Guide for Applicants

3rd IMPACT EdTech Open Call

Open date for proposals: April 6, 2021 at 10:00 CEST Deadline: June 30, 2021 13:00 CEST

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1. Basic info about IMPACT EdTech

The IMPACT EdTech project has set up a hybrid incubator-accelerator to support European EdTech SMEs to bring innovative digital education solutions into the market. It is funded by the Horizon 2020 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 based in Brussels, which aims to bring innovation in teaching and learning to its key stakeholders: Ministries of Education, schools, teachers, researchers, and industry partners. EUN is the IMPACT EdTech consortium coordinator, leads the IMPACT EdTech stakeholder engagement strategy, coordinates the Ethics Committee, as well as the piloting methodology (built on the [Future Classroom Lab](#) validation methodology) for companies targeting school education.

- [ISDI](#) is the global digital transformation ecosystem helping entrepreneurs, enterprises & institutions in their transformation to become competitive in the digital era.

- [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.

IMPACT EdTech is already supporting **26 European companies and will** support **17 more** with its third Open call, with a total budget of over **€5.5M equity-free funding plus incubation, acceleration and mentoring services to bring their innovative digital education solutions into the market. The focus will be on those solutions that can contribute to extending personalised and inclusive educational models and/or support the development of the skills relevant in today's world.**

2. What do we offer?

During this 3rd and final Open Call, IMPACT EdTech will select up to 17 promising EdTech companies that will receive up to €197,388 equity-free funding each. The IMPACT EdTech incubation and acceleration programme will be divided in two stages:

1) **Stage 1 MVP Validation – Incubation:** Up to 17 selected companies will be supported to develop an MVP (Minimum Viable Product) based on their prototype (as described in section 3 below), at the end of which their MVP will undergo live testing by a pool of experts in education. They will receive up to **€87,388** of EU Grant - of which up to €10,000 will be paid in the form of vouchers to access business and educational mentoring services, with the rest being paid as an equity-free lump sum.

2) **Stage 2 Proof of Market - Acceleration:** Up to 8 companies selected from Stage 1 with the best performing MVPs will receive additional support to bring their solutions to the market, either through piloting in schools or through beta testing, to assess the impact and performance of their solutions. They will receive up to **€110,000** of EU Grant - of which up to €20,000 will be paid in the form of vouchers to access business and educational mentoring services as well as other services to pilot solutions, with the rest being paid as an equity-free lump sum.

This third and final IMPACT EdTech Open Call will be **open between 6 April 2021, 10:00 CEST and 30 June 2021, 13:00 CEST**.

3. Eligibility Criteria

3.1 Types of projects to be funded

IMPACT EdTech targets companies that are looking to test and validate pre-existing prototypes of digital learning solutions for personalised and inclusive learning, as well as for skills development: adaptative & interactive solutions that fall in either of the following categories:

- mainstream learning solutions that are inclusive by design;

- niche learning solutions targeting specific vulnerable or underserved groups.

More specifically, applicants' solutions should address at least one 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 emerging 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.

The proposed solutions must fall within one of these two strands:

(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 initial 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 that can be adapted to blended learning contexts will be favoured.

(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, outside of the context of formal, school-based compulsory 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 education (including tertiary and adult education) and/or informal education, regardless of the age group of the learners.

Example of ideal projects from both strands:

Strand A: a research team from a university department is exploring how to increase the socioemotional skills of children with autism by using AI mechanisms. They have developed a digital personal assistant; the prototype has been tested to be used for clinical therapies, but its potential is much bigger. This digital personal assistant could also be used as 'teaching assistant' in classrooms, to improve interaction with children with autism. The research team has IP rights to continue developing and commercialise this technology; they have set a spin-off and are willing to reach agreements with other technology players when their product is mature enough to get a deal. They are confident in the technical quality of their prototype as well as their technical capabilities and can make all the technical improvements required to obtain an MVP. A 9-month incubation-acceleration programme will allow them to test their value proposition, validating the concept with business and educational mentors (Stage 1), and test it with a minimum of 3 classrooms in 3 different countries (Stage 2). In parallel, they will develop a detailed Business Plan (Stage 1), an Investors deck and a preliminary Impact Assessment (Stage 2) — elements needed to convince early adopters, investors and market partners, thus scaling and reaching the market.

Strand B: a start-up is working to integrate Affective Neuroscience and Artificial Intelligence elements and develop an adaptive learning platform based on:

- Measurement of physiological information monitoring the autonomic nervous system to obtain the emotional state of the user based on physiological information;

- Face recognition system, to identify the user and to recognize emotions in learning activities in real time;

- Machine learning algorithms to classify and analyse the resulting data and give personalized insights.

These technologies have been successfully tested to monitor, emotionally and cognitively, a group of students. The next step is to incorporate them in a gamified learning platform for programming that can be used at home by workers needing upskilling. A 9-month EdTech Trial will allow them to confirm their value proposition, validating the concept with business mentors and pedagogues (Stage 1) and test it in a trial rollout (Stage 2). In parallel, they will work on their communication and marketing strategy (Stage 1), plan a long-term roadmap for development and beta testing their MVP (Stage 2). As a result, they will gather data to support the value proposition, both in business and pedagogical terms, being ready to approach investors and market partners, to scale and reach wide markets.

3.2 Eligible countries

Eligible countries include:

- [The Member States of the European Union and its Overseas Countries and Territories (OCT)](#)

- [Associated Countries to H2020](#)

- United Kingdom

3.3 Type of applicants

The 3rd IMPACT EdTech Open Call accepts applications from SMEs[1] established as legal persons in an eligible country, and teams of at least two natural persons.

If not the case already at application stage, selected applicants (both SMEs not having legal personality and teams of natural persons) **will be required to incorporate an SME with a legal personality** in one of the eligible countries before the start of the programme. The SME will have to be incorporated and to be registered with the relevant government department or agency prior to the start of the programme. Such registration or incorporation must give the organisation legal personality[2], i.e the right to enter into contracts, hold property and sue and be sued in its own name.

Examples:

- Established SMEs with a legal personality include (non-exhaustive list):

  - Limited liability company

  - Joint stock company

- To the contrary, the branch of a company established in a country outside of the European Union, an H2020 associated country, or the UK would **not** be eligible.

3.4 Team composition

All applicants should have a team composed of at least two members with proven business, technical (technology/product development) and pedagogical (experience in the educational field, not necessarily teaching) capabilities. At least one of these members should work full time on the solution proposed.

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[1] 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

[2] A **legal person** is any entity that can do the things a human person is usually able to do in law – such as enter into contracts, sue and be sued, own property, and so on. They are treated in law as if they were persons and are given "legal personality" by your local legislation. Juridical persons must have legal personality conferred on them by some "unnatural", legal process, and it is for this reason that they are sometimes called "artificial" persons. In the most common case (incorporating a business), legal personality is usually acquired by registration with a government agency set up for the purpose.

3.5 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 proposed solutions should be placed **at least in Technology Readiness Level (TRL) 5 and up to TRL 7[3].** The IMPACT EdTech Incubation Programme will help them to develop a Minimum Viable Product (Stage 1) that will be tested and validated in real operational conditions (Stage 2), **thus reaching TRL 7 or higher** by the end of the programme. **Any solution already placed above TRL 7 at application stage would not be in line with the objectives of the programme and therefore will not be eligible under this call**. A justification of the TRL will be requested in the application form and checked during the evaluation phase.

3.6 Intellectual Property Rights

Applicants must be free to exploit and commercialize the solution they propose in their application without restrictions or hindrance.

More specifically, the components used for the solution should be free of rights, or the applicant should hold one or more of the following IP rights, provided that such rights allow the applicant to exploit and commercialize its proposed solution without restriction or hindrance:

- Trade Secrets

- Database rights

- Patent pending

- Patent

- Copyrights

- Utility models

- Trademarks

- Design

- Licenses

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

- The components used for the solution are free of rights

3.7 Other eligibility criteria

When applying to the 3rd IMPACT EdTech open call, please also note that:

- Applicants' projects should bring clear benefits for the European society and economy, and should target European markets with their solutions.

- Applicants cannot benefit from more than one IMPACT EdTech grant. Therefore, all companies having already received an IMPACT EdTech grant in the previous Open Calls will not be eligible for this 3rd Open Call.

- Selected applicants should not participate in another acceleration programme at the same time as the IMPACT EdTech Incubation/Acceleration Programme. Consortium partners may allow an exception to this rule, as the capacity of the team to participate in other programmes will be assessed on a case by case by the IMPACT EdTech consortium.

- The existence of potential conflict of interest among the applicant and one or more Consortium partners will be assessed case by case. Consortium partners, their affiliated entities, employees and permanent collaborators cannot take part in the IMPACT EdTech programme.

- The following applicants are not eligible: entities that are under liquidation or are an enterprise under difficulty according to the Commission Regulation No 651/2014, art. 2.18, or that are 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.

3.8 How to apply

- Only proposals submitted through the FundingBox Open Call management tool https://impactedtech.fundingbox.com/ from 6 April 2021, 10:00 CEST until the deadline of 30 June 2021, 13:00 CEST, will be evaluated. Upon successful receipt of each proposal, the system will send the applicant a confirmation of submission.

- The proposal must be written in English in all mandatory sections in order to be eligible. Only sections written in English will be evaluated.

- 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 latest submitted proposal will be evaluated.

- Applicants are responsible for verifying that all relevant information is included in their application before the deadline, as it will not be possible to add any further information after the deadline. However, applicants will be able to modify the form until the deadline, even after submission.

- All mandatory sections of the proposal must be completed. The data provided should be actual, true, complete and should allow assessment of the proposal. Additional material not specifically requested in the online application form will not be considered for the evaluation. All the information provided in the application will be verified during the external evaluation phase and Sub-grant Agreement (SGA) preparation phase.

- Online webinars will be hosted to provide information to applicants about this Open Call. They will be announced on www.impactedtech.eu.

4. Proposal evaluation

The IMPACT EdTech evaluation process is transparent, fair and equal to all our participants. Projects will be evaluated in five phases. A high number of applications is expected for this Open Call, therefore applicants should present their project in the best possible way, providing as many details as possible to support external evaluators and the selection committee in evaluating applications and identifying how the submitted projects will fit with the overall IMPACT EdTech scope.

The evaluation procedure includes the following steps:

4.1 Eligibility Check

The eligibility check will be carried out on all proposals submitted before the deadline. All criteria are listed in Section 3 of this Guide for Applicants.

The projects that do not comply with the criteria listed in Section 3 will be excluded and marked as ineligible.

A communication will be sent to all proposals after the eligibility check.

4.2 Pre-scoring

If more than 250 eligible proposals are received, an automatic pre-scoring will be carried out, in order to preselect up to 250 proposals to be evaluated by external and independent evaluators (step 4.3)

During pre-scoring, eligible proposals will be automatically scored by the FundingBox System according to the following criteria, scoring up to 60 points as follows:

- **Team,** including proven experience and gender balance (50% Weight/up to 30 points):

    - Average number of years of experience of the team members in business, tech and education. Based on "the higher number of years, the best" (up to 15 points)
    - Percentage of women in the team. Based on "the closer to 50% or more, the best" (up to 15 points)

- **Business,** including investment and addressable market (50% Weight/up to 30 points)

  - Percentage of equity owned by founders. Based on "the higher percentage, the best" (up to 15 points)
  - Do you intend to implement your solution in other European countries in the next 4 to 5 months? (15 points)

Each applicant will select the option that best describes the characteristics of its project in relation to each criterion. In total, applicants can get up to 60 points. Each applicant must confirm that they have not made false declarations in supplying the information required, as a condition of participation in the Open Call.

In case of ties, the following scores obtained through automatic pre-scoring will be used to rank the projects, in order:
1. Highest score obtained in the addressable market question,
2. Highest score obtained in the gender balance question,
3. Highest score obtained in the team experience question,
4. Date: earlier submitted proposals go first, the application's last edit will only be considered.

If the pre-scoring phase will be included, the communication sent to eligible proposals will include the results of eligibility check and of the pre-scoring.

4.3 External Evaluation

In this phase, all projects will be evaluated by two external and independent evaluators with expertise in business and/or education technologies. Projects will be evaluated on the following criteria:

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.

- 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 also be evaluated.

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. The team should include proven business (sales, financial), pedagogical (experience in the educational field, not necessarily teaching) and technical (technology/product development) skills 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.

Each evaluator will rank the application assigning a score from 0 to 5 for each award criterion and produce an Individual Evaluation Report.

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.

Each evaluator will produce an Individual Evaluation Report. The final score will be calculated as an average of the individual assessments provided by the Evaluators. In case the scores of the evaluators differ by three points or more in at least one of the award criteria, a third evaluator will be invited to provide an additional independent assessment of this proposal. In that case, the final score will be calculated as an average of the individual assessments from the two evaluators who provided the closest scores.

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. All proposals obtaining a score above the threshold will pass to the next phase.

Transversal criteria

The following transversal criteria will be assessed 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 challenges[4]

Evaluators will provide scores (from 0 to 5, as indicated above) and comments when assessing the transversal criteria. The evaluation of the transversal criteria will only 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 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 or impose specific ethics requirements before accepting it into the incubation programme. 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.

Solving Ties

In case of ties, the following scores given by external evaluators will be used to rank the projects, in order:

1. Highest score obtained in the Impact criterion,
2. Highest score obtained in the Excellence criterion,
3. Highest score obtained in the Implementation criterion,
4. Highest average score obtained in the Transversal Criteria

4.4 Consensus Meeting

The 'Selection Committee' formed by the EdTech consortium partners and three external experts, will decide by consensus (or two-thirds majority vote) the 'List of finalists' to pass to the next phase. The consensus discussion will be based on the ranking obtained as a result of the external evaluation.

Whilst normally the highest ranked proposals will be selected for funding, the Selection Committee might have fair reasons for objecting to a specific application, like the alignment with IMPACT EdTech's goals and scope, the ability to achieve the

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

highest impact possible, commercial competition, as well as the existence of significant ethical concerns or a potential conflict of interest. In this case, the choice may pass to the next-ranked proposal.

Up to 28 proposals will be selected for Jury Day. The exact number of proposals approved will be decided based on the overall quality of the proposals.

4.5 Jury Day

Finalists will be invited to the Pitch Training and Jury Day, a two-day online event taking place in September 2021, during which they will have the opportunity to pitch their projects.

The Pitch Training session will be organised one week before the Jury Day, during which finalists will be coached on how to best present their business ideas. During the Jury Day finalists will pitch their solutions and respond to 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).

During the Jury Day, the Selection Committee composed of the consortium members and three external advisors, 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

The Selection Committee will decide by majority vote (two thirds of all members) the Provisional List of Beneficiaries and Reserve List'. The exact number of proposals approved will be decided based on the overall quality of the proposals, with a maximum of 17 on the Provisional List of Beneficiaries.

4.6 Subgrant Agreement Preparation and Signature

Before the IMPACT EdTech programme starts, selected applicants will be asked to sign a subgrant agreement (SGA) with the IMPACT EdTech Consortium. To do so, applicants will be asked to provide documents regarding their formal status to prove their eligibility (for the details please check our Frequently Asked Questions

document). Moreover, an ethics assessment will be carried out by the Ethics Committee for all selected applicants. The ability of the applicants to deal with the ethical issues pointed out during the assessment will be evaluated, and specific requirements will be added in an annex to the SGA. If applicants fail to deliver the requested documents to confirm their formal status, on time without clear and reasonable justification, or to address the requirements form the Ethics Committee they will be excluded from the further formal assessment and will be replaced with the company from the Reserve List, provided the reserve list applicant provides all the necessary documents for the verification of their formal status.

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5. Support Programme and Payment Arrangements

5.1 Support Programme

The support programme will be divided into two stages. Up to 17 companies will be selected for Stage 1 and up to 8 of these will move on to Stage 2.

STAGE 1: Incubation. MVP VALIDATION. Duration: 4 months. Selected companies: up to 17.

This stage will start with a **4-day intensive business bootcamp** (length could vary if the bootcamp is held online due to COVID). During the first month, the companies will work together with their assigned business and educational mentors on **defining their Individual Mentoring Plan (IMP)**, which establishes the KPIs and Deliverables that should be achieved by the end of Stage 1. Selected companies will then work on their Minimum Viable Product (MVP) development. During this stage each company will start maturing the prototype that will make it apt for testing as MVP. They will be supported by educational, business and specialised mentors for the duration of the stage. At the end of Stage 1, developed MVPs will undergo an MVP Live Testing by educational mentors, during a two-days event organised in European Schoolnet (taking place either in European Schoolnet's Future Classroom Lab[5] in Brussels, or online depending on the health restrictions).

STAGE 2: Acceleration. PROOF OF-MARKET. Duration: 5 months. Selected companies: up to 8.

Stage 2 will start with a **bootcamp on testing, marketing and partnerships**, after which selected companies will define their new Individual Mentoring Plan for this stage. They will be provided with **Go-To-Market Activities** with the support of educational and business mentors, and will **pilot their solutions** with teachers (Strand A) or end-users (Strand B).

The selection of companies moving from Stage 1 to Stage 2 will be carried out according to the following process:

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[5]https://fcl.eun.org/

1. INTERIM REVIEW

The 'Mentoring Committee' - composed of educational and business mentors - will evaluate the companies' performance at the review milestones, according to the following criteria:

- Deliverables quality. To be scored by the business and educational mentors based on the deliverables established in the IMP (10 points, weight: 60%).
- Key performance indicators. To be scored by the business and educational mentors based on the KPIs established in the IMP (10 points, weight: 30%).
- Deadline Compliance. To be scored by the consortium (10 points, weight: 10%).
- A final interim review score will be calculated, averaging all three scores and using the weights described above. The maximum score possible is 10 points. A threshold is established at 7 points for each criterion. Based on this final score:
- Beneficiaries over threshold will successfully receive the next payment and will be candidates to continue to the next stage in the programme.
- Beneficiaries under 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 not be considered eligible for the next stage of the programme.

2. FILTERING (from Stage 1 to Stage 2)

Among the companies above the threshold, the following criteria will be considered to select those that will pass to Stage 2:

- Project Potentiality at educational and business level

This refers to the final interim review score obtained, as explained above.

- Users' acceptance

This refers to the score given by educational mentors (not following the beneficiary) following the MVP live testing, according to the following criteria:

- Educational value - To what extent is the product you tested responding to a real educational need?
- Operational acceptance: To what extent is the product easy to use by its intended audience?
- Readiness level: To what extent is the product ready to be tested in real environments?
- Uniqueness of the approach: to what extent is the product offering unique functionalities to its intended users?

Each criterion will be scored on a scale from 1: Very Low to 5: Very High.

A ranking will then be established, considering the project potentiality scores (66.6%), and the scores of the Users' acceptance (33.3%). The 'Selection Committee' formed by the EdTech consortium partners will decide by consensus (or two-thirds majority vote) the list of companies to pass to Stage 2. The consensus discussion will be based on aforementioned ranking.

3. FINAL REVIEW (end of Stage 2)

The final review will be carried out in order to validate the last payment of Stage 2, and will follow the same process as the one established in the interim review (see point 1. above).

4. Best-in-class selection (end of Stage 2)

Moreover, a selection of the 'Best-in-Class' beneficiaries will be carried out, and those selected as "best-in-class" will receive benefits. There is no limit to the number of beneficiaries that can receive the 'Best-in-Class' nomination. It will depend on the demonstrated excellence of the beneficiaries, which will be assessed by the mentors and consortium partners.

The benefits that the "best-in class" beneficiaries will receive are the following:

- EUN will organise, for each cycle, a specific gathering dedicated to project partners, 'Best-in-Class' EdTech beneficiaries and Ministries of Education representatives for them to explore eventual cooperation opportunities.
- EUN will invite 'Best-in-Class' EdTech beneficiaries 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 beneficiaries the possibility to be evaluated for seed investment by ISDI BA Fund.
- ISDI will award 'Best-in-Class' EdTech beneficiaries 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).

5.2 Payment arrangements

The selected companies will receive the funding as:

- a lump sum;
- vouchers to access mentoring and other services.

The lump sum is a simplified method of settling expenses in projects financed from Horizon 2020 funds. It means that the grantee is not required to present strictly defined accounting documents to prove the cost incurred (e.g. invoices), but is obliged to demonstrate the implementation of the project in line with the milestones set for it. Simply speaking, it means that the selected companies' progress and quality of work during Interim Reviews will be assessed, not their accounting. The milestones (deliverables, KPIs and ethical recommendations) will be agreed-on by the consortium, the company and the mentors in the Individual Mentoring Plan elaborated at the beginning of the programme. The lump sum does not release selected companies from the obligation to collect documentation to confirm the costs under fiscal regulation.

The financial support will be allocated as follows:

Stage 1: MVP Testing: fixed lump sum of up to **€87,388** per selected company, including up to **€10,000** of voucher-based business & educational mentoring and specialized mentoring.

- 40% of the Stage 1 lump sum will be paid at the beginning of this stage, upon signature of the subgrant agreement, the delivery and validation of the

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Individual Mentoring Plan and acceptance by the Selection Committee. Part of this sum (10.000€) will be retained to pay for the services under the form of vouchers and will be agreed in the Individual Mentoring Plan.

This first payment therefore corresponds to €24.955,20.

- 60% of the Stage 1 lump sum will be paid after the successful conclusion of the deliverable(s) and KPIs established for this stage in the Individual Mentoring Plan, their validation by the mentors (in a Mentoring Committee format) and acceptance by the Selection Committee.

This second payment therefore corresponds to €52.432,80.

If the Individual Mentoring plan of a given beneficiary requires voucher-based services for a value below the maximum established for this stage (10.000€), the remaining amount will be added to the second payment corresponding to this stage.

Stage 2: Proof-of-Market: fixed lump sum of up to **€110,000** per selected company, including up to €20,000 of voucher-based business & educational mentoring, specialized mentoring, and other services and resources.

- 50% of the Stage 2 fixed lump sum will be paid after the update of the Individual Mentoring Plan for this stage and acceptance by the Selection Committee. Part of this sum (20.000€) will be retained to pay for the services under the form of vouchers and will be agreed in the Individual mentoring plan.

This first payment therefore corresponds to 35.000€.

- 50% of the Stage 2 fixed lump sum will be paid after the end of Stage 2, after the successful conclusion of the deliverables and KPIs established for this stage, their validation by the Mentoring Committee and acceptance by the Selection Committee.

This second payment therefore corresponds to 55.000€.

If the Individual Mentoring plan of a given beneficiary requires voucher-based services for a value below the maximum established for this stage (10.000€), the remaining amount will be added to the second payment corresponding to this stage.

6. Contact us

If you have extra questions regarding our Open Call process they can post questions on the [Helpdesk space](#) or send an email to contact@impactedtech.eu.

In case of any technical issues or problems with the application platform, applicants should include the following information in the message:

- username on the application platform, telephone number and email address;
- details of the specific problem (error messages encountered, bugs descriptions, i.e. if a dropdown list isn't working, etc.); and
- screenshots of the problem.

Complaint procedure

After receiving the results of one of the evaluation phases (when foreseen), if applicants consider that a mistake has been made or that the eligibility criteria or pre-scoring have not been implemented correctly, they can send a complaint. To do so, applicants should send their complaint in English by email to: contact@impactedtech.eu, and should include the following information:

- contact details (including email address),
- the subject of the complaint,
- information and evidence regarding the alleged mistake.

Applicants have three calendar days to submit the complaint, starting from the day of becoming aware of the grounds for the rejection. The IMPACT EdTech consortium will review the complaint within no more than seven working days from its reception. If more time is needed to assess the complaint, applicants will be informed by email about the extension.

Anonymous complaints or complaints with incomplete information will not be assessed.

The evaluation is run by experts in the business and education fields and the IMPACT EdTech consortium does not interfere with their assessment, therefore only complaints related to the evaluation of the eligibility criteria and the pre-scoring will be assessed.

7. Last but not least - final provisions

Any matters not covered by this Guide will be governed by Polish law and rules related to the H2020 and EU grants.

The IMPACT EdTech Consortium will make their best effort to keep all provided data confidential; however, for the avoidance of doubt, applicants are solely responsible to indicate confidential information as such.

The IPR of applicants will remain their property.

The IMPACT EdTech Consortium might cancel the Open Call at any time, change its provisions or extend it. In such a case all applicants will be informed about such a change. The signature of the SGA is an initial condition to establish any obligations among applicants and any Consortium partners (with respect to the obligation of confidentiality of the application).

Did not find what you were looking for? You may want to check our Frequently Asked Questions Section.

Annex I – Processing of personal data in the 3rd Open Call of the IMPACT EdTech Project

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.**

PURPOSES, LEGAL BASIS AND PROCESSING PERIOD

The purpose and legitimate interest of processing	Legal basis for processing	Period
1) To run an Open Call and collect data necessary to evaluate applications submitted in the Open Call	Legitimate interest of Funding Box (based on Article 6, paragraph 1 (f) of GDPR) which is fulfilling the obligations and our other interests related to this purposes	6 years from the end of the year in which the Project ended
2) To realize the Project goals described in the Grant Agreement (communication, reporting, collaborating with other project partners)		
3) To consider potential complaints		
4) To possibly establish and enforce claims or defend against them		

DATA RECEIVERS

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

behalf).

Due to the fact that we use the services of Google LLC, your data may be transferred to the USA. We have concluded an agreement with Google LLC - the so-called Standard Contractual Clauses. This means that in accordance with the decision of the European Commission No. 2010/87 / EU of February 5, 2010, your personal data may be processed by this company in the USA. More information about the decision at: https://eur-lex.europa.eu/legal-content/PL/TXT/?uri=celex%3A32010D0087

To realize the Project data can be transferred also to Project Partners (complete list of the project partners is available at the email address: privacy@fundingbox.com), European Commision and other affiliated entities.

RIGHTS OF DATA SUBJECT

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 your personal data,
3) request to remove or limit the processing of your personal data,
4) complain with the supervisory authority (The President of the Personal Data Protection Office, Warsaw, Poland, https://uodo.gov.pl/en).

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

INFORMATION ABOUT VOLUNTARY OR OBLIGATORY DATA PROVISION

Providing data is voluntary, although it is necessary to participate in the Open Call. Without providing your data, it is not possible to contact you and evaluate the application.