

YESS CALL

YESS CALL FOR INNOVATIVE BUSSINESS IDEAS

FOR GREEK APPLICANTS

*The Call for Italian startups will be published soon

What is YESS

YESS is a project funded by the INTERREG V-A Greece-Italy 2014-2020 which aims at creating the first Cross-Border (CB) incubator within the Regions of Apulia, Achaia, Ionian Islands and Epirus. The overall objective of the project is the promotion of the entrepreneurial spirit and the incubation of new companies, encouraging the economic development of the regions involved and the exchange of knowledge and competences between partners and stakeholders.

It is well known that the most critical phase of a new business initiative is the one immediately following the idea formation; YESS therefore intends to collect project ideas, even if not yet structured as an enterprise, and guide them on their first operational steps, through a journey of agreed milestones, which makes these startups ready to meet the world of investors or interact with bigger companies.

YESS therefore rewards the best innovative entrepreneurial initiatives by supporting them with an acceleration/incubation path sized to the needs of business proposals considered most deserving. Innovative entrepreneurial initiatives are defined as both ideas for startup projects that aim at the creation of new businesses, as initiatives that create product, service or process innovations in existing businesses, through the generation of spin-offs that can also help the development of traditional enterprise. In both cases, the idea of entrepreneurial initiative must be feasible, sustainable and based on a solid business model that is scalable, repeatable and able to be internationally competitive in order to contribute (in terms of innovation and research) to the advancement of the entrepreneurial ecosystem of the cross – border territory, Italian and Greek.

Innovative Business Ideas

The submitted ideas should be characterized by significant innovation content: product, service, process, and organizational model must be original, must be traced back – under penalty of exclusion- to the ability and skills of the proposers , must be able to generate a positive change in

the local social economic system and/or economic growth, direct or indirect, always in a perspective and on medium-long terms.

The project must therefore be presented in its own creative form, but contain - albeit in a descriptive form - the elements necessary to deal with the phase of business plan definition.

The candidates will therefore have to:

- Describe their project with indications of development time;
- Indicate what type of value will be created in economic terms and if possible, give a quantitative idea;
- To draw a picture of the economic needs required for start-up and then the cost-cutting process that follows.

Any element that can allow a better understanding of the business idea is welcomed and constitutes a potential rewarding evaluation criterion. In case of spin-off assumptions from existing companies, a description of the positive impact on the original company and in general about the competitive framework in which it operates is required.

An additional rewarding element during the evaluation phase is represented by the potential ability of the business idea to transfer beneficial effects to the territorial business system and in general into the Italian-Greek economic environment.

Moreover, Ideas that are not only self-sustaining, but can potentially integrate themselves – while remaining autonomous – with companies already active in traditional sectors in the Cross-Border territories, in a kind of "symbiotic innovation", will be carefully considered. In this model, the startup, while drawing an autonomous business path, functions as a driver of innovation for traditional enterprises, providing services, "capturing" customers, integrating with them (both vertically and horizontally, both upstream and downstream), solving its operational, logistical, commercial and strategic problems.

Beneficiaries

Proposals can be submitted by:

- Informal groups consisting of at least two individuals, older than 16 years old, who want to start a new innovative company with legal and/or operational headquarters in Puglia Region or in the Greek Regions of Epirus, Ionian Islands and Western Greece;

OR:

- Companies already constituted and registered at the relative Chamber of Commerce of the regions above.

To participate, proposers must meet the following requirements:

- Have not received and subsequently not refunded or deposited in a locked aid account on which a recovery order hangs, following an earlier decision by the European Commission to declare aid illegal and in common;

It is specified that as part of a pilot activity, this call does not fall under the European regulation on the de minimis regime.

Areas where proposals can be submitted

The initiative supports enterprise startup projects whose business focuses on one or more of the following:

- Tourism
- e-Health
- Blue Growth
- Design
- Social Innovation

Application submission

Potential beneficiaries should submit their applications by using the special form available on the website www.yessincubation.eu and provide the following information/documents:

- Information as in Annex1, directly filled-it;
- Valid identity documents for each team member attached;
- Optionally, participants can also attach a business plan of the business idea (free format).

Only one submission is needed per business idea.

Applications that are incomplete or do not have mandatory fields, as well as required attachments, will be declared inadmissible. Applications can be submitted from Friday 14th of February 2020 to Friday 6th of March 2020, 23:59 (CET).

STEPS

YESS Incubation Call consists of three phases:

1. Innovative Business Ideas Selection: applicants submit their applications as above; the selection will be based on the quality of the idea presented;
2. Acceleration - Incubation Services: the best 10 selected projects for Greece and 15 for Italy (5 per Partner) will be accompanied by professionals in their acceleration/incubation path: mentoring, coaching, training, guidance and networking. They will have the possibility to discuss with experts their business ideas, to better define and structure it, and elaborate a business model, a business plan and a pitch presentation for the next phase.

3. Pitch Competition: the selected projects are admitted to a "public pitch competition", in front of an audience of funders (business angels, venture capitals, etc.).

Step 1 – Innovative Business Ideas Selection

Candidates should apply following the details described in the “Application Submission Section”. Eligible applications, i.e. those that have correctly applied, are then evaluated by an independent Committee, appointed ad hoc and constituted by experts. The assessment is based on the following criteria:

- team characteristics;
- innovative design;
- solidity of the business revenue;
- exhibition clarity of the business project;
- sustainability of the initiative;
- effects of the regional economic/business system.

During the evaluation phase, the Committee reserves the right to request additional documentation. The Committee assessment is unquestionable and unappealable.

The outcome of the evaluation phase will be announced by e-mail to the contact person of each applicant/project and will be available on the project website (<https://yessincubation.eu/>) and the YESS Facebook Page (<https://www.facebook.com/ProjectYESS/>).

The best 25 proposals (15 for Italy and 10 for Greece) will be admitted to the next steps.

At any time, YESS project partners reserves the unquestionable right to modify the number of proposals that move on to the next step and not to admit applications deemed inconsistent with the aims and objectives of the initiative.

Step 2 - Acceleration - Incubation Services

The projects selected in the previous step will be admitted to a mentoring, coaching, training, guidance and networking activity that will start approximately within 15 days after the conclusion of Step 1 and will end indicatively in May 2020 (period could be further extended). The services will be structured according to a non-continuous timetable and will be offered mostly virtually through a specially developed platform. The schedule of activities will be announced in time to the beneficiaries.

Step 3 - Pitch Competition

The third step of this activity involves a pitch competition where matured business ideas will be presented to an ad hoc independent Panel, constituted of investors and entrepreneurship experts. The Pitch Competition will take place during a public event . In person presentation is necessary for

participating in the competition.

The evaluation of the Independent Panel will be unquestionable and unappealable.

Confidentiality of information

By submitting your application, you fully accept the terms of this competition and the procedures for its implementation. Pursuant to Article 13 of the GDPR (General Data Protection Regulation) 679/2016, we inform you that:

- a) the data controller is the ERFC NGO for the Greek applicants, with registered office in Aegion, Platonos 33. - PEC: projects@erfc.gr
- b) the Data Protection Officer (DPO) may be contacted at the e-mail address projects@erfc.gr;
- c) the personal and particular data concerning the candidates, of which the Administration comes into possession, are processed for the purposes connected with this public selection;
- d) the treatment is based on principles of fairness, lawfulness, transparency and protection of confidentiality and rights of candidates;
- e) the personal data of the candidates may be disclosed to the employees and collaborators, including external collaborators, of the data controller and to persons who provide services instrumental to the above purposes (such as, for example, technical services). These persons act as data processors, authorized processors and system administrators.
- f) the candidates' data will be kept for the period necessary for the conclusion of the procedure. At the end of this period, the data may be kept, in the manner and in compliance with the relevant legal provisions, in the event of further storage obligations provided for by law;
- g) the provision of personal data is required to allow participation in this research notice;
- h) the personal data of the candidates will be processed by computer and/or telematic and/or paper means, in such a way as to guarantee the confidentiality and security of the same
- (i) the processing of candidates' personal data will not be transferred to a third country or an international organization.

Applicants may exercise their rights at any time:

- to access to their personal data;
- to obtain the rectification or erasure of such data or the restriction of the processing of personal data concerning them;
- to revoke consent, if any; revocation of consent does not affect the lawfulness of processing based on consent given prior to revocation;
- data portability, where applicable;
- to object to the processing;
- to lodge a complaint with the Control Authority (Privacy Guarantor).

Members of the Jury and Panel (as well as mentors, coaches and trainers) will also be bound by the same confidentiality obligations for the protection of intellectual property and confidentiality of information.

All YESS Partners and all involved parties referred in the previous paragraph will not be held responsible under any circumstances for any disputes regarding the content of the business plan or the outcome of the evaluation.

For any further information:

Greek applicants can contact Mrs. Konstantina Christogeorgou by sending an e-mail to the following address: kon.christogeorgou@uoi.gr