



Guide for Applicants

Open date for proposals: April 6, 2020 at 10:00 CEST

Deadline: June 30, 2020 13:00 CEST

06.04.2020

Project funded by the Horizon 2020 Framework Programme of the European Union Grant agreement N°: 871275



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 871275. Neither the European Commission (EC) nor any person acting on behalf of the Commission is responsible for how the following information is used. The views expressed in this publication are the sole responsibility of the authors and do not necessarily reflect the views of the EC.

REVISION HISTORY

Revision	Date	Author	Description
1.	06/04/2020	IMPACT EdTech partners	First published document
2.	15/04/2020	FundingBox	<p>Changes made in Annex 2 – Declaration of Honour:</p> <ul style="list-style-type: none"> Contact email changed to contact@impactedtech.eu Following sentence added: "The procedures regarding confidentiality have been clearly explained (e.g. use of names, anonymisation of data, etc.) to me."
3.	22/04/2020	FundingBox	<p>Changes made in Annex 2 – Declaration of Honour:</p> <ul style="list-style-type: none"> Following sentence added: "I undertake to inform the IMPACT EdTech Team, immediately, if after the date of submission until the end of the evaluation process, any of the exclusion of conflict of interest causes will arise."
4.	11/06/2020	FundingBox	<p>Changes made in section 1 – General information about IMPACT EdTech:</p> <ul style="list-style-type: none"> Last sentence of Strand B description changed to "Learning solutions (B2C or B2B) which facilitate remote and mobile learning will also be considered." <p>Changes made in section 1.1 - Our programme:</p> <ul style="list-style-type: none"> N° of selected applicants changed to 15 for Stage 1 and 7 for Stage 2 <p>Changes made in section 2.1 - What are the benefits and financial support provided:</p> <ul style="list-style-type: none"> N° of selected applicants changed to 28 for Jury Day, 15 for Stage 1 and 7 for Stage 2 Mention to the mini grant of 1.800€ to cover travel costs for Jury Day in Madrid deleted

			<ul style="list-style-type: none"> • <i>Lump sum for Stage 1 changed from 83.500€ to 85.300€.</i> • <i>Change concerning the place of the Jury Day: online instead of Madrid</i> <p>Changes made in section 3.3 – Type of Activity:</p> <ul style="list-style-type: none"> • <i>Last sentence of Strand B description changed to “Learning solutions (B2C or B2B) which facilitate remote and mobile learning will also be considered.”</i> <p>Changes made in section 3.4 – Technology Readiness Level:</p> <ul style="list-style-type: none"> • <i>Clarification concerning the TRL eligible type of solution to apply</i> <p>Changes made in section 3.13 – Non overlap with other acceleration programmes:</p> <ul style="list-style-type: none"> • <i>Clarification concerning the non-eligibility for a same company to be involved in more than one IMPACT EdTech Open Call</i> <p>Changes made in section 5.3 Phase 2: Experts Evaluation:</p> <ul style="list-style-type: none"> • <i>N° of selected applicants changed to 28 for Jury Day,</i> <p>Changes made in section 5.4 - Consensus Meeting</p> <ul style="list-style-type: none"> • <i>N° of selected applicants changed to 28 for Jury Day,</i> <p>Section 5.5 – Formal check deleted</p> <p>Changes made in section 5.6 – Pitch Training and Jury Day:</p> <ul style="list-style-type: none"> • <i>Change concerning the place of the Jury Day: online instead of Madrid</i> • <i>Mention to the mini grant of 1.800€ deleted</i> <p>Changes made in section 5.7 – Open Call and Selection Process Schedule:</p>
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			<ul style="list-style-type: none"> • <i>Nº of selected applicants changed to 15 for Stage 1</i> • <i>Nº of selected applicants changed to 28 for Jury Day,</i> <p>Changes made in section 6 - IMPACT EdTech Incubation Acceleration programme Phases:</p> <ul style="list-style-type: none"> • <i>Change concerning the place of the Jury Day: online instead of Madrid</i> • <i>Mention to the mini grant of 1.800€ deleted</i> • <i>Nº of selected applicants changed to 15 for Stage 1 and 7 for Stage 2</i> <p>Changes made in section 6.3 – Financial Support:</p> <ul style="list-style-type: none"> • <i>Lump sum for Stage 1 changed from 83.500€ to 85.300€.</i> • <i>Mention to the mini grant of 1.800€ deleted</i> <p>Changes made in section 6.4 – Payment conditions:</p> <p><i>Mention to the mini grant of 1.800€ deleted</i></p>
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TABLE OF CONTENTS

1. GENERAL INFORMATION ABOUT IMPACT EDTECH	8
1.1 OUR PROGRAMME.....	9
2. THE FIRST IMPACT EDTECH OPEN CALL	11
2.1 WHAT ARE THE BENEFITS AND FINANCIAL SUPPORT PROVIDED?	11
2.2 WHAT ARE THE TECHNOLOGIES AND APPLICATIONS SUPPORTED BY IMPACT EDTECH?.....	12
3. IMPACT EDTECH ELIGIBILITY CRITERIA	14
3.1 TYPES OF APPLICANTS.....	14
3.2 ELIGIBLE COUNTRIES.....	15
3.3. TYPE OF ACTIVITY	15
3.4 TECHNOLOGY READINESS LEVEL.....	17
3.5 TEAM COMPOSITION.....	17
3.6 IPR RIGHTS	17
3.7 SUBMISSION SYSTEM.....	18
3.8 LANGUAGE.....	18
3.9 MULTIPLE SUBMISSIONS.....	18
3.10 COMPLETENESS OF THE APPLICATION	18
3.11 DEADLINE.....	18
3.12 ABSENCE OF CONFLICT OF INTEREST.....	18
3.13 NON OVERLAP WITH OTHER ACCELERATION PROGRAMMES	19
3.14 OTHER	19
4. PREPARATION AND SUBMISSION OF THE PROPOSALS	20
5. SUMMARY OF THE EVALUATION PROCESS.....	21
5.1 PROPOSALS RECEPTION.....	21
5.2. PHASE 1: ELIGIBILITY CHECK.....	21
5.3 PHASE 2: EXPERTS EVALUATION.....	22
5.4 CONSENSUS MEETING.....	25
5.5 PITCH TRAINING AND JURY DAY	26
5.6 OPEN CALL AND SELECTION PROCESS SCHEDULE	27
5.7 SUB GRANT AGREEMENT SET-UP PROCESS: FORMAL CHECK.....	27

6.IMPACT EDTECH INCUBATION ACCELERATION PROGRAMME PHASES.....	29
6.1 DIVERGENT PILOT PATHWAYS.....	31
6.2 BEST-IN-CLASS' IMPACT EDTECH TRIALS.....	32
6.3 FINANCIAL SUPPORT.....	33
6.4 PAYMENT CONDITIONS	34
6.5 PERFORMANCE MONITORING OF SUB-GRANT BENEFICIARIES.....	35
6.6 SERVICES OFFERED DURING THE IMPACT EdTECH PROGRAMME.....	36
7.COMMUNICATION WITH APPLICANTS.....	40
7.1 GENERAL COMMUNICATION PROCEDURE.....	40
7.2 COMPLAINTS PROCEDURE	40
7.3 OBLIGATIONS OF SUBGRANT BENEFICIARIES.....	40
7.4 SUPPORT TO APPLICANTS.....	41
8. INTELLECTUAL PROPERTY RIGHTS.....	42
8.1 ORIGINALITY OF THE SUB-GRANTED PROJECTS.....	42
8.2 OWNERSHIP OF THE SUB-GRANTED PROJECTS RESULTS	42
8.3 IPR AND OBLIGATIONS OF THE BENEFICIARIES	42
9. APPLICABLE LAW	43
ANNEX I	44
ANNEX II.....	47

TABLE OF FIGURES

Figure 1: IMPACT EdTech Selection Process	21
Figure 2: IMPACT EdTech Incubation and Acceleration Programme	29
Figure 3: IMPACT EdTechServices in Stage 2	31
Figure 4: Examples of sub-grant deliverables per Stage	35

TABLE OF TABLES

Table 1: Open Call and Selection Process Schedule	27
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1. General Information about IMPACT EdTech

IMPACT EdTech is a start-up incubator-accelerator implemented by the IMPACT EdTech consortium (hereinafter IMPACT EdTech) within the Horizon2020 programme of the European Commission (EC), under Grant Agreement number 871275. The IMPACT EdTech consortium is led by European Schoolnet and brings together three partners with complementary expertise:

- [European Schoolnet](#) (EUN) is the network of 34 European Ministries of Education, providing [Future Classroom Lab](#) validation methodology for the new ICT solutions targeting school education.
- [FundingBox Accelerator \(FBA\)](#) manages the open calls and cascade funding. FundingBox is the European leader in managing Financial Support to Third Parties (cascade funding) and provides tools for community creation, to help innovators meet, interact and collaborate to build growth connections.
- [ISDI](#) is the recognised European accelerator helping Entrepreneurs, Enterprises & Institutions in their transformation to become competitive in the Digital Era.

IMPACT EdTech will support **42 European start-ups/SMEs** with almost **€6M equity-free funding plus acceleration and mentoring services** to bring their digital education innovations into the market, focusing on those solutions that can contribute to extending personalised, inclusive educational models and/or support the development of the skills relevant in today's world. These promising EdTech prototypes shall progress from at least **TRL5 to reach TRL7 or beyond¹**.

IMPACT EdTech is looking for start-ups/SMEs to address one or more of the following challenges faced by the educational systems, that can be tackled by digital technology:

- **Inclusive education**, targeting specific underserved or vulnerable groups (socially disadvantaged persons, immigrants or minority groups, special educational needs students or other groups), address early school leavers or support the improvement of educational attainment for all.
- **Personalised learning**, (based e.g. on Artificial Intelligence (AI), learning analytics, and other technologies) with a focus on supporting new, research-

¹ https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf

based pedagogical approaches for in-classroom education and encouraging life-long learning.

- **Skills development** of children, teachers and other types of learners with a focus on, but not limited to, the development of STEM, Computational Thinking and 21st century skills such as critical thinking, creativity, collaboration, communication.

Within these challenges, two types of solutions will be addressed:

(A) School EdTech solutions

Strand A aims to support solutions which demonstrate a clear vision for the pedagogical use of ICT aimed at transforming education models at the level of formal (school-based) compulsory education, from early childhood up to secondary general and vocational education (commonly referred to as K12), notwithstanding that their potential application may reach other target users and educational markets. The solutions selected must serve to make education more **inclusive, support personalised learning** or **support skills development of children and/or teachers**. Solutions aiming at supporting schools in ensuring the pedagogical continuity with pupils through online education will also be considered under this strand.

(B) EdTech solutions for any age group and/or level of education

Strand B targets Business to Consumer (B2C) content-based solutions open to any age group and level of education. Strand B is looking for solutions that can disrupt the current EdTech market patterns and break the barriers to any learners through emerging technologies. Strand B solutions will be tackling the three IMPACT EdTech challenges (inclusive education, personalised learning or skills development) addressing any type of learners through formal and/or informal education outside the early childhood up to secondary general/vocational education systems. Learning solutions (B2C or B2B) which facilitate remote and mobile learning will also be considered.

1.1 Our programme

IMPACT EdTech's highly selective programme includes two incubation-acceleration cycles during which selected start-ups will have the chance to iterate Minimum Viable Product (MVP) design engaging with targeted end-users and education experts, following a 'pedagogy-first' approach. This innovation cycle will incorporate, for the most promising projects, pre-acceleration activities to test market interest and facilitate early deals, as well as short-cycle pilots to obtain preliminary impact assessment data that investors and clients require.

Each IMPACT EdTech incubation-acceleration cycle will last for 9 months and is divided

in two main stages:

- **Stage 1 (Minimal Viable Products (MVP) Testing - Incubation):** up to 15 start-ups will be selected for the 4-month incubation phase;
- **Stage 2 (Proof-of-Market - Acceleration):** from those participating in Stage 1, up to 7 will be shortlisted to advance into the 5-month acceleration phase.

Main sources of information:

- IMPACT EdTech website (<https://www.impacttedtech.eu/>) for general information about the programme; 'Frequently Asked Questions' (FAQs) for further information.
- If you have any doubts related to the open call requirements or application form, please send your questions through our communication channels at: <https://spaces.fundingbox.com/c/community-Impact-edtech>
- Application website, where you can find all documents: <https://impacttedtech.eu/>
- If you face technical problems or if you are in doubt when filling in the online Application Form at FundingBox, contact us directly via: contact@impacttedtech.eu
- Project coordinator: European Schoolnet

2. The first IMPACT EdTech Open Call

This document summarizes the main characteristics of the 1st Open Call of the IMPACT EdTech project, **open between 6 April 2020, 10:00 CEST and 30 June 2020, 13:00 CEST.**

2.1 What are the benefits and financial support provided?

During the 1st Open Call, IMPACT EdTech will select up to 15 promising start-ups/SMEs that will receive up to €195,300 equity-free funding each. The structure and timeline of the IMPACT EdTech 1st Open Call are illustrated in Figure 1 and described in detail below.

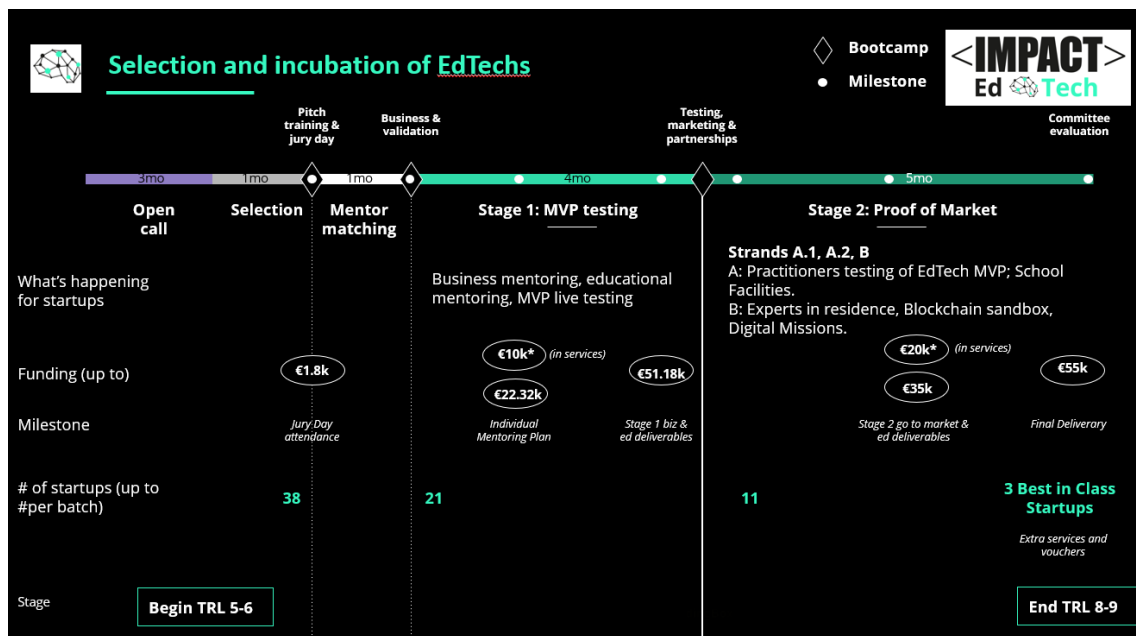


Figure 1: IMPACT EdTech 1st Open Call timeline

To select the 15 start-ups/SMEs which will benefit from the IMPACT EdTech incubation programme, up to 28 applicants will be shortlisted from the applications received in the 1st Open Call. A Jury Day will take place online (2-3 September 2020), where they will have the chance to pitch their solutions to a panel of experts (Stage 0: Inception). From these, 15 start-ups/SMEs will be selected to participate in the IMPACT EdTech incubation programme (Stage 1) and potentially in the acceleration programme (Stage 2).

The IMPACT EdTech incubation and acceleration programme will be divided in two stages:

- 1) Stage 1 MVP Validation – Incubation:** 15 selected EdTech trials will be supported by business and educational mentors and other digital learning specialists to define and undergo a validation and testing roadmap for their solutions. Selected companies will need to develop an MVP based on their prototype within 4 months, at the end of which their prototypes will need to undergo Live Testing by a pool of experts in education.

Companies undergoing this stage will receive up to **€85.300** of EU Grant - up to €75,300 as a lump sum equity-free funding and up to **€10,000 to access business and educational mentoring support services in the form of vouchers**).

- 2) Stage 2 Proof of Market - Acceleration:** Up to 7 start-ups/SMEs with the best performing MVPs will receive additional support to test materials and assess the impact and performance of their solutions. This stage will include short cycle piloting in real educational environments. Out of the up to 15 start-ups/SMEs participating in Stage 1, up to 7 will pass to Stage 2 and receive up to €110,000 of EU Grant (up to €90,000 as a lump sum and **up to €20,000 to access business and educational mentoring support services as well as other specific resources and services to pilot solutions in the form of vouchers**).

2.2 What are the technologies and applications supported by IMPACT EdTech?

The IMPACT EdTech bottom-up approach means the programme is open to a wide selection of transformative projects. The list below – not exhaustive and for indicative purposes only - shows examples of technologies and applications that IMPACT EdTech can support:

- **AI and data analytics powered solutions.** Apps for mobile devices such as tablets and smartphones providing access to AI-powered content and tools, or supporting new and developing pedagogical trends (i.e. flipped classrooms and other methodologies); AI-powered tools specifically targeting formal education, such as tools based on learning analytics, predictive tools for supporting learner achievement and overall educational attainment; companions and AI Teaching Assistants, Intelligent Tutoring Systems, Personal Learning Environments, AI tools for monitoring student forums, etc.
- **Assistive educational technology for special needs education.** Skills improvement (reading, writing, memory, listening, organisational, etc.) and in-class activities (text-to-speech, voice recognition, visual and tactile aids, etc.)

- **New assessment models tools.** Tools that support new assessment models, with a focus on formative assessment, improvement of formal evaluation systems and improved processes of recognition and validation of competences.
- **Next generation Virtual/Exploratory Learning Environments and e-Portfolio software.** Open online learning platforms (such as MOOCs and other open platforms) that provide adaptive personalised learning possibilities at scale; solutions aimed at facilitating access to digital resources, particularly covering new and emerging fields (coding, AI, etc.); solutions targeting the upskilling of teachers, particularly in the use of digital technologies or supporting them in the transition to 21st century teaching methods.
- **Blockchain technology-based solutions,** such as blockchain-certified courses, the use of blockchains that support lifelong learning passports, educational copyright applications, validating credentials etc.
- **Hardware-based devices** for all types of learners and systems for affective computing for use with students with disabilities, cognitive impairments or other special educational needs.
- **Gamification.** Game-based learning applications and other solutions
- Solutions aimed at tackling **privacy and data protection** in the use of digital learning tools.
- **Virtual or Augmented Reality (VR/AR) powered solutions** to enrich learning experiences and innovate learning content generation.

3. IMPACT EdTech Eligibility Criteria

All applicants will have to abide by all general requirements described in Sections from 3.1 to 3.14 of this Guide for Applicants in order to be considered eligible for the 1st IMPACT EdTech Open Call.

3.1 Types of applicants

The 1st IMPACT EdTech Open Call welcomes applications from SMEs [legal person] (including start-ups) legally established in one of the Eligible countries (see Section 3.2). Only one start-up/SME per application is allowed, which includes a team of at least two persons with complementary business and technical capabilities. **Teams of at least two individuals** with complementary business and technical capabilities can also submit their applications, but they will be required to establish a company (legal person) in any of the European Union member countries or an H2020 associated country (see Section 3.2 below) before the start of the Incubation programme. In this case, individuals will be required to provide a written commitment stating they will establish a legally registered company during the Sub-Grant Agreement.

SME definition

An SME will be considered as such if it complies with the European Commission's Recommendation 2003/361/EC. As a summary, the criteria defining an SME are:

- Headcount in Annual Work Unit (AWU) less than 250;
- Annual turnover less or equal to €50 million OR annual balance sheet total less or equal to €43 million.

Note that the figures of partners and linked enterprises should also be considered as stated in the SME user guide. For detailed information check EU recommendation: https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en

The formal check will be performed once the company is selected to join the programme (Invitation to Bootcamp 1 - Idea validation & mentoring unveiling, organised in October 2020 in Madrid, Spain).

All applicants who have applied before setting up a company, will be required to incorporate a company in order to benefit from any of the IMPACT EdTech grants (from their participation to the Pitch Training and Jury Day event on 2-3 September onwards).

3.2 Eligible countries

Only start-ups/SMEs legally established in the following countries (hereafter collectively identified as the 'Eligible Countries') will be eligible for the IMPACT EdTech Programme:

- EU member states and their overseas territories
- H2020 associated countries
- UK - under the special circumstances described below

The list of H2020 associated countries is available here: https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf.

General notice for UK applicants

In conformity with the EU-UK Withdrawal Agreement², the UK and persons or entities established in the UK continue to be eligible to receive Union funds under actions carried out in direct, indirect or shared management, which implement Union programmes and activities committed under the MFF 2014-2020 until the closure of those Union programmes and activities. When restrictions apply, these will be clearly specified in the call for proposals.

3.3. Type of Activity

IMPACT EdTech aims to contribute to the digital transformation of education by creating a vehicle for disruptive education technology, a catalyst designed to help usher in a new era of human-centred digital education.

IMPACT EdTech will strategically focus on the testing and validation of pre-existing prototypes of digital education solutions, which serve to make education more **inclusive**, **support personalised learning** or **support the skills development of children, teachers and/or other learners**. In addition to these, solutions which facilitate **remote and mobile learning** in periods of severe educational disruption applied to school education or general users will also be considered. At the application stage, start-ups/SMEs are asked to make a number of claims on the social and educational impact of their solutions, which will be tested during the trials, allowing them to collect preliminary evidence to measure to what extent those claims have been met.

Thus, applicants will be requested to select in their application one of the following strands:

² Agreement on the withdrawal of the United Kingdom of Great Britain and Northern Ireland from the European Union and the European Atomic Energy Community

- **STRAND A:** School EdTech solutions

Strand A aims to support solutions which demonstrate a clear vision for the pedagogical use of ICT aimed at transforming education models at the level of formal (school-based) compulsory education, from early childhood up to secondary general and vocational education (commonly referred to as K12), notwithstanding that their potential application may reach other target users and educational markets. The solutions selected must serve to make education more inclusive, support personalised learning or support skills development of children and/or teachers. Solutions aiming at supporting schools in ensuring the pedagogical continuity with pupils through online education will also be considered under this strand.

- **STRAND B:** EdTech solutions for any age group and/or level of education

Strand B targets Business to Consumer (B2C) content-based solutions open to any age group and level of education. Strand B is looking for solutions that can disrupt the current EdTech market patterns and break the barriers to any learners through emerging technologies. Strand B solutions will be tackling the three IMPACT EdTech challenges (inclusive education, personalised learning, or skills development) addressing any type of learners through formal and/or informal education outside the early childhood up to secondary general/vocational education systems. Learning solutions (B2C or B2B) which facilitate remote and mobile learning will also be considered.

Regardless of the strand, selected start-ups/SMEs will be incubated under similar funding and service-support conditions but seek a 'pull effect' from fairly different market actors within the common incubation framework. The same incubation services and resources will be allocated in Stage 1. The differentiation will come in Stage 2, where Strand A and Strand B will have divergent piloting pathways and resources adapted to the functional characteristics of their products.

3.3.1 Challenges Targeted

IMPACT EdTech is looking for start-ups/SMEs to address one or more of the following challenges faced by the educational systems, that can be tackled by digital technology:

- **Inclusive education**, targeting specific underserved or vulnerable groups (socially disadvantaged persons, immigrants or minority groups, special educational needs students or other groups), address early school leavers or support the improvement of educational attainment for all.
- **Personalised learning**, (based e.g. on Artificial Intelligence (AI), learning analytics, and other technologies) with a focus on supporting new, research-based pedagogical approaches for in-classroom education and encouraging life-long learning.

- **Skills development** of children, teachers and other types of learners with a focus on, but not limited to, the development of STEM, Computational Thinking and 21st century skills such as critical thinking, creativity, collaboration, communication.

In addition to these, solutions which facilitate **remote and mobile learning** aimed at ensuring educational continuity for school education or general users during periods of severe educational disruption will also be considered.

3.4 Technology Readiness Level

To be eligible, applicants must demonstrate they have an early prototype/mock-up of the proposed solution, which has been already tested in lab conditions and controlled environments yet is lacking testing and validation in operational educational environments. Therefore, the EdTech technologies proposed by the start-ups/SMEs entering the project are placed **at least in Technology Readiness Level 5 and up to Technology Readiness Level 7³**. The IMPACT EdTech Incubation Programme will help them to develop a Minimum Viable Product that will be tested and validated in real operational conditions, **thus reaching TRL7** (demonstration in operational environments) or higher by the end of the programme. This does not preclude the acceptance of projects based on learning technologies already demonstrated in operational environments (TRL7) that may need to improve or refine their current solutions, aiming at system-level demonstration via short-cycle experimentation (TRL9). Any solution already placed above TRL 7 at application stage would not be in line with the objectives of the programme, since Stage 1 aims at supporting the beneficiaries in the further development of their MVP.

3.5 Team Composition

To be eligible, applicants must demonstrate that the team is run by at least two members with complementary business and technical capabilities. At least one of these members should work full time on the project.

3.6 IPR rights

To be eligible, applicants must have IP rights to develop the prototype for education & learning and commercialise the technology in those markets.

³ https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf

3.7 Submission system

In order to be eligible, proposals must be submitted through the FundingBox Open Call management tool <https://impactedtech.fundingbox.com/>. Proposals submitted by any other means will not be evaluated.

3.8 Language

English is the official language of the Open Calls. The proposal must be in English in all its mandatory parts as indicated in the Open Call management tool in order to be eligible. If the mandatory parts of the proposal are in any other language, the entire proposal will not be eligible. If only non-mandatory parts (as indicated in the Application Form) of a proposal are submitted in a language different from English, those parts will not be evaluated but the proposal will remain eligible.

3.9 Multiple Submissions

Only one proposal per applicant can be submitted to IMPACT EdTech in this open call. If more than one proposal per applicant is identified, only the first proposal which has been submitted in order of time will be evaluated.

3.10 Completeness of the application

All sections of the application form, including the Ethics Self-Assessment must be completed. Proposals without the Ethics Self-Assessment will not be evaluated.

The data provided should be actual, true and complete and should allow assessment of the proposal.

3.11 Deadline

Proposals must be submitted before the Deadline. The call will be open between 6 April 2020, 10:00 CEST and 30 June 2020, 13:00 CEST. Applications must be submitted by the closing time and date of the open call. The time recorded by the FundingBox Platform, as submission time of the proposal, will be the official one. Late proposals will not be admitted.

3.12 Absence of conflict of interest

Applicants shall not have any potential conflict of interest with the selection process. All cases of potential conflict of interest will be assessed on a case by case basis. Cases of potential conflict of interest could occur when there are circumstances that might affect objective evaluation of the proposal, as defined in the H2020 and EC regulations.

Consortium partners, their affiliated entities, employees and permanent collaborators cannot take part in the IMPACT EdTech incubation and acceleration programme.

3.13 Non overlap with other acceleration programmes

Applicants will have to take into account that they should **not take part in another Incubation / Acceleration programme, or other innovation programme that include mentoring and services** (see description of IMPACT EdTech services in SECTION 6.1) while participating in the IMPACT EdTech programme. All possible overlapping cases will be assessed one by one.

Moreover, applicants cannot benefit from more than one IMPACT EdTech Incubation/Acceleration or Acceleration cycle over the course of the project (September 2020 to July 2022). The same company can apply to more than one IMPACT EdTech Open Call, however, if selected as a beneficiary once, the company will have to choose whether they accept to be a beneficiary, or refuse it in order to stay in the running for the other Open Call. This will be the case even if applying with a different solution, and also applies to the new call of IMPACT EdTech that will open in July 2020, specifically aimed at supporting remote schooling EdTech solutions.

3.14 Other

- Applicant is not under liquidation or is not an enterprise under difficulty according to the Commission Regulation No 651/2014, art. 2.18;
- Applicant's Project is based on their original works and going forward any planned developments are free from third party rights, or they are clearly stated;
- Applicant 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;
- Applicant confirmed all statements embodied in the Declaration of honour and also the Information and Consent Sheets, included as annexes at the end of this document, considering the ethical issues that might arise concerning the gathering of personal data during the application process.

4. Preparation and submission of the proposals

Proposals have to be submitted through the FundingBox online Platform <https://impactedtech.fundingbox.com/> which can be accessed via the IMPACT EdTech website <https://www.impactedtech.eu/>. Applications submitted by any other means will not be considered for funding.

All applicants will be asked to acknowledge the Informed consent form – in order to submit the full application.

The proposals – submitted through the online platform – will include the following sections:

- Basic information
- Project Description
- EXCELLENCE
- IMPACT
- IMPLEMENTATION
- TRANSVERSAL CRITERIA
- ETHICS SELF-ASSESSMENT
- Statistical section (optional)
- Informed Consent Form
- Processing of personal data information clause

Additional material, which has not been included and specifically requested in the online application form, will not be considered for the evaluation of the proposals. Data not included in the proposal will not be taken into account. The consortium will keep all provided data confidential.

The Applicants are strongly encouraged not to wait until the last minute to submit the proposal. Failure of meeting the submission deadline for any reason, including extenuating circumstances, will result in the rejection of the proposal. The applicants are solely responsible for verifying the completeness of the form. Data not included in the form will not be taken into account during proposal evaluation regardless of the reason for it not being included

5. Summary of the evaluation process

The evaluation will be transparent, fair and ensure equal treatment of all applications.

The evaluation procedure includes the following steps (Figure 1):

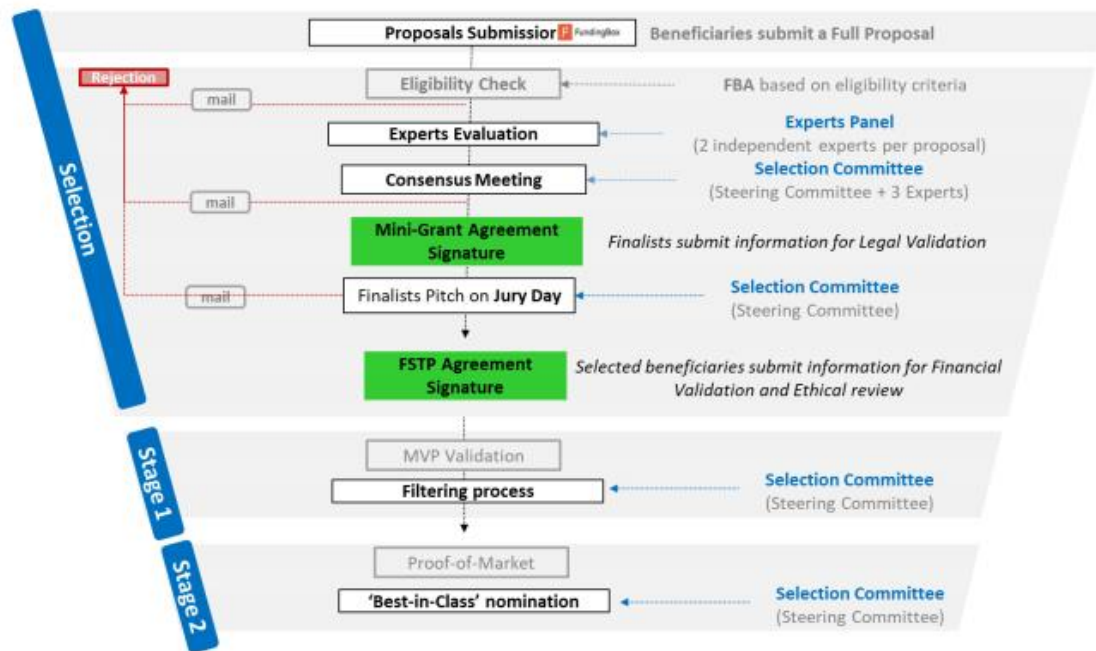


Figure 1: IMPACT EdTech Selection Process

5.1 Proposals Reception

Proposals will be submitted through the official application form: <https://impactedtech.fundingbox.com/>

Upon receipt of each proposal, the system will send an Acknowledgment of receipt to the proposer.

5.2. Phase 1: Eligibility Check

In order to be eligible for evaluation, applications will be checked for compliance with the following eligibility criteria:

- Type of activity (as described in (3.3) above)
- Type of applicants receiving financial support (as described in (3.1) above)
- Established in 'Eligible Countries' (as described in (3.2) above)

- English-language. English is the official language for the IMPACT EdTech open calls. The proposal must be in English in all its mandatory parts in order to be eligible. If the mandatory parts of the proposal are in any other language, the entire proposal will not be eligible. If only non-mandatory parts of a proposal are submitted in a language different from English, those parts will not be evaluated but the proposal is still eligible.
- Submission system. Proposals need to be submitted through the Open Call official application form: <https://impactedtech.fundingbox.com>. Proposals submitted by any other means, will not be evaluated.
- Completeness of the application. All sections of the application form, including the Ethics Self-Assessment must be completed. Proposals not submitting an Ethics Self-Assessment will not be evaluated.
- Deadline. Proposals need to be submitted before the deadline. Applications must be submitted by the closing time and date of the open call. The time recorded by the FundingBox Platform, as submission time of the proposal, will be the official one. Late proposals will not be admitted.
- Absence of conflict of interest. Applicants shall not have any potential conflict of interest with the selection process (see section 3.12). All cases of potential conflict of interest will be assessed case by case.

Output: Eligible Applicants List. Communication to participants: an automatic communication will be sent to the eliminated proposals after the eligibility check. An individual communication will be sent to all participants passing the eligibility check.

5.3 Phase 2: Experts Evaluation

Award criteria

The external evaluation will be done by independent evaluators. Each proposal will be evaluated by two external experts, appointed according to the specific characteristics of the project.

The evaluators score each award criterion on a scale from 0 to 5.

0 = Proposal fails to address the criterion or cannot be assessed due to missing or incomplete information

1 = Poor – criterion is inadequately addressed or there are serious inherent weaknesses

2 = Fair – proposal broadly addresses the criterion, but there are significant weaknesses

3 = Good – proposal addresses the criterion well, but a number of shortcomings are present

4 = Very good – proposal addresses the criterion very well, but a small number of shortcomings are present

5 = Excellent – proposal successfully addresses all relevant aspects of the criterion. Any shortcomings are minor.

For each section, the minimum threshold is 3 out of 5 points. The total maximum score will be 15 points, with a minimum total threshold of 10 points.

More specifically:

EXCELLENCE:

- **Ambition.** Applicants have to demonstrate to what extent the proposed EdTech solution is beyond the State of the Art and describe the innovative approach behind it (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models).
- **Innovation:** applicants should provide information about the level of innovation within their market and about the degree of differentiation that their solution will bring.
- **Soundness of the approach:** applicants must explain the pedagogical approach underlying their solutions and how it relates with challenges of current educational models.

IMPACT:

- **Market opportunity:** Applicants have to demonstrate a clear idea of what they want to do and whether the new/improved solution has market potential, e.g. because it solves a problem for a specific target customer.
- **Competition:** Applicants have to provide information about the degree of competition for their particular solution and if the idea is disruptive and breaks the market, i.e. the solution to be brought to market can be clearly differentiated from the competition.
- **Commercial Strategy and Scalability:** The applicants have to demonstrate the level of scalability of the new/improved solution and the extent to which their solution can be commercialised to solve a structural problem in a specific sector/process/etc

IMPLEMENTATION:

- **Team:** Applicants have to demonstrate their management and leadership qualities, their ability to take a concept from idea to market, their capacity to carry through their ideas and understand the dynamics of the market they are trying to tap into. The team (minimum two people) should be a balanced and cross-functional team, with a strong background and skill base. At least one team member should have a more business-oriented background and at least one team member a technical background. At least one of the team members should have full time dedication to the project.
- **Resources.** Applicants have to demonstrate the quality and effectiveness of the resources assigned in order to get the objectives/deliverables proposed. One important aspect is that applicants make clear in the proposal that what they propose can be developed using their technical solutions. They have to demonstrate awareness of the Personal Data Management issues related to the implementation of their solutions (either in pilots or in full operations) and that they have the capacity to address them.

Transversal criteria

The following transversal criteria will be considered by evaluators when evaluating the proposals:

- ‘Supporting Innovation’: how the proposed solution will help boost innovation in education, business and the wider socio-economic environment.
- ‘Equal Opportunities’: how the proposed solution will support and promote equal opportunities for all.
- ‘Social Impact’: how the proposed solution will create positive impact on current social challenges⁴

Evaluators will provide their comments when assessing the transversal criteria, but the criteria will not be scored. The evaluation of the transversal criteria - comments of the evaluator - will be used in case of ties, to decide between applicants with the same score.

Ethics Self-Assessment

In addition, each applicant must complete the section on Ethical Self-Assessment. The adequacy of the approach towards protection of personal data (GDPR compliance) and other ethics issues (rights of children and vulnerable groups, gender, diversity) will be evaluated and considered in the final assessment provided by evaluators although these

⁴ E.g.: refugees/migration, employment/skills, environment, social inclusion, gender equality, health/disability

criteria will not be scored. The Ethics Self-Assessment will allow the evaluators to quickly flag and take into consideration any ethical issues that the proposed solution might raise. The consortium may ask for more specific details of the potential ethical risks that the prototype might involve before accepting it to enter the incubation project. In case of significant ethical concerns raised, the application might not be allowed to enter the incubation programme even if it meets the other criteria needed.

Scoring

Each evaluator will rank the application assigning a score from 0 to 5 for each award criterion and produce an Individual Evaluation Report. The final score will be calculated as an average of the individual assessments provided by the Evaluators, after normalising in order to compensate for scoring bias. In case the scores of the evaluators differ by two points or more in at least two of the award criteria, a third evaluator will be invited to provide an additional independent assessment of this proposal.

Each award criterion will be scored out of 5. The threshold for individual criteria will be 3. The overall threshold, applying to the sum of the three individual scores, will be 10. The final score on each criterion will be calculated by taking the average of the scores given by each evaluator.

Ties will be solved using the following criteria, in order:

- Impact score
- Excellence score
- Implementation score,
- Date of submission: earlier submitted proposals go first.
- Transversal Criteria & Ethics Self- Assessment

A '**Ranking List**' will be elaborated and applicants will pass to the next phase.

5.4 Consensus meeting

The 'Selection Committee' formed by the consortium partners and three external experts, will decide by consensus, and based on the ranking obtained as result of the External Evaluation, the 'List of finalists'. Whilst normally the highest ranked proposals at the External Evaluation phase will be proposed for next stage, there might be reasonable reasons for objecting to a specific applicant, for example the existence of significant ethical concerns and/or if breaches are detected of the statements included in the Declaration of honor on exclusion criteria and absence of conflict of interest (Annex II). This type of issues will be analysed within the Consensus Meeting. In this case, the choice

may pass to the next-ranked proposal. The exact number of proposals approved will be decided based on the **overall quality of the proposals**.

Output: List of up to 28 finalists invited participate in IMPACT EdTech Jury Day.

Communication to participants: The invitation email with the link and instructions to participate in IMPACT EdTech Jury Day (online).

5.5 Pitch Training and Jury Day

Finalists will be invited to the Pitch Training and Jury Day, a 2-days online event taking place between 2 and 3 September 2020, where they will have the opportunity to pitch their projects.

One week before the event, the finalists will be requested to submit a 5-minutes video pitch for the attention of the Selection Committee. The Pitch Training session will be organised during the first day of the event, during which finalists will be coached into how to better present their business idea. The Jury Day will be organised in the second day of the event, when finalists will pitch their solutions and address questions during a Q&A session. At the end of the event, the best performing applicants will be selected to join the Incubation Programme (Stage 1).

The Pitch Training has a double value:

- on the one side, it is part of the selection process;
- on the other, it is providing a valuable insight on how a project must be marketed and promoted to receive attention of interested parties. In this sense, it is considered as the first of the business support services provided by the IMPACT EdTech Incubator Programme.

During the Jury Day, the '**Selection Committee**' composed by the consortium members and three external advisors (with no voting rights) will undertake the final evaluation of the List of final beneficiaries taking into account the following 'Awarding criteria':

- Business model soundness
- Quality of the team
- Potential of wide uptake
- Educational value

In addition, for those solutions addressing inclusive education, the benefits for students with special needs will also be considered.

The 'Selection Committee' will decide by majority vote (two thirds of all members) the 'Provisional List of Beneficiaries', and 'Reserve List'. External experts (i.e. evaluators,

mentors, DLSG members, the chair of the Ethics Committee or Ministry of Education representatives) can be invited to participate in some of the Selection Committee meetings as advisors, but with no voting rights. The exact number of proposals approved will be decided based on the overall quality of the proposals.

The Selection Committee will select the “Provisional List of Beneficiaries” by consensus. A “Reserve List” will be built out of the excluded applications. Start-ups/SMEs listed on the list of beneficiaries will undergo a final formal verification and undersign the Sub-grants Agreement (SGA). Beneficiaries who refuse to sign the SGA or will not fulfil the legal requirements prior to signing it will be excluded and substituted by the next in rank on the Reserve List. The applicants who will pass a Formal Check and will sign the SGA will be declared Beneficiaries of the 1st Impact EdTech Open Call and will be invited to Bootcamp 1 - Idea validation & mentoring unveiling, organised in October 2020 (Madrid, Spain) to kick off the IMPACT EdTech incubation programme.

5.6 Open Call and Selection Process Schedule

	<i>Phase</i>	<i>Time</i>	<i>Approximate Date</i>	<i>Pass to the next phase</i>
	Eligibility Check	1 week	July 2020	100+
	Expert Evaluation	3 weeks	July 2020	40+
Evaluation	Consensus Meeting	1 day	August 2020	28
	Pitch Training Jury day	2 days	September 2020	15

Table 1: Open Call and Selection Process Schedule

5.7 Sub Grant agreement set-up process: formal check

To sign the Sub Grant Agreement with the IMPACT EdTech Consortium, the Applicants will be checked against the fulfilment of the legal requirements. The Applicants included in the ‘Provisional List of Finalists’ will have to provide all documentation required to prove their compliance with the Eligibility Criteria described in Section 3. More specifically, the following documentation will have to be provided:

Status information of the beneficiaries:

- SMEs checklist. Following a simplified version of the EC SME self-assessment questionnaire. 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.

- Financial information. 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 or similar, showing the name of the organisation, 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).
- 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 identification form
- Information about participation in other acceleration programmes and another H2020 grants received

The documentation will have to be provided within the deadlines communicated by the FSTP Coordinator (FundingBox). In case the requested information is not provided in time without clear and reasonable justification, this will directly end the 'Sub-grant Agreement' setup process and projects inside the 'Reserve List' will substitute the failing applicants inside the "Provisional List of beneficiaries" in order of ranking. Once all the formalities are implemented, the Consortium (represented by its project partner FundingBox) will sign the 'IMPACT EdTech Sub-grant Agreement' with the final beneficiaries. The applicants who sign the SGA will be declared beneficiaries of the 1st IMPACT EdTech Open Call.

6.IMPACT EdTech Incubation Acceleration programme Phases

The structure of the Impact EdTech Incubation and Acceleration Programme can be visualised in Figure 2.

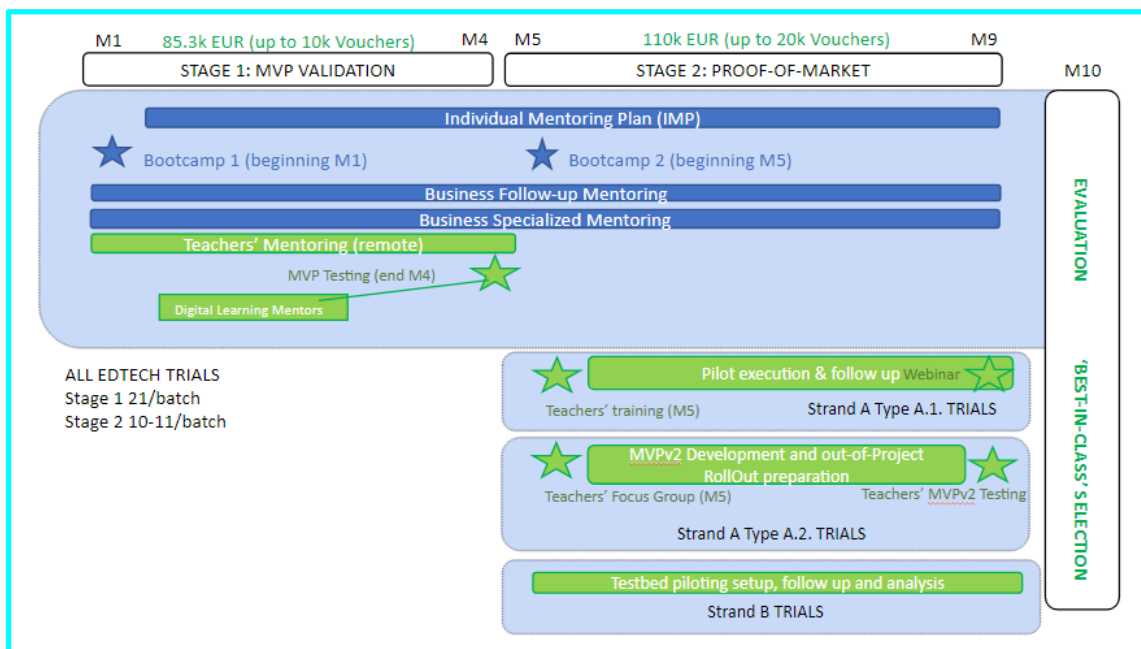


Figure 2: IMPACT EdTech Incubation and Acceleration Programme

STAGE 0. INCEPTION.

Following the external evaluation of proposals, finalists will be invited to the Pitch Training and Jury Day event which will take place in September 2020, online.

STAGE 1: MVP VALIDATION. Duration: 4 months

The selected teams will be invited to a 4-days intensive business acceleration bootcamp (Bootcamp 1 - Idea validation & mentoring unveiling, organised in October 2020, in Madrid, Spain) during which selected teams will have their first mentoring sessions with their matched mentor (face-to-face or remotely). Mentors will be given tools to evaluate the attractiveness of their idea & prototype from a three-folded perspective: from the point of view of business, learning professionals and target users (Proof of Concept) as well as starting the work together with their mentors.

During the first month, the teams will work together with their assigned mentors on

defining their **Individual Mentoring Plan (IMP)**. This document establishes a 'Validation and Testing Roadmap', comprising the KPIs and Deliverables that will be taken into account when evaluating the EdTech Trials' performance at the end of Stage 1. It will be updated to serve for the same purpose during Stage 2, when EdTech Trials will follow divergent piloting pathways, as explained later on; specific support required by each of them will be identified in an updated IMP.

After Bootcamp 1, EdTech trials will work on their **Minimum Viable Product (MVP) development**. During this stage each team will start maturing the prototype/early MVP and incorporating learning content or guidelines that will make it apt for testing as Minimum Viable Product (MVP). EdTech trials will count on the support of the mentors assigned to follow up the progress in Stage 1.

Apart from the mentorship support (educational and business) specifically assigned to follow up with the progress, the start-ups will also be able to request sessions with other mentors on specific topics.

At the end of Stage 1, developed MVPs **will undergo MVP Live Testing by a group of Digital Learning mentors during a two-days event organised in [European Schoolnet's Future Classroom Lab](#) in Brussels.**

Only up to 7 of the most successful start-ups/SMEs from Stage 1 will be selected for Stage 2. The selection is based on the following criteria:

- 1) Conclusions of MVP Testing: each of the up to 15 solutions invited to the MVP Live testing event in Brussels will be tested by a group of Digital Learning Mentors during the event; the conclusion of the MVP live testing will include recommendations from the Digital Learning Mentors on which EdTech Trials should pass to the next stage, and ranking
- 2) Business and Education Deliverables submitted; and
- 3) Validation & Testing Roadmap evaluation by mentors.

Up to 7 start-ups will be invited to continue the programme and advance to Stage 2 - acceleration.

The evaluation process and requirements to pass to the next stage is described in detail in section 5.

STAGE 2 – PROOF OF-MARKET. Duration: 5 months

All Stage 2 EdTech Trials (up to 7 selected SMEs/start-ups) will be provided with **Common Go-To-Market Activities**. Simultaneously, EdTech Trials will undergo **Divergent Pilot Pathways** depending on the characteristics of each MVPs (target market, end users' training needs, feasibility of short-cycle piloting, B2B/B2C, etc.).

Common Go-To-Market activities:

- **Bootcamp 2 on testing, marketing and partnerships**

All selected teams, regardless of the Strand they will belong to, will start this Stage attending a **3-days intensive training bootcamp on Go-To-Market strategies (Bootcamp 2)**.

- **Portfolio management**

IMPACT EdTech will support all the Disruptors in gaining visibility towards investors and potential partners by inviting highly relevant investors to the IMPACT EdTech bootcamps, and other organised events, and exposing the selected start-ups/SMEs to the broader investor network with close connections to the consortium.

- **Business mentoring**

Disruptors will continue to work with the follow-up business mentors identified at the beginning of the programme and with specialized business mentors to provide support with specific issues raised during this go-to-market and piloting stage. Together with their mentors, the participating start-ups/SMEs have the chance to reassess KPIs and choose to continue with those identified in Stage 1 or select new areas of focus during specific sessions oriented to the planning and analysis of the outcomes of the piloting phase.

6.1 Divergent Pilot Pathways

In Stage 2, each EdTech Trial will follow one of the divergent pathways designed according to the strand they selected at the time of the application.

Figure 3, explained further below, illustrates the types of service offered under each strand.

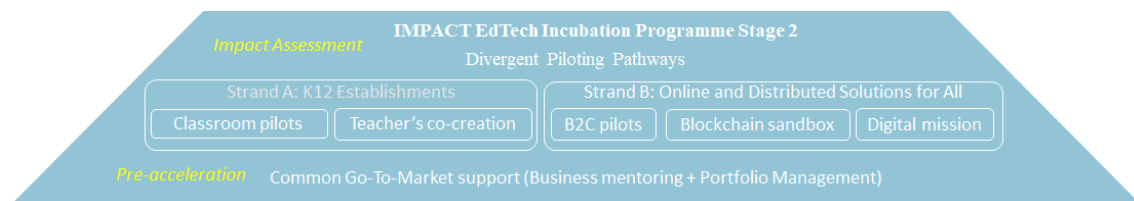


Figure 3: IMPACT EdTech Services in Stage 2

STRAND A - School EdTech solutions

This pathway will allow direct access to end user representatives from school educational establishments. Each school education solution will be tested by teachers and practitioners from three different EU countries in real educational environments, either via:

- **Type A1: Classroom pilots** – start-ups/SMEs under this type will be piloted directly in classrooms; or
- **Type A2: Teachers’ co-creation** - start-ups/SMEs under this type will include an intensive evaluation and co-creation process to incorporate additional pedagogical feedback in the MVP design

In addition to the pilots, start-ups/ SMEs will continue to benefit from professional business and educational mentorship, provided via a vouchers scheme.

STRAND B. Online and distributed learning for all

This pathway will include personalised beta testing to refine, adapt, and test the product with a sample of end users before releasing to a wider public.

Depending on each EdTech Trial needs and the particular solution they are proposing, Disruptors will have access to specific digital learning technologies and/or business support services:

- B.1. Go-to-market testing services.
Expert-in-Residence providing support in defining/executing specific activities such as A/B testing, app development, CRM implementation, performance and advertising or user acquisition.
- Blockchain-based technological testing environments.
A blockchain will be made available as a “sandbox” testing environment to start-ups/SMEs wishing to experiment with this technology to improve their solution.
- Digital Missions.
4-6 days’ travel to a key start-up ecosystem, including two types of visits: (1) group visits to relevant and interesting places such as headquarters of top companies, investors, and relevant government organizations, and (2) one-to-one meetings with investors and potential clients or partners. Digital Mission may be organised to the preferred ecosystem stated by the Disruptors requesting this pathway (Silicon Valley, London hub, or others).

6.2 Best-In-Class' IMPACT EdTech Trials

Having finalised the Incubation - Acceleration Programme in the previous stage, all projects reaching the end of this phase will be evaluated, taking into account:

- (1) Conclusions of Short-Cycle Piloting or MVP v2 Testing,
- (2) Business and Education Deliverables submitted and
- (3) Validation & Testing Roadmap evaluation by mentors.

The evaluation process and requirements to pass to the next stage is described in detail in Section 4.

The highest-performing solutions will be nominated as 'Best-in-Class' EdTech Trials. There is no limit to the number of EdTech Trials in the Pilot phase that can receive the '**Best-in-Class**' nomination. It will depend on the demonstrated excellence of the teams.

EUN will organise, for each cycle, a specific gathering dedicated to project partners, 'Best-in-Class' EdTech Trials and Ministries of Education representatives for them to explore eventual cooperation opportunities.

'Best-in-Class' EdTech Trials will receive the following benefits:

- EUN will invite 'Best-in-Class' EdTech Trials to benefit from a Future Classroom Lab partner status at no cost for one year. This would give the providers access to a community of educational actors with which they could network, collaborate and exchange.
- Piloted solutions (Type A.1.) will be assessed and potentially incorporated in EUN training courses. 'Best in-Class Type B projects may also be considered, in case they are relevant (for example, solutions improving extra-curricular support or engagement of school students)
- EUN will advise and support non-piloted solutions (Type A.2) to implement real environment pilots in case providers have acquired external funding.
- ISDI will open 'Best-in-Class' EdTech Trials the possibility to be evaluated for seed investment by ISDI BA Fund
- ISDI will award 'Best-in-Class' EdTech Trials from any Strand with a set of Premium services from leading IT companies that will support them in further development and deployment of their solutions (for example: Hosting from Amazon Web Services, Marketing Tools from Marketo, SendGrid or HubSpot, and other Premium online Legal or Recruiting Services, Online Payment services, etc).

6.3 Financial support

The financial support in the different Type of Actions and Stages is as follows:

Stage 1: MVP Testing: fixed lump sum of **€85.300** per EdTech Trial, including up to **€10,000** of voucher-based business & educational expertise and specialized resources.

Stage 2: Proof-of-Market: fixed lump sum of €110,000 per EdTech Trial, including up to €20,000 of voucher-based business & educational expertise and specialized resources.

6.4 Payment Conditions

With respect to simplicity and transparency, the Financial Support will be paid against presentation and approval of specific Deliverables at each sub-stage of the incubation acceleration programme and in accordance with achieving the targets (deliverables and KPIs) established in the 'Individual Mentoring Plan' annexed to the IMPACT EdTech SubGrant Agreement and based on the results of the Interim Reviews.

Interim reviews

A Mentoring Committee, formed by business and educational mentors, will evaluate the selected EdTech Trials performance, according with the following criteria:

- Deliverables quality
- Business performance indicators
- Technical (educational) performance indicators
- Deadline Compliance

The payments will be done once the sub-grant deliverables are validated by the Mentoring Committee and accepted by the Selection Committee (formed by one member of each IMPACT EdTech consortium partner, with the possible participation of external experts as advisors). This would imply that the IMPACT EdTech consortium will provide the financial support to the sub-grant beneficiaries upon delivery of the expected output.

The final sub-grant beneficiaries will receive the funding as follows:

Stage 1 (Duration: 4 months):

- 40% of Stage 1 fixed lump sum will be paid at the beginning of this stage, upon Signature of the IMPACT EdTech SubGrant Agreement, the delivery and validation of the Individual Mentoring Plan and acceptance of the Selection Committee. Part of this sum will be retained to pay for the services under the form of vouchers and will be agreed in the Individual mentoring plan. **If the Individual Mentoring plan of a given beneficiary requires voucher-based services for a value below the maximum established for this stage, the remaining amount will be added to the second payment of the fixed lump sum.**
- 60% of Stage 1 fixed lump sum will be paid after the successful conclusion of the sub-grant deliverable(s) and KPIs established for this stage in the Individual Mentoring Plan, their validation by the Mentoring Committee and acceptance by the Selection Committee.

Stage 2 (Duration: 5-months):

- 50% of Stage 2 fixed lump sum, after setup of the Proof-of-Market framework and update of the Individual Mentoring Plan for this stage and acceptance by the Selection Committee. Part of this sum will be retained to pay for the services under the form of vouchers and will be agreed in the Individual mentoring plan. **If the Individual Mentoring plan of a given beneficiary requires voucher-based services for a value below the maximum established for this stage, the remaining amount will be added to the second payment of the fixed lump sum.**
- 50% of Stage 2 fixed lump sum after the end of Stage 2, after the successful conclusion of the sub-grant deliverables and KPIs established for this stage, their validation by the Mentoring Committee and acceptance by the Selection Committee.

Beneficiaries that did not qualify to progress to a given stage will not receive the grant corresponding to this stage.

Once the payments to each EdTech Trial are accepted by the ‘Selection Committee’ according with the Interim Reviews Process described before, FundingBox, on behalf of the consortium, will make payments to the EdTech beneficiaries.

	Stage 1 MVP Validation (42 projects)			Stage 2 Proof-of-Market (21 projects)		
	Technical components	Educational components	Business components	Technical components	Educational components	Business components
Starting point	Prototype	Pedagogical approach	Pitch	MVP	Minimum Learning Content	Business Model
Ending point (Milestone achievements)	Proof-of-Concept			Proof-of-Market		
Example of business & education deliverables	MVP	Minimum Learning Content	Business Model	Operational testing	User’s Guidelines and Impact Assessment	Go-To-Market Strategy
Criteria for upgrading to the next stage	<ul style="list-style-type: none"> ➢ LEAN Canvas, Business Plan, Communication & marketing plan, Competitors analysis... ➢ Curriculum Outline, Teaching and Learning Scenarios, Lesson Plans, mock-up Teaching Unit... 			<ul style="list-style-type: none"> ➢ Term sheet, Long-term roadmap, Investor deck ➢ Impact Assessment, Users’ Guidelines, and Scenarios, Rollout planning, additional Learning Content... 		
	<ul style="list-style-type: none"> ➢ Technical and Business potential ➢ Users’ acceptance. 			<ul style="list-style-type: none"> ➢ Time-to-market opportunity ➢ Impact Claim. Pedagogical excellence 		

Figure 4: Examples of sub-grant deliverables per Stage

6.5 Performance monitoring of sub-grant beneficiaries

An exhaustive ‘Review Meetings’ schedule will be implemented in order to validate and

do a proper follow-up of the project performance and to approve the related payment. The review will be carried out by the Mentoring Committee and the Selection Committee following the steps detailed in Section 6.4 linked to Payment Conditions. Sub-grant beneficiaries passing the threshold established to each criterion will pass to the next phase of the IMPACT EdTech Programme and will receive the corresponding tranche of payments.

The 'Mentoring Committee' will evaluate the EdTech Trials performance when reviewing the milestones, according with the following criteria:

- Deliverables quality. To be scored by the Mentors based on the Deliverables established in the Individual Mentoring Plan.
- Business performance indicators. To be scored by the Business Mentors based on the KPIs established in the Individual Mentoring Plan
- Technical (educational) performance indicators. To be scored by the Educational Mentors based on the KPIs established in the Individual Mentoring Plan
- Deadline Compliance. To be scored by the Mentors.

Each criterion will be scored from 0 to 10 and the weight of each one of these criteria, in the final score, will be as follow:

- Deliverable quality (30%).
- Technical (educational) performance indicators (30%).
- Business performance indicators (30%).
- Deadline Compliance (10%).

According with this final score:

- Beneficiaries over the threshold (7 points) will successfully receive the next payment and be candidate to continue in the program.
- Beneficiaries under the threshold - those beneficiaries which haven't reached the threshold will be reviewed by the 'Selection Committee' who will take the final decision taking into account all possible objective reasons for underperformance (i.e. external factors which might have influenced the beneficiaries' performance). Those not passing this examination won't receive the next payment and will be invited to leave the Program.

6.6 Services offered during the IMPACT EdTech Programme

A voucher mechanism will be articulated to provide further support to EdTech Trials at

technical (pedagogical) and business level, providing access to expert resources from a pool of pre-validated experts and collaborating institutions. There will be five types of services that the EdTech Trials can receive, based on the Strand they selected while submitting the application and the Stage of the EdTech programme. A detailed explanation of the services to be provided per stage is described below.

6.6.1 Vouchers - Stage 1

All the EdTech Trials taking part at this Stage will receive up to €10,000 in business and educational mentoring support services. The services will be the same for all the companies participating in this Stage:

- Business mentoring
 - Proof-of-Concept (business perspective) - 2 follow-up sessions per month
 - Validation and Testing Roadmap - Specialized sessions (i.e. technical issues, legal issues) scheduled depending on the needs established in each IMP.
- Educational mentoring
 - Proof-of-Concept (pedagogical perspective) - 2 follow-up sessions per month
 - Minimum Learning Content: MVP Curriculum & Learning Contents - Specific peer review of learning materials and other pedagogical assessments to be defined, depending on needs established in each IMP.
- Digital Learning Mentoring - MVP Live Testing
 - 2-day testing session in the Future Classroom Lab premises by a group of Digital Learning experts. 7 MVPs per testing session (3 testing sessions per batch).

6.6.2 Vouchers Stage 2

All the EdTech Trials taking part in this Stage will receive up to €20,000 in business and educational mentoring support services. Strand A and Strand B start-ups/SMEs will receive different resources and services for the different pilot solutions.

- Business mentoring (for both strands)
 - Testing Roadmap - 2 follow-up sessions per month
 - Go-To-Market Deliverables - Specialized sessions (i.e. technical issues, legal issues) scheduled depending on needs established in each IMP.

Strand A (School EdTech solutions) Type A.1 (Classroom)

- Educational mentoring

- Assist in the development of evaluation questionnaires, contribution to report writing and analysis of results, 1 training session (2 days), 5-months pilot follow-up, 1 wrap-up webinar for the pilot.
- Access to Schools facilities for pilot
 - MVP will be piloted during 5 months in 3 classrooms in 3 different EU countries. One teacher from each school will be appointed as Practitioner Mentor (a total of 3 teachers per pilot) and will apply the MVP in the classroom.

Strand A (School EdTech solutions) Type A.2 (Teachers' Co-Creation)

- Educational mentoring
 - Assist in the development of questionnaires, contribution to report writing and analysis of results, 1 focus group (2 days), one training session, 5-months pilot follow-up
 - Second cycle of iterative MVP development involving 3 Practitioner Mentors per start-up/SME

Strand B (EdTech solutions for any age group and/or level of education)

B2C Go-To-Market mentoring. All Strand B projects will have access to specialized sessions (3 per month) by Business or Digital Learning mentors with specific expertise in B2C Digital learning products.

B2C testing support services. Depending on specific needs of each selected company, they will be given access to one for the following resources:

B.1. Go-to-market testing services. Expert-in-Residence will work with the company. Primary needs might include the following: A/B testing, app development, CRM implementation, performance and advertising, user acquisition, and more.

B.2. Blockchain-based technological testing environments. ISDI is developing an in-house blockchain environment, which will be made available as a "sandbox" testing environment to start-ups wishing to experiment with this technology in an immediate way, only requiring a minimum personalisation to adapt to each EdTech Trial's needs.

B.3. Digital Missions. Some Disruptors may be capable of running beta testing by themselves and in the stage of seeking investment. In this case, they can request to take part in a Digital Mission, which would take place in the last month of Stage 2 and complement portfolio management provided to all Stage 2 EdTechs. The main purpose of the Digital Mission is to strengthen the connection between IMPACT EdTech beneficiaries and the start-up ecosystem by introducing start-ups/SMEs to important players in the target ecosystem and thereby facilitate business, investment, and collaboration. Missions usually last between 4-6 days and are filled with visits of two

kinds: (1) group visits to relevant and interesting places such as headquarters of top companies, investors, and relevant government organizations, and (2) one-to-one meetings with investors and potential clients or partners, custom matched with each individual start-up's needs and goals. Digital Mission may be organised to the preferred ecosystem stated by the Disruptors requesting this pathway (Silicon Valley, London hub, or others).

7. Communication with applicants

7.1 General communication procedure

After each step of the evaluation process, applicants will be informed whether or not they have passed to the next phase. A communication will be sent to applicants eliminated, including the reasons for the exclusion.

7.2 Complaints procedure

If, at any stage of the evaluation process, an applicant considers that a mistake has been made or that the Evaluators have acted unfairly or have failed to comply with the rules of Impact EdTech Open Call, and that her/his interests have been prejudiced as a result, the following complaint procedures are available:

A complaint should be formulated in English and submitted by email to: impactedtech@fundingbox.com.

Any complaint should include:

- contact details (including postal and e-mail address),
- the subject of the complaint,
- information and evidence regarding the alleged breach.

Anonymous complaints will not be accepted.

Complaints should be submitted within seven (calendar) days of the applicant becoming aware of the grounds for a complaint.

As a general rule, the IMPACT EdTech Team will investigate complaints aiming to make a decision (either issuing a formal notice or closing the case) within no more than seven calendar days from the date of the complaint reception, provided that all required information has been submitted by the complainer.

Where this time limit is exceeded, the IMPACT EdTech Team will inform the complainer by email about the extension.

7.3 Obligations of SubGrant Beneficiaries

Each selected Applicant will sign the 'IMPACT EdTech SubGrant Agreement' with FBA, representing the IMPACT EdTech consortium. The funds awarded under the SubGrant Agreement are provided directly from the funds of the European Project IMPACT EdTech,

and the Impact EdTech consortium is managing the funds according to the Grant Agreement Number 871275 signed with the European Commission.

The 'IMPACT EdTech SubGrant Agreement' will include a set of obligations that the SubGrant beneficiaries have towards the European Commission and the Impact EdTech consortium partners. It is the task of the SubGrant beneficiaries to comply with these obligations and of the IMPACT EdTech consortium partners to inform the SubGrant beneficiaries about them.

7.4 Support to applicants

For further information and questions on the open call, the eligibility rules, the evaluation or the information provided in the online proposal template please send an email to contact@impactedtech.eu

In case of technical issues with the online proposal submission platform and the proposal template, please contact the Technical Helpdesk by sending an email to contact@impactedtech.eu or by submitting a request through the online forum <https://spaces.fundingbox.com/c/community-impact-edtech> #TECH_HELPDESK. When contacting the Technical Helpdesk, please include the following:

- Your username, telephone number and email address;
- Detailed description of the specific problem (error messages appeared, bugs in the online application form (e.g. drop-down menu is not working, etc.);
- If possible, screenshots of the problem.

8. Intellectual property rights

8.1 Originality of the sub-granted projects

The applicants base their proposals on original works and any planned developments are free from third party rights, or they are clearly stated. The IMPACT EdTech consortium is not obliged to verify the authenticity of the ownership of the future products and services and any issues arising from third party claims regarding ownership are the sole responsibility of the sub-granted parties.

8.2 Ownership of the sub-granted projects results

The ownership of all IPR created by the Beneficiaries, via the IMPACT EdTech funding, will remain with them. Results are owned by the Party that generates them. An agreement will introduce provisions concerning joint ownership of the results of the sub-granted projects. It will be assessed and negotiated case by case.

8.3 IPR and obligations of the Beneficiaries

There are no IPR obligations toward the European Commission (EC). Yet, any communication or publication of the Beneficiaries shall clearly indicate that the project has received funding from the European Union and the IMPACT EdTech acceleration programme, therefore displaying the EU and IMPACT EdTech logo on all printed and digital material, including websites and press releases. Moreover, beneficiaries will agree that certain information regarding the projects selected for funding (company name and country, logo and brief description of the project), can be used by IMPACT EdTech for communication purposes.

9. Applicable Law

Any matters not covered by this Guide for Applicants will be governed by Polish law, in particular the provisions of the Polish Civil Code and the laws of the European Union.

Annex I

INFORMATION CLAUSE: IMPACT EdTech 1st Open Call

CONTROLLER'S IDENTITY AND CONTACT DETAILS

The data controller is FundingBox Accelerator sp. z.o.o. (Al. Jerozolimskie 136, 02-305 Warsaw, Poland).

In all matters regarding personal data, you can contact us using the following email address: privacy@fundingbox.com

PROCESSING OBJECTIVES, LEGAL BASIS AND RETENTION

The purpose of processing	Legal basis for processing	Period
To run an Open Call and collect data necessary to evaluate applications submitted in the IMPACT EdTech 1st Open Call	The legal basis for processing is the indispensability to implement the legally justified interest of the data controller, consisting in fulfilling the obligations laid down in the Grant Agreement (Article 6 paragraph 1 point (f) of GDPR) in this respect.	6 years from the end of the year in which the Project ended
To achieve the IMPACT EdTech Project goals described in the Grant Agreement (communication, reporting, collaborating with other IMPACT EdTech Project partners)	The legal basis for processing is indispensability to implement the legally justified interest of the data controller, consisting in effectively participating in the IMPACT EdTech Project and fulfilling the obligations laid down in the Grant Agreement (Article 6 paragraph 1 point (f) of GDPR) in this respect.	6 years from the end of the year in which the Project ended
Consideration of potential complaints.	The legal basis for processing is indispensability to implement the legitimate interest of the data controller, which consists in fulfilling the obligations laid down in the Grant Agreement (Article 6 paragraph 1 (f) of GDPR).	6 years from the end of the year in which the Project ended
In order to possibly establish and enforce claims or defend against them	The legal basis of the processing is the legitimate interest of the data controller consisting in the protection of its rights (Article 6 paragraph 1 point (f) of GDPR) in this respect.	6 years from the end of the year in which the Project ended

The purpose of processing	Legal basis for processing	Period
In case your application will be selected to participate in the next stage of IMPACT EdTech Project:		
For the implementation of contracts for co-financing concluded by Data controller, EC and other IMPACT EdTech Project partners.	The legal basis for processing is the indispensability to implement the legally justified interest of the data controller, consisting in fulfilling the obligations laid down in the Grant Agreement (Article 6 paragraph 1 point (f) of GDPR) in this respect.	6 years from the end of the year in which the Project ended

DATA RECEIVERS

Data controller will transfer personal data only to trusted recipients such as entities belonging to the FundingBoxs' capital group, evaluators, IT service providers, accountants, law firms, postal and courier companies (who process personal data on the controller's behalf).

To implement the IMPACT EdTech Project, data will be transferred also to Project Partners (complete list of the IMPACT EdTech Project partners is available at the email address: privacy@fundingbox.com), European Commission and other affiliated entities.

YOUR RIGHTS

Due to the fact that we process your personal data, you have the right to:

1. request access to your personal data,
2. demand the rectification of their personal data,
3. request to remove or limit the processing of your personal data,
4. data portability with respect to the personal data that you have provided to the controller,
5. complain with the supervisory authority (The President of the Personal Data Protection Office, Warsaw, Poland).

You also have a right to object to the processing of your personal data (according to Article 21 of GDPR).

INFORMATION ABOUT VOLUNTARY OR OBLIGATORY DATA PROVISION

Providing the data is voluntary, however necessary to participate in the IMPACT EdTech1st Open Call. Without providing your data, it is not possible to contact you and

evaluate the application.

Annex II

Declaration of honour

The statements below will be included prior to the online application form.

Declaration of honour on exclusion criteria and absence of conflict of interest:

As a representative of the Legal person/Team of natural persons submitting this proposal, I declare:

a) that the Legal person/Team of natural persons, that I represent:

1. is not bankrupt or being wound up, nor having its affairs administered by the courts or has entered into an arrangement with creditors or has suspended business activities or is the subject of proceedings concerning those matters, or is in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
2. have been not convicted of an offence concerning their professional conduct by a judgment which has the force of res judicata;
3. has not been guilty of grave professional misconduct proven by any means which the contracting authority can justify including by decisions of the European Investment Bank and international organisations;
4. complies with its obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which it is established or with those of the country of the contracting authority or those of the country where the contract is to be performed;
5. or persons having powers of representation, decision making or control over it have been the subject of a judgment which has the force of res judicata for fraud, corruption, involvement in a criminal organisation or any other illegal activity, where such illegal activity is detrimental to the Union's financial interests;
6. is not subject to an administrative penalty for being guilty of misrepresenting the information required by the contracting authority as a condition of participation in a grant award procedure or another procurement procedure or failing to supply this information, or having been declared to be in serious breach of its obligations under contracts or grants covered by the Union's budget;
7. is not subject to a conflict of interest;

8. is not affiliated to any of the IMPACT EdTech consortium partners;
9. is not submitting any other proposal to this same Open Call (First IMPACT EdTech Open Call);
10. has not made false declarations in supplying the information required, as a condition of participation in the Open Call or does not fail to supply this information.

b) that the natural persons with power of representation, decision-making or control over the above-mentioned legal entity are not in the situations referred to in 2 and 5 above;

c) that the Legal person/Team of natural persons, that I represent:

- is committed to participate in the above mentioned project;
- understands that participation in IMPACT EdTech is incompatible with contemporary participation in any other Training programme;
- has stable and sufficient sources of funding to maintain its activity throughout its participation in the above-mentioned project and to provide any necessary counterpart funding;
- has or will have the necessary resources as and when needed to carry out its involvement in the above-mentioned project.

d) on top of that I confirm that:

- I have read and understood the information provided in the Open Call package (Guide for Applicants and FAQ).
- I have been given the opportunity to ask questions about the project and my participation via **contact@impactedtech.eu**.
- I understand that I can withdraw at any time without giving reasons and that I will not be penalized for withdrawing nor will I be questioned on why I have withdrawn.
- The procedures regarding confidentiality have been clearly explained (e.g. use of names, anonymisation of data, etc.) to me.
- I undertake to inform the IMPACT EdTech Team, immediately, if after the date of submission until the end of the evaluation process, any of the exclusion of conflict of interest causes will arise.

By ticking the box below, I confirm that I have read and understood that:

- I voluntarily agree to be registered at IMPACT EdTech Community at <https://spaces.fundingbox.com/c/community-Impact-edtech> and I understand

that I can delete my profile from the above-mentioned Community by informing the IMPACT EdTech Team via privacy@fundingbox.com