited to participate in the 4-phase Programme that might last up to 14 months if the Start-Up/Scale-Ups continue to be selected for all 4 phases of the Programme. The Consortium and independent experts will determine the participating Start-Up/Scale-Ups and award financial incentives to meet the stage and Pilot goals. The financial awards will be based on evaluating relevant activities for each Phase and will be based on the progress against their project plan, feedback from (potential) clients, and phase-related experts.

4.2.1 Match Phase: May 2022 - June 2022 (2 months)

Activities

The aim for the Phase is for Start-Up/Scale-Ups to secure a Corporate partner for Pilots as well as to get to know the local media and tech ecosystem of each hub/territory.

Due to COVID-19, traveling is still difficult. In case of travel limitations, the Match Phase will consist of digital events organized by the Consortium and the four hubs. These events will include pitching, lead building, networking, and one-to-one meetings along with selected coaching/expertise, which Start-Up/Scale-Ups should use to attract Corporates for their Pilots, and they will be able to meet selected Corporates introduced by the Consortium and its partners. In case travel is possible, the Start-Up/Scale-Ups will be encouraged to visit the four participating hubs in the Programme.

Expected results

During the Match Phase, the following requirements should be fulfilled by each Start-Up/Scale-Up:

- Budget for funding/upskilling in the Phase (Start-Up/Scale-Ups).
- Start-Up/Scale-Ups presents a strategy for qualifying leads.
- Start-up/scale-up/SME presents a needs, objectives and action plan at the end of the Phase upon which they will be assessed for the evaluation to the next Phase, along with a pitch to the Investment Committee.
- Corporates evaluate the Start-Up/Scale-Ups leads (max. five questions) in the needs, objectives and action plan at the end of the Phase.
- Start-Up/Scale-Ups that manage to secure an Lol or equivalent will be scored higher at the end of the Phase.

The first evaluation step of this Phase will be performed by independent experts assigned for the 40 Start-Up/Scale-Up in the Match Phase, two experts per start-up/scale-up. Based on the independent evaluation and the resulting ranking, the top 25 of the ranking will be invited for the second evaluation step which consists of a pitching session for the STADIEM Investment Committee. The Investment Committee consists of at least 3 independent experts



and 1 representative per STADIEM Hub. Each Start-Up/Scale-Up will be allocated a slot of 15 minutes, from which 5 minutes will be for their pitch presentation, 5 minutes for Q&A and 5 minutes for internal evaluation. The final assessment will be based on the quality of the submitted documents and the pitch.

The STADIEM Investment Committee then formally approves the final ranking building on the average score between the two evaluation steps. Based on the final ranking, the top 16 will be invited for the Develop Phase.

Meeting the criteria does not automatically result in being selected. At least 40 Start-Up/Scale-Ups will be invited for the Match Phase, out of which at least 16 Start-Up/Scale-Ups will be selected for the Develop Phase.

4.2.2 Develop Phase: August 2022 – January 2023 (6 months)

Activities

The aim of this Phase is to engage Start-Up/Scale-Ups in the development of Pilots with Corporates.

Start-Up/Scale-Ups carry out Corporate integration workshops and self-executed activities (with consortium recommended professionals) to ensure the best match and mapping of Corporate needs and goals.

As an outcome, the Start-Up/Scale-Up must identify KPIs, collaboration & product roadmap, necessary resources, and risk assessment methods together with the Corporate.

Expected results

During the Develop Phase, the following requirements should be fulfilled by each Start-Up/Scale-Up:

- The proposed action/project plan meets the needs of the Corporate (validated by the Corporate through written evaluation form)
- Corporate confirms dedicating resources to the Pilot through written evaluation form
- Corporate confirms the likelihood of Piloting (no likelihood of Piloting = rejection from the Programme) through the written evaluation form
- Start-up/scale-up/SME presents a needs, objectives and action plan including budget for activities at the end of the Phase upon which they will be assessed for the evaluation to the next Phase.

Corporate and Start-Up/Scale-Up identify and confirm KPIs in the action plan

The evaluation of this Phase will follow three intertwined steps: 1) a demo at the end of the Phase for the Corporate and the STADIEM Hubs, 2) a check-in meeting between the Corporate and the STADIEM Hubs to assess if the solution is integratable and pilotable, and 3) a pitching session for the STADIEM Investment Committee, consisting of at least 3 independent experts and 1 representative per STADIEM Hub. The Investment Committee then formally approves a list of the top-ranked proposals. Additionally, a mid-term review will



take place halfway through the Phase, to check the Start-Up/Scale-Ups' progress in relation to the original needs, objectives and action plan that resulted in their selection for the Develop Phase.

Meeting the criteria does not automatically result in being selected. At least 16 Start-Up/Scale-Ups will be invited for the Develop Phase, out of which at least 12 Start-Up/Scale-Ups will be selected for the Integrate Phase.

4.2.3 Integrate Phase: Mid-February 2023 – Mid-April 2023 (2 months)

Activities

This Phase is where Start-Up/Scale-Ups begin the technical or procedural integration or testing, or pre-Pilot activities for public Pilots. This includes but is not limited to internal testing and evaluation of business processes and performance, technologies, and solutions, components that enable and drive forward the Start-Up/Scale-Up and Corporate collaboration, as well internal and non-public Pilots. Relevant documentation of the integration and collaboration procedures, including integration and Pilot roadmap, APIs, testing and Pilot scoping documentation and evaluation + test and/or Pilot cases is created.

Expected results

During the Integrate Phase, the following requirements should be fulfilled by each Start-Up/Scale-Up:

- Start-Up/Scale-Up presents needs action, and budget plan for the stage at the start of the Phase.
- Start-Up/Scale-Up defines the Budget funding/upskilling for the Phase.
- Start-Up/Scale-Up prepares a project plan for a publicly accessible and evaluable Pilot including budget and Pilot readiness checklist with risk assessment.
- The proposed public Pilot plan meets the needs of the Corporate and the Corporate confirms the readiness for publicly accessible and evaluable Pilot (validated by the Corporate through written evaluation form).
- Assessment of plan for the Pilot phase .

The evaluation of this Phase will follow three intertwined steps: 1) submission of the project plan for the public Pilot by the Start-Up/Scale-Up 2) submission of a written evaluation and confirmation for the public Pilot by the Corporate in the form of an evaluation form 3) pitching session for the STADIEM Investment Committee consisting of at least 3 independent experts and 1 representative per STADIEM Hub..The Investment Committee then formally approves a list of the top-ranked proposals. Additionally, a mid-term review will take place halfway through the Phase, to check the Start-Up/Scale-Ups' progress in relation to the original needs, objectives and action plan that resulted in their selection for the Integrate phase.



Meeting the criteria does not automatically result in being selected. At least 12 Start-Up/Scale-Ups will be invited for the Integrate Phase, out of which at least 4 Start-Up/Scale-Ups will be selected for the Pilot Phase.

4.2.4 Pilot Phase: May 2023 - August 2023 (4 months)

Activities

Start-Up/Scale-Ups will execute public Pilots with the Corporate in real-life environments. The Pilots are evaluated for generating business value and gathering feedback from customers and other involved parties. The final Pilots are assessed in terms of market impact, collaboration, and further monetization possibilities.

The aim of the Pilot Phase is for the scale-ups and their Corporate partners to execute public Pilots, demonstrating their results and achievements from their STADIEM project at a large scale to a wider community. This entails that the scale-up must disseminate and demo the Pilot publicly. The public Pilots can be either client or external consumer focused and must be visible for the public over the course of several months.

Every activity during the Pilot Phase aims to engage new customers, Corporates, partners, end-users, investors, and other stakeholders. The main activities in the Pilot Phase are to:

- Expand: Demonstrate Pilots to a wider audience, including prospects similar to the Corporate partner.
- Promote: Participate in conferences and events, meet with potential users, and disseminate the results of the project.
- Invest: Pitch to investors and Corporates, collect interest.

Expected results

To successfully accomplish the Pilot Phase, the following requirements should be fulfilled by each start-up/scale-up:

- Start-Up/Scale-Up presents needs and action plan for the stage at the start of the phase
- Customer and stakeholder feedback
- Assessment in form of market impact, collaboration and further monetization possibilities
- Execute a successful public Pilot
- Generate new business/investor/client leads

The evaluation of this Phase will follow two intertwined steps: 1) submission of a final evaluation report, to be reviewed by the STADIEM Hubs, and 2) a pitching session for the STADIEM Investment Committee, consisting of at least 3 external experts and 1



representative per STADIEM Hub. Formal approval by the Investment Committee unlocks the final instalment of the STADIEM funding.

Additionally, a mid-term review will take place halfway through the Phase, to check the Start-Up/Scale-Ups' progress in relation to the original needs, objectives and action plan, that resulted in their selection for the Pilot Phase.

Meeting the criteria does not automatically result in being selected. At least 4 Start-Up/Scale-Ups execute public, real-life Pilots with the assessment.

Throughout the Phases, the selected Start-Up/Scale-Ups will be asked and expected to contribute to the Programme by completing assessment surveys that will allow the STADIEM Hubs to continuously finetune the Programme and guarantee its cutting-edge approach.



5. FINANCIAL SUPPORT PROVIDED

5.1 FUNDING PRINCIPLE

The STADIEM Programme will be based on a 4-phase **Match > Develop > Integrate > Pilot**. Each Phase comprises a set of activities that qualify for financial support. All the funds allocated to Start-Up/Scale-Ups will be based on concrete results and a KPI assessment. KPIs will be set separately with each Start-Up/Scale-Up at the beginning of each Phase. Each beneficiary will be asked to present a budget planning at the beginning of each STADIEM Programme Phase. Cost reporting for the end of each Phase will be requested within the STADIEM Programme, where the beneficiary Start-Up/Scale-Ups must ensure that funds are properly spent.

Phase	Maximum funding
Open call	This is the submission of proposals. No funding attached
Match	Eligible travel and accommodation costs associated with meeting the STADIEM Hubs, experts and identifying a Corporate partner will be reimbursed up to €7.000. In case travel is not allowed because of COVID-19 containment measures on European or national level do not allow for travel, other matchmaking activities will be organised.
Develop	€70.000 per Start-Up/Scale-Up selected for this Phase.
Integrate	€27.500 per Start-Up/Scale-Up selected for this Phase.
Pilot	€50.000 per Start-Up/Scale-Up selected for this Phase.

The total maximum funding per Start-Up/Scale-Up for the 4 Phases is €150.000, if and only if the Start-Up/Scale-Up gets selected for the 4 consecutive Phases.

KPIs will be revised at the end of each Phase. After the accomplishment of the KPIs defined for each Start-Up/Scale-Up and its coach at the beginning of this Phase, the teams will receive the corresponding payments.

The payment schedule and conditions are identified in the Sub-Grant Agreement. Only one proposal per Start-Up/Scale-Up will be considered for funding.



5.2 ORIGIN OF THE FUNDS

Any selected Start-Up/Scale-Up will sign a dedicated Sub-Grant Agreement with the STADIEM Project Coordinator¹⁰ (on behalf of STADIEM Consortium). The funds attached to the Sub-Grant Agreement come directly from the funds of the European Horizon 2020 project STADIEM, and the STADIEM Consortium is managing the funds according to the Grant Agreement Number 957321 signed with the European Commission.

As will be indicated in the Sub-Grant Agreement, the relation between the sub-grantees and the European Commission through the STADIEM Programme carries a set of obligations to the sub-grantees with the European Commission. It is the task of the sub-grantees to accomplish them, and of the STADIEM Consortium partners to inform about them. Obligations are set out in the Sub-Grant Agreement.

5.3 USE OF THE FINANCIAL CONTRIBUTION AND RECOVERY

Each team (beneficiary) commits to the correct use of the funding received, for the purposes of carrying out the project in compliance with the KPIs.

Reporting for the end of each Phase will be requested within the STADIEM Programme, where the beneficiary Start-Up/Scale-Ups must ensure that funds are properly spent. Each beneficiary will be asked to present a budget planning at the beginning of each STADIEM Programme Phase.

6. APPLICANTS COMMUNICATION FLOW

6.1 GENERAL COMMUNICATION PROCEDURE

Applicants will receive updates after each step of the evaluation process indicating if they passed or not. Communication will be sent also to rejected applicants, including the reasons for exclusion/rejection, therefore all applicants get the news of passing and not passing at the same moment. The information about the reason for passing or not passing the stage is part of the message of rejection, based on the defined criteria for the evaluation process that will be disclosed to the participants beforehand.

The communication of the results is based solely on the individual performance of the Start-Up/Scale-Up. No details about ranking or scores of other applications will be given.

6.2 APPEAL PROCEDURE

If at any stage of the evaluation process, the applicant considers that a mistake has been made or that the evaluators have acted unfairly or have failed to comply with the rules of

¹⁰ De Vlaamse Radio En Televisieomroeporganisatie Nv (VRT)



STADIEM 2nd Open Call, or that its interests have been prejudiced, the following appeal procedures are available.

An appeal should be written in English and submitted via email to opencalls@stadiem.eu. Any appeal should include:

- The applicant's contact details,
- The subject of the appeal,
- Information and evidence regarding the alleged breach.

Anonymous appeals or appeals not providing all of the above-mentioned information will not be considered.

Appeals should be made within 5 calendar days counting from the day the evaluation results have been communicated to the applicant.

As a general rule, the STADIEM Consortium will acknowledge good reception of the appeal within 3 calendar days counting from the day of receipt of the appeal. Subsequently, the STADIEM Consortium will investigate the appeal and inform the applicant about its decision no later than 20 calendar days counting from the day of the reception of the appeal. When this time limit is exceeded, the STADIEM Consortium will inform the complainant by email.

The decision can be either one of the following:

To reassess the evaluation outcome if the applicant can clearly prove mistakes, lack of compliance, unfair evaluation or prejudice from the STADIEM Consortium. If such a case would arise, the applicant will be invited for an additional interview/pitch with the STADIEM Hubs and, if needed, with an independent expert. After, the Hubs will determine if the Start-Up/Scale-Up is of a high enough quality to proceed to the next Phase. The STADIEM Consortium will inform the applicant about its final decision (either final rejection or invitation for the next Phase) no later than 5 calendar days counting from the day of the interview/pitch.

To close the case if no breach could be identified. Any subsequent communication from the Start-Up/Scale-Up will not be taken into account and will not result in a reopening of the case.

7 INTELLECTUAL PROPERTY RIGHTS (IPR)

7.1 COLLABORATION AGREEMENT

Results are owned by the Start-Up/Scale-Ups that generates them. The STADIEM Consortium will not claim ownership of the results. It is the beneficiaries' responsibility to come to a collaboration agreement with the Corporate lead, determining all obligations and addressing ownership of results.



7.2 OWNERSHIP OF RESULTS

Results are owned by the party that generates them. However, the Start-Up/Scale-Up should consider joint ownership of results that are generated in collaboration with the Corporate lead. In case of joint ownership and joint IP, it is the Start-Up/Scale-Up's responsibility to negotiate terms and conditions with the Corporate lead.

In case of software development, it will be the beneficiary's responsibility to determine if any part of the software will have an open-source license or not.

7.3 COMMUNICATION OBLIGATIONS

There are no IP(R) obligations toward the European Commission (EC). However, any communication or publication of the beneficiaries shall clearly indicate that the project has received funding from the European Commission and the STADIEM Programme, therefore displaying the EU logo¹¹, according to the rules stated for financed projects¹², on all printed and digital material, including websites and press releases. Moreover, beneficiaries will agree that certain information regarding the projects selected for funding can be used by the STADIEM Consortium for communication purposes.

Further detail about communication obligations is available in the Sub-Grant Agreement under Article 10.

8. SUPPORT FOR THE APPLICANTS

For more information about STADIEM Open Call 2, please check the Frequently Asked Questions (FAQs) section included on the STADIEM website: <https://www.stadiem.eu/faqs/>

For further information on the Open Call, in case of any doubts regarding the eligibility rules, the information that is to be provided in the Application Form, or if you encountered technical issues with the Application Form, please contact STADIEM via opencalls@stadiem.eu.

9. SCHEDULE

The table below presents the indicative dates during which each Phase of the evaluation and STADIEM's Programme phases will take place:

Description	Indicative dates
Call Launch	15th December 2021 at 12:00 PM CET
Call Deadline	28th February 2022 at 17:00 CET

¹¹ https://european-union.europa.eu/principles-countries-history/symbols/european-flag_en

¹² https://european-union.europa.eu/legal-notice_en#emblem



Evaluation Period	March - April 2022
Signature of Sub-Grant Agreement	April 2022

The schedule is based on estimations according to the expected number of proposals received, and the actual timing of the consecutive Phases may vary.

10. CONTACTS

While the call is open, the STADIEM Consortium will provide all information via the www.stadiem.eu webpage and a dedicated webpage on F6S website (<https://www.f6s.com/stadiem-open-call-2/>) so that all information (questions and answers) is visible to all participants. Once the STADIEM Programme is running, the STADIEM Consortium will provide all information to beneficiaries via email.

No binding information will be provided via any other means.

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

Apply via: <https://www.f6s.com/stadiem-open-call-2/>

Open Call questions: opencalls@stadiem.eu

F6S support team: support@f6s.com

Online Q&A: <https://www.f6s.com/stadiemopencall2/discuss>



INVOLVED HUBs

VRT (Brussels, Belgium)

VRT Sandbox matches Start-Up/Scale-Ups and entrepreneurs to the public broadcaster VRT for a short-term collaboration. Selected projects receive the opportunity to scale and/or develop their products (both content and technology-wise) for short periods of time, with access to VRT's infrastructure and technological resources. At the end of the project, partners demonstrate their learnings and insights at the VRT Sandbox Sessions.

Investment Programme:

VRT and PMV join forces and expertise to invest together in promising companies in the Flemish and Brussels media ecosystem. To do so, they set up a joint venture, Media Invest Vlaanderen, to support new initiatives (mainly financial) and to grow the sector. Develop a profitable investment portfolio to support and strengthen the professionalization and international potential of the Flemish and Brussels media sector: that is our mission.

Media City Bergen (Bergen, Norway)

The Norwegian Media Cluster is a world leader in AR, AI, graphics, virtual studios, Broadcast/IP Based Video, robotics, and tools for workflow and visual storytelling. The Media Cluster HQ is located in Bergen, Norway, and is a leading international hub for media and technology innovation, with MCB Media Lab and the VIS Media Cube Incubator, forming the core of the innovation and research projects. This is a highly successful environment. Fueled by a unique way of working together, combined with the best tools, more than 80 percent of cluster members launch innovations every year. The cluster counts more than 100 companies, ranging from broadcasters, publishers, content producers, media technology, academia, and Start-Up/Scale-Ups. The cluster also runs a large research center, Media Futures, Research Centre for Responsible Media Technology and Innovation.

The Norwegian Media Cluster is at the forefront of the global media industry and delivers ground-breaking solutions to power the important stories.

Storytek (Tallinn, Estonia)

Storytek is the first personalized Meditech innovation platform in the Baltic States. Founded by private investors and the Tallinn Black Nights Film Festival - one of the top 15 A class festivals in the world and the center point of the audiovisual industry in the region, ST brings together deep audiovisual sector knowledge, technology, and funding with a selection of filmmakers, storytellers, and media & technology entrepreneurs. In partnership with the Exit Academy, it manages a tailor-made coaching and advisory programme that helps passionate Start-Up/Scale-Up founders to master the skills for reaching the potential of their companies towards successful corporate partnerships, M&A, and exits.

ST also advises regional media and tech ecosystems from telecoms to broadcast integrators on new content and investment projects. Next Media Accelerator (Hamburg, Germany)

Next Media Accelerator (Hamburg, Germany)

NMA invests in early-stage media tech Start-Up/Scale-Ups from Europe and Israel with a fund volume of € 8 m in total and 30 investors from the media industry (Germany and Austria). In a six months acceleration programme, NMA provides intense networking and



collaboration possibilities for their portfolio teams. Since its start in 2015, NMA has accelerated 70 Start-Up/Scale-Ups from more than 15 countries.

With "Easy Testing," the NMA has developed a structured and standardized process to connect Start-Up/Scale-Ups and corporates from all sectors of the media industry. It adds to the NMA event formats Mediamatch, Regio Workshop, Roadshow, or Open House, which are matching Start-Up/Scale-Ups to media managers in order to enable Easy Testing projects. More: <https://innovation.dpa.com/2019/08/06/easy-testing-drives-media-innovation/>

REFERENCES

- SME definition, https://ec.europa.eu/growth/smes/sme-definition_en
- Commission Recommendation 2003/361/EC, <https://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2003:124:0036:0041:en:PDF>
- F6S Application Form: <https://www.f6s.com/stadiem-open-call-2/>
- STADIEM Website– 2nd Open call, <https://www.stadiem.eu/open-call-2/> , 2021
- Company Financials Template: https://www.stadiem.eu/download/stadiem_company_financials_oc2/?wpdmdl=1194&masterkey=61b86a20e42b2
- Declaration of Honour: https://www.stadiem.eu/download/stadiem_declaration_of_honour_oc2/?wpdmdl=1198&masterkey=61b8888c2081e
- SMEs checklist. Available at: <https://www.stadiem.eu/download/stadiem-oc2-sme-checklist/?wpdmdl=1192&masterkey=61b867634c73c>
- Sub-Grant Agreement template, iteration 1, 2021: <https://www.stadiem.eu/download/stadiem-oc2-sub-grant-agreement/?wpdmdl=1193&masterkey=61b867a86d737>



ANNEX 2 F6S APPLICATION FORM

F6S Application Form

Description: STADIEM (Startup Driven innovation in European Media), with its piloting and acceleration Programme aims to bring together startups, scaleups, investors and media organisations to foster the development of Next Generation Media solutions.

We are looking to engage the most promising tech startups, scale-ups and SMEs to join the STADIEM 4-phase Programme: Match > Develop > Integrate > Pilot. The Programme has a total duration of 14 months and budget to be distributed of 1,93M€.

What STADIEM Programme offers to you is:

- Access to collaborative and international media community cross-border cooperation between corporates and investors to establish funding and collaboration ties for the innovators within the STADIEM network incubation and acceleration opportunities to innovators across 4 hubs in Europe – Brussels, Bergen, Tallinn, Hamburg
- Develop, integrate, and pilot your solutions further with a corporate partner
- Access to coaching, mentoring, technology validation and assessment
- Networking, pitching & matchmaking

STADIEM - Startup Driven Innovation in European Media, is a European project funded by the European Commission under the European Union's Horizon 2020 Research and Innovation Programme and the call topic ICT-44.

The STADIEM Application Form has the following mandatory sections:

SECTION 1: Concept

SECTION 2: Technology

SECTION 3: Your Business, market and growth strategy

SECTION 4: Your team

SECTION 5: Company information.

Read the STADIEM Guide for Applicants before applying

Available

here:

<https://www.stadiem.eu/download/stadiem-guide-for-applicants/?wpdmdl=598&masterkey=60143dacb6936>

If you have any questions, don't hesitate to contact the STADIEM team via opencalls@stadiem.eu

Failure to provide the required information in all sections will result in disqualification.



STADIEM values equality and diversity. We strongly encourage applications from women as well as people from diverse backgrounds (BAME).

Up to €150.000 of funding, business and investment opportunities await you. Good luck!

SECTION 1 CONCEPT

1. Proposal Name
2. Company Name
3. Company description
4. List your product verticals
5. Product description
6. Link to your product demo/video (if it exists)
7. Latest pitch deck
8. Website
9. Which of the STADIEM Open Call focus areas do you think your solution can address?

Answers:

- Content Creation & Distribution
- Archiving
- Content verification and against disinformation
- Data/AI/ML/Synthetic Media
- Monetization
- Journalism 4.0
- Moonshots

Question to ask if selected: If you feel that your solution sets to revolutionize media or content or utilizes it in new innovative ways, please specify:

SECTION 2 TECHNOLOGY

10. Describe how you solve your key customer problems from a technical perspective
11. Technological level: Which of the following best describes your current product status?
 - Nothing built yet
 - Mock-ups/Renderings
 - Prototype
 - Private beta MVP
 - Fully functional product, live at at least 1 client
 - Fully functional product, several customers



- Recurring MRR (monthly recurring revenue)
- Achieved product market fits

12. Is your product Piloting capable- live or in late stages of (publicly) available beta version?

- Yes
- No

If yes, please provide a link.

SECTION 3 YOUR BUSINESS, MARKET AND GROWTH STRATEGY

13. Your business is

- B2B
- B2C

If B2C, please provide information on any B2B Partnerships

14. Who are your key customers segments? What are the addressed needs, solution and market size ?

15. Customers: Who are your main customers/users? How many do you currently have?

16. Are the customers paying, what's your MRR?

17. Business model: Please specify your business model and other relevant ways you're making money

18. In which markets you operate / and / or plan to launch?

19. Have you run a corporate pilot before? In which scope and with which customers?

Market & Competition

20. Have you done a marketing plan?

- Yes
- No
- Currently elaborating one

21. What is your go-to-market strategy/ marketing plan?

22. Have you analysed your competition?

- Yes, we have done a deep analysis on existing similar solutions
- Yes, we have done a deep analysis on existing similar solutions
- No, our solution is state-of-the-art and have no competitors

23. Provide a list of your direct and indirect competitors. Which is your added value compared to them?

Growth

24. Which is your sales strategy? Which channels do you use?



25. Who are your main partners and key stakeholders for business expansion?

Financials

26. How much funding have you raised and when?

27. Who have been your major investors?

28. How long is your current financial runway?

29. What is the monthly burn rate?

30. Which are your current highest priority cost buckets (indicate 1-3, with 1 being the highest):

- a. ____ Sales & Marketing,
- b. ____ Technical/Product Development,
- c. ____ Other (specify: _____)

31. When do you plan to raise your next investment and approximately how much?

32. Please fill in and upload the Company Figures in the following excel file (actual until 2020; estimations from 2021)
<https://www.stadiem.eu/download/stadiem-oc2-company-financials-template/?wpdmdl=517&masterkey=6012b5b156ec6> :

SECTION 4 LEADERSHIP & YOUR TEAM

IMPORTANT: 1) In this section, please provide the details of the team members that will participate in the STADIEM Programme. 2) Please note that to be eligible, founder commitment is required. Therefore, the first team member to be listed must be a founder. 3) Filling in Team Members #1 and #2 is mandatory. Filling in Team Members #3 and #4 is highly advisable. 4) Please make sure to include both technical and business profiles in your team.

33. How many founders are full time dedicated to the company?

34. What is the size of your team?

35. How many biz dev (sales & marketing, management), developers / software engineers / data scientists are there in your team?

36. What are the strongest competencies of your team? Why?

37. Please list previous success projects in which you or your team have participated?

38. What competencies your team currently lacks to make your product / service a success? Why?

39. Have you utilized any upskilling / experts for hire / other methods to improve your leadership / teams capacity? If yes, then which?

Team Member #1

Team Member #1 must be a Founder

40. Name and Surname

- Technical / R&D / Science
- Business

41. High level profile (please, select)

42. How much time will you dedicate to this project? (hours per week)



- 43. CV - please provide a short profile of the founder, including years of experience in the target market.
- 44. LinkedIn Profile
- 45. Phone number
- 46. Country of residence

Team Member #2

- 47. Name and Surname
- 48. High level profile (please, select)
 - Technical / R&D / Science
 - Business
- 49. How much time will you dedicate to this project? (hours per week)
- 50. CV - please provide a short profile of the founder, including years of experience in the target market
- 51. LinkedIn Profile
- 52. Phone number
- 53. Country of residence

Team Member #3

- 54. Name and Surname
- 55. High level profile (please, select)
 - Technical / R&D / Science
 - Business
- 56. How much time will you dedicate to this project? (hours per week)
- 57. CV - please provide a short profile of the founder, including years of experience in the target market
- 58. LinkedIn Profile
- 59. Phone number
- 60. Country of residence

Team Member #4

- 61. Name and Surname
- 62. High level profile (please, select)
 - Technical / R&D / Science
 - Business
- 63. How much time will you dedicate to this project? (hours per week)
- 64. CV - please provide a short profile of the founder, including years of experience in the target market
- 65. LinkedIn Profile
- 66. Phone number
- 67. Country of residence

SECTION 5 COMPANY INFORMATION

- 68. SME: Legal name



69. SME: VAT number
70. SME: Incorporation year
71. Country
72. SME: What is the % of ownership of all the company founders? Provide a NUMBER only.
73. Which Team Member will be responsible for communication with STADIEM Programme.
74. Please upload an investor / accelerator / incubator reference
75. The STADIEM Declaration of Honour is available on:
<https://www.stadiem.eu/download/stadiem-declaration-of-honour/?wpdmdl=516&masterkey=6012b579b5d56>
76. How did you hear about STADIEM?
- ☐ News/Media
 - ☐ Event
 - ☐ E-mail
 - ☐ Referral
 - ☐ Social media
 - ☐ Through a STADIEM partner
 - ☐ F6S portal
 - ☐ European Commission portal



ANNEX 3 SME DECLARATION OF HONOR

DECLARATION OF HONOUR

The SME submitting this proposal

- confirms having read the information about STADIEM 2nd Open Call described in the official Guide for Applicants.
- agrees on the terms and conditions included in the Guidelines for Applicants of STADIEM 2nd Open Call
- confirms having provided actual and correct information in the application form of F6S platform.
- is committed to participate in STADIEM Programme.
- has stable and sufficient resources (including the foreseen in STADIEM) to maintain its activity throughout its participation in STADIEM Programme should it reach the last phase “Pilot” of the Programme.
- has not made false declarations in supplying the information required to participate in STADIEM 2nd Open Call.
- is not bankrupt or being wound up, is not having its affairs administered by the courts, has not entered an arrangement with creditors, has not suspended business activities, is not the subject of proceedings concerning those matters, or is not in any analogous situation arising from a similar procedure provided for in national legislation or regulation.
- it (or persons having powers of representation, decision making or control over it) have not been convicted of an offence concerning their professional conduct by a judgment of a competent authority of a Member State which has the force of res judicata.
- is in compliance with its obligations relating to the payment of social security contributions and the payment of taxes, in accordance with the legal provisions of the country in which it is established and which those of the country the authorizing officer responsible and those of the country where the action is to be performed.
- it (or persons having powers of representation, decision making or control over it) have not been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organization or any other illegal activity, where such illegal activity is detrimental to the EU's financial interests.
- is not currently subject to an administrative penalty under Article 131(5) of Regulation (EC, Euratom) No 966/2012.¹³
- is not subject to a conflict of interest in connection with the STADIEM Programme;
- will inform the STADIEM core consortium members, without delay, of any situation considered a conflict of interests or which could give rise to a conflict of interests.
- has not granted and will not grant, has not sought, and will not seek, has not attempted and will not attempt to obtain, and has not accepted and will not accept any advantage, financial or in kind, to or from any party whatsoever, where such advantage constitutes an illegal practice or involves corruption, either directly or indirectly, in as much as it is an incentive or reward relating to the award of the grant.

¹³ <https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32012R0966&from=EN>



ANNEX 4 COMPANY FINANCIALS

	2018	2019	2020	2021	2022	2023
Sales (€)	- €	- €	- €	- €	- €	- €
EBIDTA (€)	- €	- €	- €	- €	- €	- €
Public Funding (€)	- €	- €	- €	- €	- €	- €
No. Employees	-	-	-	-	-	-

2018, 2019 and 2020 are ACTUAL numbers only if a SME exists. If it doesn't add 0

2021, 2022, 2023 are estimations you do for your existing SME or the new company you are building

€ amounts are in EURO. Convert from any other currency

Public funding is referred to the amounts obtained via public grants (no debt) in a year. If a grant covers 2 years, divide the total amount in 2 years

No. Employees are full time equivalent employees (1 person half time is just 0,5 employees)

Available for download here:

<https://www.stadiem.eu/download/stadiem-oc2-company-financials-template/?wpdmdl=517&masterkey=6012b5b156ec6>



ANNEX 5 SME CHECKLIST

SMEs CHECKLIST

Organisation legal name	
Is your organisation engaged in (an) economic activit(y)ies? (Yes or No)	

If NO, you are not an SME. If YES, go to the next set of questions.

What is for your last approved accounting period:	
Your number of employees? (<i>in annual working unit</i>)	
Your turnover? (<i>in €</i>)	
Your annual balance sheet total? (<i>in €</i>)	
The duration (<i>in months</i>) of your last approved accounting period	
The closing date (<i>dd/mm/yyyy</i>) of your last approved accounting period	
Name and <u>signature</u> of the authorised legal representative	

Official exchange rate at the day of the closure of the accounting period (<http://ec.europa.eu/budget/inforeuro>)

If your number of employees is equal or superior to 250 persons (AWU) and your annual turnover is equal or exceeds EUR 50 million and/or your annual balance sheet total is equal or exceeds EUR 43 million, you are not an SME.

If you are under all these ceilings, go to the next set of questions (1 and 2).

1 – Does your organisation meet the following situations (1/2):

1.1 Linked enterprises			
		If yes, please provide the legal name of this (these) enterprise(s) and send the documents requested here above Free text	
	Downstream	Your organisation has a majority of the shareholders' or members' voting rights another (or several other) enterprise(s) ; and or has the right to appoint or remove a majority of the members of the administrative, management or supervisory body of another (or several other) enterprise(s) ; and or has the right to exercise a dominant influence over another (or several other) enterprise(s) pursuant to a contract entered into with that	



		(these) enterprise(s) or to a provision in its (their) memorandum or articles of association and or your organisation, which is a shareholder in or member of another (or several other) enterprise(s), controls alone, pursuant to an agreement with other shareholders in or members of that (these) enterprise(s), a majority of shareholders' or members' voting rights in that (these) enterprise(s) Yes or No]	
		If yes, please provide the legal name of this (these) enterprise(s) and send the documents requested here above Free text]	

1.2. Partner enterprises				
		If yes, please provide the legal name of this (these) enterprise(s) and send the documents requested here above Free text]		
		Do(e)s this (these) enterprise(s) belong to the following list:	<u>Category 1:</u> public investment corporations, venture capital companies, individuals or groups of individuals with a regulate venture capital investment activity who invest equity capital in unquoted businesses ("business angels"), provided the total investment of those business angels in your organisation is less than EUR 1 250 000 [Yes or No]	
			<u>Category 2:</u> universities or non-profit research centres [Yes or No]	
			<u>Category 3:</u> institutional investors, including regional development funds [Yes or No]	
<u>Category 4:</u> autonomous local authorities with an annual budget of less than EUR 10 million and less than 5,000 inhabitants [Yes or No]				
Except in the cases set out in the 4 above mentioned, 25 % or more of the capital or voting rights of your organisation are directly or indirectly controlled, jointly or individually, by one or more public bodies [Yes or No]				



	Downstream	Your organisation holds, either solely or jointly with one or more linked enterprises, 25 % or more of the capital or voting rights of another (or several other) enterprise(s) [Yes or No]	
		If yes, please provide the legal name of this (these) enterprise(s) and send the documents requested here above Free text]	

2- If according to your answers to the precedent group of questions you have linked and/or partner enterprise(s), please provide for each of them the following data for their last approved accounting period, except for those belonging to one (or more) of the 4 categories mentioned under upstream partners enterprises:

Upstream Enterprises								
Legal name of the enterprise	Status of the enterprise	Closing date of last approved accounting period	Duration of last approved accounting period	Share in the capital of your organisation	Share in the voting rights of your organisation	Number of employees	Turnover	Annual balance sheet total
	(linked or partner)	(dd/mm/yy)	(in months)	(%)	(%)	(In annual working units)	(In Euro)	(In Euro)

Downstream Enterprises								
Legal name of the enterprise	Status of the enterprise	Closing date of last approved accounting period	Duration of last approved accounting period	Your share in its capital	Your share in the voting rights of your organisation	Number of employees	turnover	Annual balance sheet total
	(linked or partner)	(dd/mm/yy)	(in months)	(%)	(%)	(In annual working units)	(In Euro)	(In Euro)

For each abovementioned enterprise, multiply the number of employees, the turnover and the annual balance sheet total by the highest % (either capital share or voting right share). Make the sum per category (e.g. number of employees, turnover and annual balance sheet total) and add it to your own number of employees, turnover and annual balance sheet total. If according to the results, you are under the ceilings established by the Recommendation 2003/361/EC relating to the definition of micro, small and medium-sized enterprises you are an SME. If not, you are not an SME.



ANNEX 6 SUB-GRANT AGREEMENT

Contracting parties

The Vlaamse Radio- en Televisieomroeporganisatie nv, established in AUGUSTE REYERSLAAN 52, BRUSSEL 1043, Belgium, VAT number: BE0244142664, legally represented for the purposes of signing the Agreement by General Director Technology & Innovation, Stijn Lehaen, the Coordinator, hereinafter referred as the “Contractor”. The VRT acts on behalf of the STADIEM Consortium.

and

[Name of SME], with VAT number [...], organized under the laws of [...], established in [address], duly represented by [Name of legal representative and Position], hereinafter referred to as the “Beneficiary”.

Hereinafter collectively referred to as the “Contracting Parties”.

The Contracting Parties AGREE to the following terms and conditions including those in the following Annexes, which form an integral part of this Sub-grant Agreement (hereinafter referred to as the “Contract”).

General Provisions

The European Commission (hereinafter referred to as the “EC”) and the Contractor on behalf of the STADIEM Consortium have signed the Grant Agreement no. 957321 for the implementation of the project START-UP DRIVEN INNOVATION IN EUROPEAN MEDIA (STADIEM) within the framework of the European Commission’s Framework Programme Horizon 2020 (the “Grant Agreement”).

The Beneficiary has received the favourable resolution by the external evaluators and therefore is entitled to receive funding and services according to the terms and conditions set out under this Contract and in accordance with the Guide for Applicants of STADIEM Open Call 2 (Annex 2).

The Contract aims at defining the framework of rights and obligations of the Contracting Parties for the development of the Project as defined in Annex 1.

The funds received by the Beneficiary are owned by the EC. The Contractor is a mere holder and manager of the funds.



Article 1 – Entry into force of the contract and Termination

This Contract shall enter into force on the day of its signature by the last Contracting Party.

STADIEM is based on a 4-phase Programme of Match > Develop > Integrate > Pilot that in total does not exceed 14 months. The contract can be terminated after each phase, depending on the STADIEM Consortium's evaluation of the Beneficiary's progress report to be submitted at the end of each phase.

The termination of the Contract will be subject to the terms and conditions set out in Annex 2 – Guide for Applicants.

Article 2 – Obligations and Responsibilities of the Beneficiary

The obligations and responsibilities of the Beneficiary are defined in detail in Annex 2 - Guide for Applicants. Additionally, the Beneficiary shall take every necessary precaution to avoid any risk of conflict of interest relating to economic interests, political or national affinities, personal or any other interests liable to influence the impartial and objective performance of the Project. In case the Beneficiary is involved in a conflict of interest or in a risk of conflict of interest, the Beneficiary must formally notify this situation to the Contractor without delay and immediately take all the necessary steps to rectify this situation.

Article 3 – Breach of Contractual obligations

In the event the Contractor identifies that the Beneficiary:

1. Breached its obligations under the Contract, including the lack of impartial or objective performance of the Project because of conflicts of interest;
2. Stopped to carry out its business object of this Contract and therefore is not able or willing to continue the Project;
3. Is engaged in a bankruptcy or receivership process.

The Contractor will give written notice requiring such breach to be remedied within 30 days.

In case the Beneficiary has not brought remedies from the notice, the Contractor may decide to terminate the Contract unilaterally in writing.

Moreover, in the event the breach of the contractual obligations has been manifestly intentioned or with gross negligence, the Contractor may request the Beneficiary the refund of the payments made to date.



Article 4 – Financial contribution and financial provisions

4.1 Maximum financial contribution

The maximum financial contribution to be granted by the Contractor to the Beneficiary shall not exceed the amount of One Hundred And Fifty Thousand Euros (€ 150,000).

4.2 Distribution of the financial contribution

The financial contribution to be granted to the Beneficiary shall be calculated and distributed in accordance with the provisions of the Guidelines for Applicants (Annex 2).

In any case, the financial grant to be paid will always be subject to:

- A favourable resolution by the evaluators and coaches responsible for assessing the Project in each of the stages (a set of KPIs will be set-up by coaches and sub-grantees and their achievement monitored during the incubation process execution)
- The availability of funds in the STADIEM bank account during the relevant payment period
- The prior written notice to the Beneficiary of the date and amount to be transferred to its bank account (Annex 5 - Bank account information form), giving the relevant references.
- Payments to the Beneficiary will be made by the Contractor. In particular:
 - The Contractor reserves the right to withhold the payments in case the Beneficiary does not fulfill its obligations and tasks as per Annex 2 - Guide for Applicants.
 - Banking and transaction costs related to the handling of any financial resources made available to the Beneficiary by the Contractor shall be covered by the Beneficiary
- All payments shall be denominated and made in Euros (EUR). Payments will be made by bank transfer 30 days net from receipt of the request for payment (e.g. reimbursement of travel during the Match Phase) or after approval of the review reports (Develop, Integrate, Pilot). The Beneficiary is responsible for complying with any tax and legal obligations that might be attached to this financial contribution.

4.3 Payments schedule

STADIEM is based on a 4-phase Programme of Match > Develop > Integrate > Pilot. Each Phase comprises a set of activities that qualify for financial support, provided



that the Beneficiary is selected for said phase by the STADIEM Consortium and thus has passed the previous phase successfully. All the funds allocated to start-ups will be based on concrete results and KPIs assessment. KPIs will be set separately with each start-up at the beginning of each Phase. Each beneficiary will be asked to present a budget planning at the beginning of each STADIEM Programme Phase. Cost reporting for the end of each Phase can be requested within the STADIEM Programme, where the beneficiary Start-Up/Scale-Ups must ensure that funds are properly spent.

Match Phase

- Due to COVID-19 pandemic and corresponding containment measures, travel is still difficult. In case European and national COVID-19 containment measures allow for travel, eligible travel and accommodation costs associated with meeting the STADIEM Hubs, experts and identifying a Corporate partner will be reimbursed up to €7.000.

Develop Phase

- The maximum financial contribution for this Phase is €70.000, if and only if the Beneficiary passes the selection after the Match Phase.
- A first instalment of 30% of the requested contribution will be transferred at the beginning of the Develop Phase.
- A second instalment of 35% of the requested contribution will be transferred after passing the mid-term review of the Develop Phase.
- A third and final instalment of 35% of the requested contribution will be transferred after passing the final review of the Develop Phase.
-

Integrate Phase

- The maximum financial contribution for this Phase is €27.500, if and only if the Beneficiary passes the selection at the end of the Develop Phase. A first instalment of 30% of the requested contribution will be transferred at the beginning of the Integrate Phase.
- A second instalment of 35% of the requested contribution will be transferred after passing the mid-term review of the Integrate Phase.
- A third and final instalment of 35% of the requested contribution will be transferred after passing the final review of the Integrate Phase.

Pilot Phase

- The maximum financial contribution for this phase is €50.000, if and only if the Beneficiary passes the selection after the Integrate Phase.
- A first instalment of 30% of the requested contribution will be transferred at the beginning of the Pilot Phase.



- A second instalment of 35% of the requested contribution will be transferred after passing the mid-term review of the Pilot Phase.
- A third and final instalment of 35% of the requested contribution will be transferred after passing the final review of the Pilot Phase.

4.4 Use of the financial contribution and recovery

The Beneficiary commits to a proper use of the funding, for the purposes of carrying out the Project in compliance with the KPIs, in accordance with Annex 2 – Guidelines for Applicants.

If, on the basis of an audit (under Article 11), the EC seeks to recover contributions from the Contractor, of financial contributions made to the Beneficiary under this Contract, due to a misuse of the funding received, the Beneficiary agrees to repay such amounts to the Contractor.

Article 5 – Liability of the Contracting Parties

The Beneficiary is responsible for any act or omission that causes damage to the Contractor and/or the EC in relation to this Contract. If the Beneficiary is a start-up, all its members will be jointly responsible for the damages caused.

The Beneficiary shall bear sole responsibility for ensuring that their acts within the framework of this Contract do not infringe third parties rights.

Neither the Contractor or the EC can be held liable for any acts or omissions of the Beneficiary in relation to this Contract.

There is no joint liability between the Contracting Parties.

Article 6 – Confidentiality

6.1 Principles

All information in whatever form or mode of communication, which is disclosed by the Disclosing Party to a Recipient in connection with the STADIEM project during its implementation and which has been explicitly marked as “confidential” at the time of disclosure, or when disclosed orally has been identified as confidential at the time of disclosure and has been confirmed and designated in writing within 15 calendar days from oral disclosure as confidential information by the Disclosing Party, is “Confidential Information”. With respect to all information of whatever nature or form



as is disclosed between the Contracting Parties in connection with the Project and identified in writing as confidential, the terms of this Article shall apply.

6.2 Obligations

The Contracting Parties agree that such information is communicated on a confidential basis and its disclosure may be prejudicial to the owner of the information, and each of the receiving Party undertake that:

1. It will not, during the term of the Project and for a period of five (5) years from the expiration date of the STADIEM Project on 30 September 2023, use any such information for any purpose other than in accordance with the terms of the Contract.
2. It will, during the term of the Project and for a period of five (5) years from the expiration date of the STADIEM Project on 30 September 2023, treat the same as (and to procure that the same be kept) confidential, provided always that such agreement and undertaking shall not extend to any information which the receiving Party can show:
 1. Was, at the time of disclosure to the concerned Contracting Party, published or otherwise generally available to the public;
 2. has, after disclosure to either of the Contracting Parties, been published or become generally available to the public otherwise than through any act or omission on the part of the receiving Party;
 3. was already in the possession of the receiving Party, without any restrictions on disclosure, at the time of disclosure; or
 4. was rightfully acquired from others without any undertaking of confidentiality; or
1. is subsequently independently developed by the receiving Party without use of the information provided by the disclosing party.
3. it will, during the term of the Project and for a period of five (5) years from the expiration date of the STADIEM Project on 30 December 2023, take the appropriate measures to guarantee the confidentiality of the information provided and the Contractor may request at any time information about these measures and their compliance.
4. it may disclose confidential information to their personnel or third parties involved in the action only if they:
 1. need to know to implement the Contract, and
 2. are bound by an obligation of confidentiality.
 3. In case of breach of the confidential rules hereinabove set, the Contracting Party breaching the confidentiality will remain solely liable towards possible claims.

Article 7 – Data protection



7.1 Data protection obligations

The Contracting Parties have the obligation to abide by the Regulation (EU) 2016/679 (General Data Protection Regulation – GDPR) 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.

The processing of personal data shall be carried out lawfully, fairly and in a transparent manner, collected for specified purposes and adequate, relevant and limited to what is necessary in relation to the purposes for which it is processed.

The Beneficiary will use and process the data only for the purposes of this Contract and during the length of the Contract. Any unauthorized use is forbidden. In any event, neither the Contractor nor the Data Provider will be held responsible for any abusive use of data incurred into by the Beneficiary.

The Beneficiary shall not try to re-identify anonymized data. In the event that re-identification occurs, the Beneficiary commits not to use such data.

The Beneficiary shall delete, at the end of this Contract, the data to which the Beneficiary has been granted access during the incubation process, except where an agreement is entered into with the Data Provider.

7.2 New data produced

The Beneficiary acknowledges that she/he will be the “data controller” of any new data set or piece of personal information that the Beneficiary may produce in the course of the STADIEM Programme.

Article 8 – Intellectual property rights

8.1 Results of the Project

Results are owned by the party that generates them. However, the Start-Up should consider joint ownership of results that are jointly generated with the Corporate lead. In case of joint ownership and joint IP, it is the Start-Up's responsibility to negotiate terms and conditions with the Corporate lead.

8.2 Ownership of the data



In case data is exchanged between the contracting party and the Beneficiary, or between the Beneficiary and involved third parties, separate data ownership and processing agreements will need to be set in place.

Article 9 – Force Majeure

“Force Majeure” shall mean any unforeseeable exceptional situation or event beyond the Contracting Parties’ control, which prevents either of them from fulfilling any of their obligations under the Contract, which was not attributable to error or negligence on their part and which proves to be inevitable in spite of exercising all due diligence. Any default of a service, defect in equipment or material or delays in making them available, unless they stem directly from a relevant case of force majeure, as well as labour disputes, strikes or financial difficulties cannot be invoked as force majeure.

The Contracting Parties shall take the necessary measures to limit any damage due to force majeure. They shall do their best to resume the implementation of the action as soon as possible.

No Contracting Party shall be considered to be in breach of its obligations and tasks if such breach is caused by Force Majeure. A Contracting Party will notify the other Contracting Parties of any force majeure as soon as possible. In case the Beneficiary is not able to overcome the consequences of Force Majeure within thirty (30) calendar days after such notification, the Contractor and the Data Provider will decide accordingly including the termination of the Contract.

Article 10 – Information and communication

10.1 Information and communication towards the EC

The Beneficiary shall, throughout the duration of the Project, take appropriate measures to engage with the public and the media about the project and to highlight the financial support of the EC. Unless the EC requests otherwise, any publicity, including at a conference or seminar or any type of information or promotional material (brochure, leaflet, poster, presentation etc.), must specify that the project has received research funding from the EC and display the European emblem.

In particular, the Beneficiary must include the following text:

- For communication activities: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 951981”.
- For infrastructure, equipment and major results: “This [infrastructure][equipment][insert type of result] is part of a project that has



received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 951981".

When displayed in association with a logo, the European emblem should be given appropriate prominence. This obligation to use the European emblem in respect of projects to which the EC contributes implies no right of exclusive use. It is subject to general third-party use restrictions which do not permit the appropriation of the emblem or of any similar trademark or logo, whether by registration or by any other means. Under these conditions, the Beneficiary is exempted from the obligation to obtain prior permission from the EC to use the emblem.

Any publicity made by the Beneficiary in respect of the project, in whatever form and on or by whatever medium, must specify that it reflects only the author's views and that the EC is not liable for any use that may be made of the information contained therein.

The EC may use, for its communication and publicizing activities, information relating to the action, documents notably summaries for publication and public deliverables as well as any other material, such as pictures or audio-visual material received from any beneficiary (including in electronic form). The right to use a beneficiary's materials, documents and information includes: (a) use for its own purposes (in particular, making them available to persons working for the EC or any other EU institution, body, office or agency or body or institutions in EU Member States; and copying or reproducing them in whole or in part, in unlimited numbers); (b) distribution to the public (in particular, publication as hard copies and in electronic or digital format, publication on the internet, as a downloadable or non-downloadable file, broadcasting by any channel, public display or presentation, communicating through press information services, or inclusion in widely accessible databases or indexes); (c) editing or redrafting for communication and publicizing activities (including shortening, summarizing, inserting other elements (such as meta-data, legends, other graphic, visual, audio or text elements), extracting parts (e.g. audio or video files), dividing into parts, use in a compilation); (d) translation; (e) giving access in response to individual requests under Regulation No 1049/2001/27, without the right to reproduce or exploit; (f) storage in paper, electronic or other form; (g) archiving, in line with applicable document-management rules, and (h) the right to authorize third parties to act on its behalf or sub-license the modes of use set out in Points (b), (c), (d) and (f) to third parties if needed for the communication and publicizing activities of the EC.

The Beneficiary shall ensure that all necessary authorizations for such publication have been obtained and that the publication of the information by the EC does not infringe any rights of third parties (including personnel of the Beneficiary).

Upon a duly substantiated request by the Contractor on behalf of the Beneficiary, the EC may agree to forego such publicity if disclosure of the information indicated above would risk compromising the Beneficiary's security, academic or commercial interests.



10.2 Information and communication among the Contracting Parties

Any notice to be given under this Contract shall be in writing to the addresses and recipients listed above.

Any change of persons or contact details shall be notified immediately to the Contractor. The address list shall be accessible to all concerned.

Article 11 – Financial audits and controls

The EC may, at any time during the implementation of the Project and up to five years after the end of the STADIEM project (foreseen for 30 September 2023), arrange for financial audits to be carried out, by external auditors, or by the EC services themselves including the European Anti-Fraud office (OLAF) and the European Court of Auditors (ECA), on the Beneficiary. The audit procedure shall be deemed to be initiated on the date of receipt of the relevant letter sent by the EC. Such audits may cover financial, systemic and other aspects (such as accounting and management principles) relating to the proper execution of the Grant Agreement. They shall be carried out on a confidential basis.

The Beneficiary shall make available directly to the EC all detailed information and data that may be requested by the EC or any representative authorised by it, with a view to verifying that the Grant Agreement is properly managed and performed in accordance with its provisions and that costs have been charged in compliance with it. This information and data must be precise, complete and effective.

The Beneficiary shall keep the originals or, in exceptional cases, duly authenticated copies – including electronic copies - of all documents relating to the Contract until 2029. These shall be made available to the EC where requested during any audit under the Grant Agreement.

In order to carry out these audits, the Beneficiary shall ensure that the EC's services and any external body(ies) authorised by it have on-the-spot access at all reasonable times, notably to the Beneficiary's offices, to its computer data, to its accounting data and to all the information needed to carry out those audits, including information on individual salaries of persons involved in the project. They shall ensure that the information is readily available on the spot at the moment of the audit and, if so requested, that data be handed over in an appropriate form.

On the basis of the findings made during the financial audit, a provisional report shall be drawn up. It shall be sent by the EC or its authorised representative to the beneficiary concerned, which may make observations thereon within one month of receiving it. The EC may decide not to take into account observations conveyed or



documents sent after that deadline. The final report shall be sent to the beneficiary concerned within two months of expiry of the aforesaid deadline.

On the basis of the conclusions of the audit, the EC shall take all appropriate measures which it considers necessary, including the issuing of recovery orders regarding all or part of the payments made by it and the application of any applicable sanction.

The European Court of Auditors shall have the same rights as the EC, notably right of access, for the purpose of checks and audits, without prejudice to its own rules.

In addition, the EC may carry out on-the-spot checks and inspections in accordance with Council Regulation (Euratom, EC) No 2185/96 of 11 November 1996 concerning on-the-spot checks and inspections carried out by the EC in order to protect the European Communities' financial interests against fraud and other irregularities.

Article 12 – Assignment and subcontracting

The Beneficiary shall not assign or transfer in whole or in part any of its rights or obligations under this Agreement without the Contractor and the Data Provider express prior written consent.

Article 13 – Language

This Agreement is drawn in English, language which shall govern all documents, notices, meetings and processes relative thereto.

Article 14 – Amendments

Amendments or changes to this Contract shall be made in writing and signed by the duly authorized representative of the Contracting Parties.

Nevertheless, In the event the EC modifies the conditions, the Contractor will amend the Contract accordingly.

Article 15 – Applicable Law

This Contract shall be construed in accordance with and governed by the laws of Belgium.



Article 16 – Settlement of disputes

If the Contracting Parties are unable to resolve a dispute amicably, such dispute will be finally settled under the Rules of Arbitration of the International Chamber of Commerce by one arbitrator in Brussels.

The Contracting Parties to the dispute may, by agreement, nominate the sole arbitrator for confirmation. If the parties fail to nominate a sole arbitrator within fourteen (14) days from the date when the claimant's Request for Arbitration has been received by the other party, the sole arbitrator shall be appointed by the Court.

The seat of arbitration shall be Brussels.

The Contracting Parties agree that the language of the arbitration, including oral hearings, written evidence and correspondence, shall be English.

A duly rendered arbitration award shall be final and binding on the Contracting Parties to the dispute. Each Contracting Party to the arbitration conducted in accordance with this section hereof shall bear its own expenses incurred in connection with such arbitration, including fees of its legal counsels. All other costs and expenses shall be apportioned between the Contracting Parties to the arbitration in accordance with the decision of the arbitrators. Nothing in this Contract shall limit the Contracting Parties right to seek injunctive relief or to enforce an arbitration award in any applicable competent court of law.

AS WITNESS:

The Contracting Parties have caused this Contract to be duly signed by the undersigned authorized representatives in three (3) copies the day and year first above written:

For the VLAAMSE RADIO- EN TELEVISIEOMROEPORGANISATIE NV

Mr Stijn Lehaen

General Director Technology & Innovation

Signature

Done at Brussels on

For [ORGANISATION_NAME]

Mr/Ms [NAME SURNAME]

[POSITION_IN_ORGANISATION] (if organisation)



Signature

Done at [Place] on [Date]

ANNEX 1 – PROJECT TEXT

[This refers to the proposal after introducing the changes, if any, during the negotiation between phase 0 – proposal submission and phase 1 – MATCH. The proposal will be integrated by the Contracting Party.]

1.2. Partner enterprises	Upstream	An enterprise (or several enterprises), which is (are) not classified as an upstream linked enterprise (see above) hold(s), either solely or jointly with one or more linked enterprises, 25 % or more of the capital or voting rights of your organisation [Yes or No]		
		If yes, please provide the legal name of this (these) enterprise(s) and send the documents requested here above <i>Free text</i>		
		Do(e)s this (these) enterprise(s) belong to the following list:	Category <u>1</u> : public investment corporations, venture capital companies, individuals or groups of individuals with a regular venture capital investment activity who invest equity capital in unquoted businesses ("business angels"), provided the total investment of those business angels in your organisation is less than	



		EUR 1 250 000 [Yes or No]	
		<u>Category 2:</u> universities or non-profit research centres [Yes or No]	
		<u>Category 3:</u> institutional investors, including regional development funds [Yes or No]	
		<u>Category 4:</u> autonomous local authorities with an annual budget of less than EUR 10 million and less than 5,000 inhabitants [Yes or No]	
		Except in the cases set out in the 4 above mentioned, 25 % or more of the capital or voting rights of your organisation are directly or indirectly controlled, jointly or individually, by one or more public bodies [Yes or No]	
	Downstream	Your organisation holds, either solely or jointly with one or more linked enterprises, 25 % or more of the capital or voting rights of another (or several other) enterprise(s) [Yes or No]	
		If yes, please provide the legal name of this (these) enterprise(s) and send the documents requested here above <i>Free text</i>	



2- If according to your answers to the precedent group of questions you have linked and/or partner enterprise(s), please provide for each of them the following data for their last approved accounting period, except for those belonging to one (or more) of the 4 categories mentioned under upstream partners enterprises:

Upstream Enterprises								
Legal name of the enterprise	Status of the enterprise	Closing date of last approved accounting period	Duration of last approved accounting period	Share in the capital of your organisation	Share in the voting rights of your organisation	Number of employees	Turnover	Annual balance sheet total
	(linked or partner)	(dd/mm/yy)	(in months)	(%)	(%)	(In annual working units)	(In Euro)	(In Euro)

Downstream Enterprises								
Legal name of the enterprise	Status of the enterprise	Closing date of last approved accounting period	Duration of last approved accounting period	Your share in its capital	Your share in the voting rights of your organisation	Number of employees	Turnover	Annual balance sheet total
	(linked or partner)	(dd/mm/yy)	(in months)	(%)	(%)	(In annual working units)	(In Euro)	(In Euro)



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For each abovementioned enterprise, multiply the number of employees, the turnover and the annual balance sheet total by the highest % (either capital share or voting right share). Make the sum per category (eg number of employees, turnover and annual balance sheet total) and add it to your own number of employees, turnover and annual balance sheet total. If according to the results, you are under the ceilings established by the Recommendation 2003/361/EC relating to the definition of micro, small and medium-sized enterprises you are an SME. If not, you are not an SME.

ANNEX 2 – BANK ACCOUNT INFORMATION FORM

Please download the official Financial Identification Form template [here](https://ec.europa.eu/info/sites/info/files/about_the_european_commission/eu_budget_fich_sign_ba_gb_en_0.pdf) (https://ec.europa.eu/info/sites/info/files/about_the_european_commission/eu_budget_fich_sign_ba_gb_en_0.pdf), fill it in and add it as annex 4

[1]SIGNATURE and STAMP

Done at LOCATION, DD/MM/YYYY
NAME_SURNAME
POSITION



ANNEX 7 BANK ACCOUNT INFORMATION

Bank account information form

ACCOUNT HOLDER INFORMATION

Account Name Holder The name or title under which the account has been opened and NOT the name of the authorized agent	
Holder's Address	
Postcode	
Town/City	
Country	
Contact Person It does not need to be an authorised agent.	
Telephone	
Phone	

BANK ACCOUNT INFORMATION

BANK ACCOUNT INFORMATION	
Bank Name	
Branch Address	
Postcode	
Town/City	
Country	
IBAN number / Account number	
Format example: ES76 2077 0024 0031 0257 5766	
SWIFT code	
8 to 11 characters	

<p>BANK STAMP + SIGNATURE OF BANK REPRESENTATIVE</p> <p>The bank stamp + signature of bank representative can be substituted by the attachment of a recent bank statement (less than 2 months).</p>	<p>DATE + SIGNATURE OF ACCOUNT HOLDER (OBLIGATORY)</p>
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