

**Call for Expression of Interest from start-ups in EER labelled regions to pitch their ideas to investors
@EBN Congress 2021 (14th & 15th of September 2021)**

The European Entrepreneurial Regions (EER)¹ project partnership aims to foster the development and implementation of concrete collaborative action plans that will support the development of practical collaboration between regions to help entrepreneurs scale across the Single Market.

Project goals



- Foster **collaboration** in the European Entrepreneurial Regions (EER)
- Facilitate **peer learning** on innovative practices in startup and scaleup support
- Develop and implement concrete **joint action plans** in support of start-ups and scale-ups in the EER regions
- **Help entrepreneurs scale across the Single Market**

Participating regions

Phase I:
Flanders, North Brabant, Lower Austria, Catalonia, Lombardy, Ile de France, Marche, Central Macedonia, Western Greece, Northern & Western Region Ireland

Phase II:
Asturias, Gelderland, Helsinki, Malopolska, Navarra, Northern Ireland, Pomorskie, Valencia

Benefits for EER regions



Industrial scaling-up



New sources of entrepreneurship



Development of cross-regional entrepreneurial value chains on key topics of interest

Opportunities for EER start-ups

If your company is registered in one of the EER regions, this opportunity is for you!

Within the project, we are offering the opportunity for up to 10 start-ups to participate in the EBN Congress 2021 and pitch their business to investors and corporates. More details below.

¹The EER regions are granted a label from the European Committee of the Regions and European Commission for showing outstanding entrepreneurial policies (more info:

<https://cor.europa.eu/en/engage/Pages/european-entrepreneurial-region.aspx>)

“Emergent Futures”.**#EBN2021 – From the heart of Europe**

The EBN Congress is the main EBN event of the year, which typically attracts around 350 stakeholders operating within the innovation, incubation, funding, and entrepreneurship ecosystem. EBN Congress 2021 titled **“Emergent Futures”** will take place on 14th and 15th of September 2021. During the two days of interactive panel discussion, selected start-ups will get the opportunity to participate, debate, meet, connect, and pitch their business in front of a diverse panel of stakeholders attending the EBN Congress.

1. Eligibility criteria:

This e-pitching event is for you if you fulfil the following criteria:

- Have a registered company in the EER labelled regions
- Is legally incorporated
- Can show a growth strategy and potential to scale
- Has already raised a seed round (at least 150 k EUR in the past 3 years, excluding grants and team’s own investment)
- Has a committed and experienced management team
- Is looking to raise funding (between 200k to 500k EUR)

2. Selection procedure

The selection process will be conducted by a jury within EBN, who will review and select successful applications based on the above – mentioned eligibility criteria. Due to the high volumes of application, feedback may not be available.

3. Application process

Companies that fill in all the above criteria should apply by sending a pitch (of no more than 10 slides) as well as an executive summary in English to the following e-mail address: edouard.leonet@ebn.eu

Please make sure that you properly highlight:

- The typology of your company
- Your product / service and the targeted market must be clearly explained: development stage, customer value proposition and validation, intellectual property rights
- Management: covering the skills and experience of the CEO, main management team (CSO, CFO, COO, HR) and the management board
- Market and business: business model and distribution, go to market strategy
- Competition: competitive positioning and differentiation

- Investment: cash flow position until series A funding, financial soundness and attractiveness, amount sought and intended use
- One slide dedicated to the market opportunity

Application deadline: 03rd of September 2021 (end of COB).

4. EER's digital pitching investment readiness workshop

In addition, the EER project is organising a dynamic investment readiness workshop on “how to get ready for your investment pitch” on (date & time) for companies who are selected to pitch during the EBN Congress 2021.

This workshop will be set – up in an interactive way and will be divided into two main parts. Firstly, participants will enjoy a 40-minute masterclass on the dos and don'ts regarding the art of pitching, which will be followed by a dynamic Q&A session (15 – 20 minutes). Our expert, (name of expert) will be asked to delve into the following key elements:

- How to make your business idea understandable
- How to tailor your pitch to your audience
- How to perform a convincing pitch (visual story & delivery)

Once the Q&A session has been finalised, the second part of the workshop will kickstart. A total of 10 selected start-ups will be divided into 2 different breakout rooms. Each breakout room will include 5 companies, 1 expert and a moderator. Each company will be asked to pitch their business for 5 minutes and will then receive 5 minutes of feedback on their pitch from the expert. Below, you will find the agenda of the session for your perusal:

- Welcome and Introduction to the EBN Network (10 minutes).
- Introduction to EER & concept of workshop (5 – 10 minutes)
- Masterclass on “how to get ready for your investment pitch” by (name of expert)
- Interactive Q&A session for all attendees (10 – 15 minutes)
- Virtual Coffee Break (5minutes)
- Introduction of experts & reminder of rules of digital pitching exercise
- Pitching coaching session (in parallel)
- ➔ 5 companies per session / 1 moderator and 1 coach from the EBN Network. Companies will have 5 minutes to pitch and will receive instant individual and constructive feedback from the coaches (5minutes).
- Closing of the workshop (5minutes).