



# **WP2- D2.1 Open Call Package of Documents, Open Call 1**

**April 2020**



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<sup>1</sup> 1 Confidentiality level:

PU = Public

PP = Restricted to other programme participants (including the EC services);

RE = Restricted to a group specified by the Consortium (including the EC services);

CO = Confidential, only for members of the Consortium (including the EC services).

INN - Internal only, only the members of the consortium (excluding the EC services)

## REVISION HISTORY

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2.	16/03/2020	Adina Nistor, Konstantinos Andronikidis, Antonija Grizelj (EUN) Xianshu Zeng (ISDI)	EUN, ISDI	Review
3.	26/03/2020	Maria Dimarco, Belén Manchego, Lucie Milcent	FundingBox	Revised full package of documents (Call Announcement; Guide for Applicants, Frequently Asked Questions and Application form, Guide for Evaluators)
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5.	03/04/2020	Maria Dimarco, Belén Manchego, Lucie Milcent	FundingBox	First full deliverable draft sent to coordinator
6.	06/04/2020	Adina Nistor	EUN	Final version

## GLOSSARY OF TERMS

<b>AF</b>	Application Form
<b>AI</b>	Artificial Intelligence
<b>AR</b>	Artificial Reality
<b>AWU</b>	Annual Work Unit
<b>B2B</b>	Business to Business
<b>B2C</b>	Business to Consumer
<b>CEST</b>	Central European Summer Time
<b>CRM</b>	Customer relationship management
<b>DLSG</b>	Digital learning stakeholders group
<b>EC</b>	European Commission
<b>EU</b>	Europe Union
<b>FAQ</b>	Frequently Asked Questions
<b>FSTP</b>	Financial Support for Third Parties
<b>GDPR</b>	General Data Protection Regulation
<b>GfA</b>	Guide for Applicants
<b>GfE</b>	Guide for Evaluators
<b>ICT</b>	Information and Communications Technology
<b>IMP</b>	Individual Mentoring Plan
<b>KPIs</b>	Key Performance Indicators
<b>MFF</b>	Multiannual Financial Framework
<b>MOOCs</b>	Massive open online courses
<b>MVP</b>	Minimal Viable Product
<b>SGA</b>	Sub-grants Agreement
<b>SME</b>	Small Medium Enterprise
<b>TRL</b>	Technology readiness level
<b>UK</b>	United Kingdom
<b>VAT</b>	Value-Added Tax
<b>VR</b>	Virtual Reality

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# Executive Summary

This document represents **D2.1 Open Call Package of Documents, Open Call 1** of the European Commission funded project IMPACT EdTech - Incubating High-Impact New Generation EdTech Disruptors for Inclusive & Personalised Learning (project reference: 871275).

This document aims to present the European Commission with the full package of documents for the 1<sup>st</sup> IMPACT EdTech Open Call, aimed at selecting the most relevant EdTech solutions to be supported with funding and dedicated services during the first 9-months incubation-acceleration cycle of the project (October 2020 – June 2021).

The present deliverable begins with a brief presentation of the 1<sup>st</sup> IMPACT EdTech Open Call. The subsequent chapters include the public documentation associated with the Open Call, as follows:

**Chapter 1. Call Announcement:** an overview on Open Calls' structure, eligibility criteria, summary of the evaluation process and support to applicants. The Call Announcement is a reference document for the European Commission that can be used to disseminate the call on official websites (e.g. Funding and Tenders portal of the European Commission or other industry-specific publications, etc.)

**Chapter 2. Guide for Applicants:** a step-by-step guide containing detailed information on the application process, made available on the IMPACT EdTech website<sup>2</sup>. The Applicants are provided with detailed information about the scope of the Open Call, eligibility criteria, types of solutions to be supported, preparation and submission guidelines as well as the communication flow and evaluation process.

**Chapter 3. Guide for Evaluators:** a detailed guide meant to support external experts during the evaluation process. This document includes specific information on the evaluation criteria, scoring process, evaluation calendar as well as the evaluators' obligations and registration requirements.

**Chapter 4. Frequently Asked Questions:** a list of frequently asked questions and answers regarding the 1<sup>st</sup> IMPACT EdTech Open Call, made publicly available to applicants. The information in this document is presented to potential applicants on a dedicated page of the IMPACT EdTech portal (<https://www.impacedtech.eu/impact-edtech/impact-edtech-faq/>), for ease of

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<sup>2</sup> <https://www.impacedtech.eu/>

navigation to issues of concern.

**Chapter 5. Application Form:** applications to the 1<sup>st</sup> IMPACT EdTech open call will be processed online via the Open Call Management platform run by FundingBox (<https://impactedtech.fundingbox.com>). In Chapter 5 we include an export of the online application form, presenting all questions Applicants need to answer in order to submit their entries for the call. The information is collected online.

# Introduction

The IMPACT EdTech project is a start-up incubator-accelerator helping European SME digital education innovators to bring innovative digital education solutions into the market. With funding from the H2020 programme of the European Commission, the project will particularly focus on supporting new solutions that can contribute to extending personalised, inclusive educational models and/or support the development of the skills relevant in today's world. 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 supported by the project.

Over its 32 months duration, IMPACT EdTech will support 42 EdTech start-ups/SMEs in education and digital learning, selected via two Open Calls. The present deliverable includes the main documentation associated with the 1<sup>st</sup> IMPACT EdTech Open Call, published on the project's portal (<https://www.impacttedtech.eu>), which will accept applications between 6 April 2020, 10:00 CEST and 30 June 2020, 13:00 CEST.

## Call content definition

To ensure that the most relevant EdTech SMEs/start-ups are selected to take part in the IMPACT EdTech programme and help define priorities for the 1<sup>st</sup> IMPACT EdTech Open Call European Schoolnet (EUN) launched, between 24 January and 10 February 2020, an online consultation survey among its school education stakeholders to identify broad educational challenges the applicant SMEs/start-ups should respond to.

The EUN-launched consultation with key educational stakeholders was answered by 22 stakeholders from 16 countries and regions: Belgium (Flanders), Croatia, Czech Republic, Denmark, Estonia, Finland, France, Hungary, Ireland, Italy, Malta, Norway, Spain, Sweden, Switzerland and Turkey:

- 14 Ministry of Education representatives members of European Schoolnet's network (from 13 countries);
- 6 FCL Lead Ambassadors (from 6 countries);
- 2 'Other' (Representative of other EUN stakeholders from 2 countries)

Their answers were enhanced with qualitative responses coming from the business community, following the parallel consultations launched by ISDI and FundingBox. The three prioritized challenges in the 1<sup>st</sup> IMPACT EdTech Open Call stem from these



consultations. In addition, following the widespread disruption to educational systems in Europe and across the world due to the COVID-19 crisis, the scope of the call was expanded to support SMEs/ start-ups offering **remote learning solutions** for both in-classroom education and out of school learning.

# Chapter 1: Call Announcement

## Open Call Announcement

**April 6th, 2020 at 10.00 CEST –  
June 30th, 2020 at 13:00 CEST**

Call title: **IMPACT EdTech 1st Open Call for disruptive EdTech solutions supporting inclusive education, personalised learning and/or skills development**

Project Acronym: **IMPACT EdTech**

Grant agreement number: **871275**

Project Full name: **Incubating High-IMPACT New Generation EdTech Disruptors for Inclusive & Personalised Learning**

Call identifier: **IMPACTEdTech\_OC1**

Maximum funding request per application: Up to **EUR 195,300**

Submission language: **English**

Call publication date: **6 April 2020 at 10:00 CEST**

Call deadline: **30 June 2020 at 13:00 CEST**

Expected duration of participation: **Up to 9 months**

Submission & evaluation process: Detailed information about the 1st IMPACT EdTech Open Call submission and evaluation process can be found on the IMPACT EdTech website: <https://www.impacttedtech.eu/>

**Additional Information:****About IMPACT EdTech**

**IMPACT EdTech** is a startup incubator-accelerator implemented by IMPACT EdTech consortium (hereinafter IMPACT EdTech) within the Horizon2020 programme of the European Commission (EC), under Grant Agreement number **871275**. Through its two open calls, IMPACT EdTech will support 42 European disruptors with almost 6M€ plus acceleration and mentoring services to bring their digital learning innovations into the market.

- The first IMPACT EdTech Open Call will be open between 6 April 2020, 10:00 CEST and 30 June 2020, 13:00 CEST. Up to 21 selected companies will have the chance to enter the first 9-months incubation-acceleration cycle of IMPACT EdTech ("first call"), during which they will be supported in developing the design of their Minimum Viable Products (MVP) by engaging with targeted end-users and education experts, following a 'pedagogy-first' approach.
- More information about the project: <https://www.impacttedtech.eu/>
- Applications can be submitted online at: <https://impacttedtech.fundingbox.com>
- IMPACT EdTech helpdesk: <https://spaces.fundingbox.com/spaces/impact-ed-tech-help-desk>
- Contact: [contact@impacttedtech.eu](mailto:contact@impacttedtech.eu)

**Who can apply for the IMPACT EdTech Acceleration Programme?**

- **Start-ups/SMEs** ([https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en/](https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en/)), including teams of at least two persons with complementary business and technical capabilities, which are legally established in any of the European Union member countries and H2020 associated countries (hereafter collectively identified as the 'Eligible Countries'). The full list of countries associated with the H2020 programme of the European Commission is available here:  
[https://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/3cpart/h2020-hi-list-ac\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpart/h2020-hi-list-ac_en.pdf)
- **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 link above) before the start of the Incubation programme.

## What types of projects will be prioritized?

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.

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 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 (Minimal Viable Products (MVP) Testing stage). The differentiation will appear in Stage 2 (Proof-of-Market stage), when Strand A and Strand B will have divergent piloting pathways and resources adapted to the functional characteristics of their products.

## Types of solutions

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, regardless of the strand:

- **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.

## What are other eligibility requirements?

Regardless of the strand chosen, successful applicants will have to demonstrate that they meet the following eligibility requirements:

- Start-ups/SMEs must provide a digital solution that addresses one or more of the following challenges: **Personalised Learning, Inclusive Education or Skills Development**; solutions which facilitate **remote and mobile learning** applied to school education or general users will also be considered.
- The EdTech solutions proposed should be placed **at least in TRL5<sup>3</sup>**.
- The team is run by at least **2 persons with complementary business (commercial activities) and technical (technology development) capabilities**
- Proposal must be submitted in **English**

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<sup>3</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014\\_2015/annexes/h2020-wp1415-annex-g-trl\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf)

- Proposals must be submitted through the **FundingBox Open Call management tool** <https://impactedtech.fundingbox.com/>

Up to 21 selected companies will have the chance to enter the first 9-months incubation-acceleration cycle of IMPACT EdTech ("first call"), during which they will be supported in developing the design of their Minimum Viable Products (MVP) by engaging with targeted end-users and education experts, following a 'pedagogy-first' approach. This 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 the preliminary impact assessment data that investors and clients require.

The IMPACT EdTech incubation-acceleration cycle covers two main stages, preceded by an 'inception' stage (Stage 0), during which 38 shortlisted companies will receive a fixed lump sum of €1,800 to cover the costs of participation in the **IMPACT EdTech Pitch Training & Jury Day in Madrid (2-3 September 2020)**, where they will have the chance to pitch their solutions to a panel of experts. Up to 21 of the best solutions will be selected to participate in the IMPACT EdTech incubation programme (Stage 1) and potentially the acceleration programme (Stage 2).

- Stage 1:** Minimal Viable Products (MVP) Testing: a fixed lump sum of up to **€83,500** per EdTech Trial will be offered, including up to **€10,000** of voucher-based business & educational expertise and specialized resources. (Up to 21 start-ups per call will be selected).
- Stage 2:** Proof-of-Market: a fixed lump sum of up to **€110,000** per EdTech Trial is offered, including up to **€20,000** of voucher-based business & educational expertise and specialized resources. (Up to 11 start-ups per call will be selected to participate in this stage)

In both stages of the incubation and acceleration programme, companies will receive business and educational mentoring and training services. The experts will help to analyse the companies' potential with specific peer review of learning materials and other pedagogical assessments, to be defined according to the needs of each IMPACT EdTech disruptor.

## Who is behind IMPACT EdTech?

The IMPACT EdTech consortium is led by European Schoolnet and brings together three experienced partners with complementary expertise:

- [European Schoolnet](#) is the network of 34 European Ministries of Education, providing [Future Classroom Lab](#) validation methodology for new ICT solutions for school education.
- [FundingBox Accelerator](#) 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.



## Chapter 2: Guide for Applicants

# Guide for Applicants

**Open date for proposals: April 6th, 2020 at 10:00 CEST**  
**Deadline: June 30th, 2020 13:00 CEST**

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

# 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 beyond<sup>4</sup>**.

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.

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[https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014\\_2015/annexes/h2020-wp1415-annex-g-trl\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf)

- **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.

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

#### (A) School EdTech solutions

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#### (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 which facilitate remote and mobile learning will also be considered.

## 1.1 Our programme

IMPACT EdTech's highly selective programme consists of two incubation-acceleration cycles during which up to 42 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 21 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 11 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](mailto:contact@impacttedtech.eu)
- Project coordinator: European Schoolnet

## 2. The first IMPACT EdTech Open Call

This document summarizes the main characteristics of the 1<sup>st</sup> 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 1<sup>st</sup> Open Call, IMPACT EdTech will select up to 21 promising start-ups/SMEs that will receive up to €195,300 equity-free funding each. The structure and timeline of the IMPACT EdTech 1<sup>st</sup> Open Call are illustrated in **Error! Reference source not found.** and described in detail below.

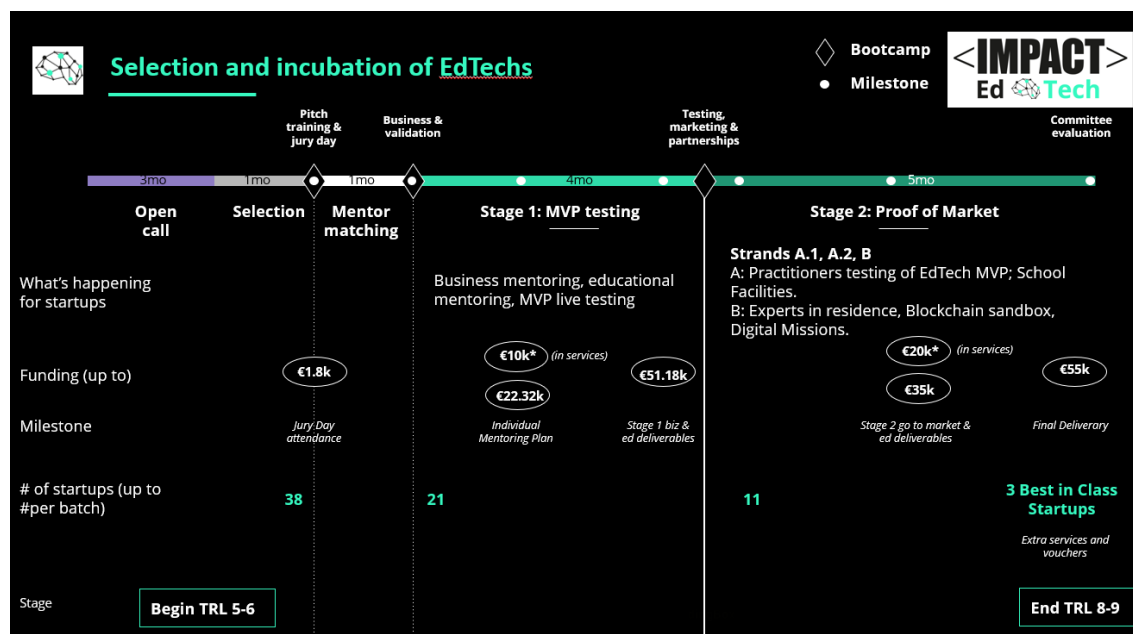


Figure 1 IMPACT EdTech 1<sup>st</sup> Open Call timeline

To select the 21 start-ups/SMEs which will benefit from the IMPACT EdTech incubation programme, up to 38 applicants will be shortlisted from the applications received in the 1<sup>st</sup> Open Call. The shortlisted companies will receive a €1,800 mini-grant in the form of a lump sum to cover the costs of participation in the IMPACT EdTech Jury Day in Madrid (2-3 September 2020), where they will have the chance to pitch their solutions to a panel of experts (Stage 0: Inception). From these, 21 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:** 21 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 **€83,500** of EU Grant - up to €73,500 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 11 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 21 start-ups/SMEs participating in Stage 1, up to 11 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 1<sup>st</sup> 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](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/3cpa/rt/h2020-hi-list-ac\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/3cpa/rt/h2020-hi-list-ac_en.pdf).

### General notice for UK applicants

In conformity with the EU-UK Withdrawal Agreement<sup>5</sup>, 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

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<sup>5</sup> Agreement on the withdrawal of the United Kingdom of Great Britain and Northern Ireland from the European Union and the European Atomic Energy Community

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:

- **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 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 TRL5**. 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).

### 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.

### 3.7 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.

### 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 (**Error! Reference source not found.2**):

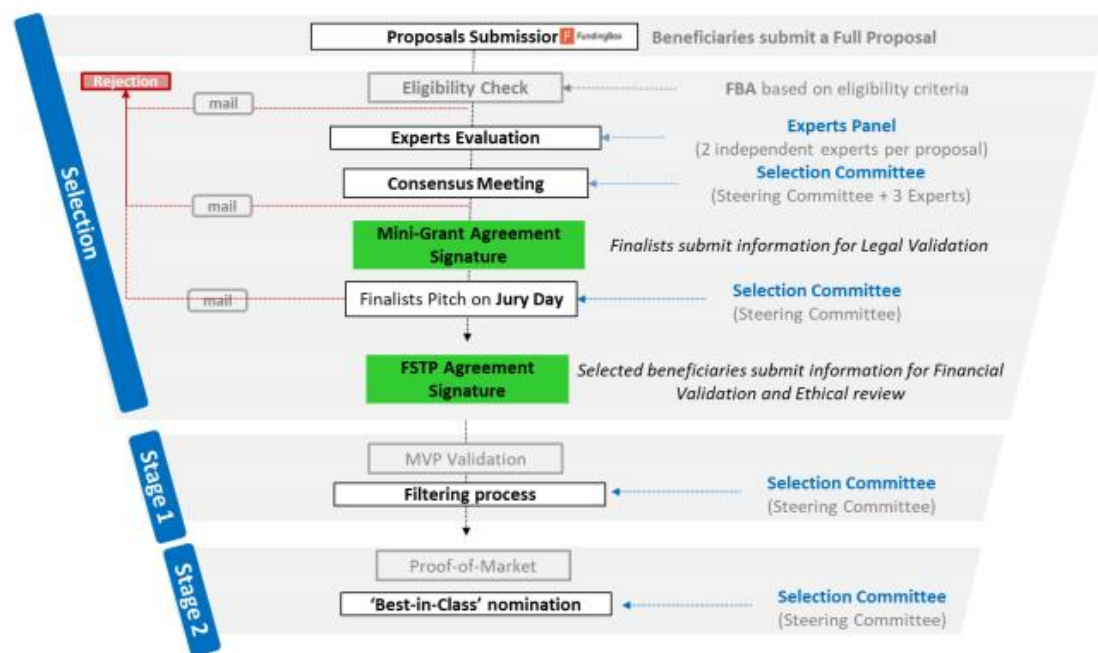


Figure 2: IMPACT EdTech Selection Process

### 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 experts 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 challenges<sup>6</sup>

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.

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<sup>6</sup> E.g.: refugees/migration, employment/skills, environment, social inclusion, gender equality, health/disability

## 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 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.

Up to 38 of the top-ranking proposals will be included in the “List of Pre-Selected Applicants” and pass to the next phase.

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 38 finalists invited to sign the mini grant agreement and participate in IMPACT EdTech Jury Day.

Communication to participants: The invitation email with the link and instruction on how to complete the online form where all data necessary to run a formal check will be collected.

## 5.5 Formal check & conclusion of the mini-grant agreements

Up to 38 finalists will be asked to deliver all necessary documents to sign the mini-grant Agreement in order to participate in the Pitch Training and Jury Day (2-3 September 2020).

All finalists will have to accomplish all the procedures and steps described in Section 5.8 Sub Grant Agreement Setup Process.<sup>7</sup>

## 5.6 Pitch Training and Jury Day

Finalists will be invited to the Pitch Training and Jury Day, a 2-days event in Madrid, Spain 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

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<sup>7</sup> The initial Sub-grant Agreement will include the conditions for the access to forthcoming programme stages and funding support.

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.

The up to 38 beneficiaries will receive an 1,800€ mini-Grant as a lump sum to cover the accommodation and travel costs for participating in the Pitch Training and Jury Day. To receive this sum, and before participating in the Pitch Training and Jury Day, beneficiaries will have to accomplish procedures and steps described in Section 5.8 Sub Grant Agreement Setup Process.

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.

## 5.7 Open Call and Selection Process Schedule

	<i>Phase</i>	<i>Time</i>	<i>Approximate Date</i>	<i>Pass to the next phase</i>
	<b>Eligibility Check</b>	1 week	<b>July 2020</b>	100+
	<b>Expert Evaluation</b>	3 weeks	<b>July 2020</b>	40+
Evaluation	<b>Consensus Meeting</b>	1 day	<b>August 2020</b>	38
	<b>Pitch Training Jury day</b>	<b>2 days</b>	<b>September 2020</b>	21

Table 1: Open Call and Selection Process Schedule

## 5.8 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 3.

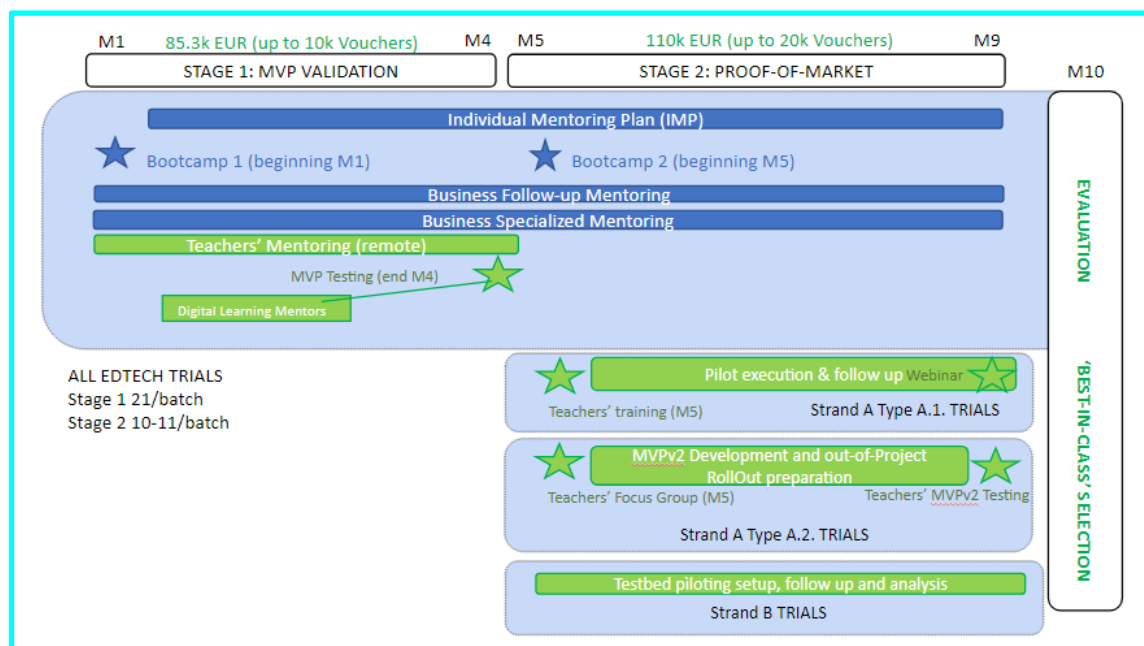


Figure 3: IMPACT EdTech Incubation and Acceleration Programme

## **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, in Madrid, Spain. A €1,800 mini-Grant will be awarded to all finalists attending this event.

## **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 11 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 21 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 11 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 11 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 4, explained further below, illustrates the types of service offered under each strand.

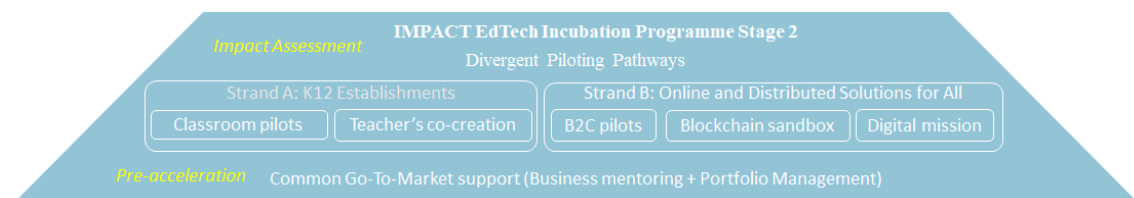


Figure 4: IMPACT EdTech Services in Stage 2

### **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 0: Inception:** fixed lump sum of €1,800 (micro-grant)

**Stage 1: MVP Testing:** fixed lump sum of **€83,500** 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 0: Inception - Pitch Training and Jury Day (Duration: 2 days):**

The 100% of the mini-grant (€1,800) for the Jury Day will be paid once the Jury Day

has finalised and attendance confirmed.

**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
End ing 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"> <li>➤ LEAN Canvas, Business Plan, Communication &amp; marketing plan, Competitors analysis...</li> <li>➤ Curriculum Outline, Teaching and Learning Scenarios, Lesson Plans, mock-up Teaching Unit...</li> <li>➤ Technical and Business potential</li> <li>➤ Users' acceptance.</li> </ul>			<ul style="list-style-type: none"> <li>➤ Term sheet, Long-term roadmap, Investor deck</li> <li>➤ Impact Assessment, Users' Guidelines, and Scenarios, Rollout planning, additional Learning Content...</li> <li>➤ Time-to-market opportunity</li> <li>➤ Impact Claim. Pedagogical excellence</li> </ul>		

Figure 5: 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](mailto: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](mailto: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](mailto: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](mailto: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 the 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 the 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	6 years from the end of the year in which the Project ended

The purpose of processing	Legal basis for processing	Period
	(Article 6 paragraph 1 point (f) of GDPR) in this respect.	
<b>In case your application will be selected to participate in the next stage of IMPACT EdTech Project:</b>		
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

*Table 2: Processing Objectives, Legal Basis And Retention*

## 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](mailto: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 **impactedtech@fundingbox.com**
- I voluntarily agree to participate in the IMPACT EdTech project.
- 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.

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](mailto:privacy@fundingbox.com)

## Chapter 3: Guide for Evaluators

# Guide for Evaluators

**IMPACT EdTech First Open Call (2020)**

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

# Introduction

The purpose of this guide is to give evaluators some **key references to facilitate the evaluations** within the 1st Open Call for proposals of the IMPACT EdTech project (Project number 871275), launched on the 6th of April 2020, at 10:00 (CEST), with a closing deadline on 30th of June, 2020 at 13:00 (CEST).

Each proposal will be evaluated by two independent evaluators with complementary profiles and backgrounds, appointed according to the specific characteristics of the project. The independent evaluators will have wide expertise in innovative digital education as well as knowledge in Personalised Learning, Inclusive education, and/or Skills development. A third evaluator may be involved to provide an additional independent assessment of proposals in case of significant divergence in the scores given by the two main evaluators.

This document provides guidance to evaluators on the scoring process and includes the instructions for the payment procedure.

# 1. General Information about IMPACT EdTech

**The IMPACT EdTech project** is a start-up incubator-accelerator implemented by the IMPACT EdTech consortium within the Horizon 2020 programme of the European Commission (EC), under Grant Agreement number 871275. IMPACT EdTech is led by European Schoolnet and brings together three experienced partners with complementary expertise:

- [European Schoolnet](#) (EUN) is the network of 34 European Ministries of Education, providing [Future Classroom Lab](#) validation methodology for new K12 ICT solutions.
- [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 disruptors** with almost **€6M equity-free funding plus acceleration and mentoring services** to bring their digital learning innovations into the market. These promising EdTech prototypes shall progress from at least **TRL5<sup>8</sup> to reach TRL7 or beyond**. IMPACT EdTech's highly selective programme consists of two incubation-acceleration cycles during which the selected start-ups/SMEs will have the chance to iterate their Minimum Viable Product (MVP) design, engaging with targeted end-users and education experts and following a 'pedagogy-first' approach. Each 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:

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<sup>8</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014\\_2015/annexes/h2020-wp1415-annex-g-trl\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/wp/2014_2015/annexes/h2020-wp1415-annex-g-trl_en.pdf)

- **Stage 1 (Minimal Viable Products (MVP) Testing - Incubation):** up to 21 start-ups/SMEs will be selected for the 4-month incubation phase;
- **Stage 2 (Proof-of-Market - Acceleration):** from those participating in Stage 1, up to 11 will be shortlisted to advance into the 5-month acceleration phase.

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 (Science, Technology, Engineering, Mathematics), 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.

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

- **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 which facilitate remote and mobile learning will also be considered.

## 2. Evaluation Basics

The final objective of the External Evaluation Phase is to **give a score and a recommendation to all applications assigned.**

The scores will enable the IMPACT EdTech consortium to **build a ranking of applications and identify the best EdTech solutions** that will pass to the following evaluation phase. The scores must be based on a qualitative assessment, considering weaknesses and strengths related to the different aspects considered within each Evaluation criteria. Therefore, **a score and a relevant comment should be indicated for each of the evaluation criteria.**

Each application will be assessed and scored by **two independent experts** selected from the evaluators panel. Each evaluator will give scores for each evaluation criteria and the final score of each proposal will be calculated as an average of the individual assessments. All scores will then be reported in the Individual Evaluation Report (IER) of each Applicant.

The final recommendation given on the overall application will be used as feedback for all applicants participating in the EdTech 1st Open Call.

The evaluation will be carried out on the FundingBox Platform (FBOX). Each evaluator will have to register in FBOX, and sign the contract as explained in *Annex 2: FBOX Registration instructions for evaluators*. Once the evaluators have registered and signed the contract online, they will be granted access to the **Evaluation Dashboard** where they will have a form to fill in for each application assigned to them (see *Annex 3: FBOX Evaluation instructions*).

**VERY IMPORTANT: Please read carefully the annexes before starting any evaluation.**

### a. Criteria

#### 2.1.1 Award 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 this 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 the idea can be developed using their technical solutions. They have to demonstrate have to show awareness of the potential 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.

## 2.1.2 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 challenges<sup>9</sup>.

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.

## 2.1.3 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 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.

### b. Scores

The possible scores range from 0 to 5. Each evaluator will assign a score from 0 to 5 for each award criterion and produce an Individual Evaluation Report. The final score will be calculated as the average of the individual assessments provided by the Evaluators.

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<sup>9</sup> refugees/migration, employment/skills, environment, social inclusion, gender equality, health/disability

- **0 = Fail:** 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.

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 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 given by the average.

## c. Comments

For the purpose of IMPACT EdTech, it is very important that **evaluators include comments to justify their scores**. A value-added comment should be included for each of the evaluation criteria. Evaluators' **comments will be shared with the applicants anonymously**, in order to pass on valuable feedback which can help them improve their business ideas independently of the final result of the selection. **Comments are therefore mandatory and cannot be omitted.**

Please read these 5 tips to provide valuable feedback:

- Use direct wording: Try to avoid writing in the third person. The feedback provided is meant for applicants, not for other evaluators or experts.
- Make sure your message is clear: Express your comments in clear language.
- Make sure your feedback is helpful to the recipient: The purpose of giving feedback is to improve the applicant's proposal. They might be more receptive when your approach is positive and focused on improvement.
- Convey your opinion in good intentions: Provide more positive than negative feedback.
- Be specific: Try to give examples whenever it is possible.

## 3. Evaluation process

The evaluation of all applications will be carried out on the FundingBox platform at <https://gear.fundingbox.com/>. The evaluation form template which you will find online is shown in Annex 1. The details of the registration procedure are described in the Annex 2. Each evaluator will be granted access to the Evaluation Dashboard and will be assigned a maximum of 20 applications. Each evaluation should take approximately 1 hour to assess. More information about how to use the FundingBox platform for evaluation included in Annex 3.

## 4. Evaluation Calendar

The evaluation of the assigned applications will begin on **06 July 2020**.  
The expected deadline for the external evaluation phase is **20 July 2020**.

## 5. Evaluator obligations

The following specific conditions, related to the “*Code of Conduct for Independent Experts*” are shared with the experts appointed as Evaluators, to be sure that they will be aligned with IMPACT EdTech project principles in terms of expert’s evaluation:

1. The task of an evaluator is to participate in a **confidential, fair, and equitable evaluation** of each assigned proposal according to the procedures described in this guide and in any programme-specific evaluation document. He/she must use his/her best endeavours to achieve this, follow any instructions given by the IMPACT EdTech team to this end and deliver a constant and high-quality piece of **work**.
2. The evaluator works as an **independent person**. He/she is deemed to work in a personal capacity and, in performing the work, does not represent any organisation.
3. The evaluator signing the contract confirms to adhere to the **no conflict of interest and confidentiality** principles and he/she accepts the Code of Conduct.
4. In doing so, the evaluator commits him/herself to strict **confidentiality** and **impartiality** concerning his/her tasks.
5. If an evaluator has a **conflict of interest** with a proposal, he/she must **declare such facts** to the responsible contact person designated by the evaluation organisers as soon as he/she becomes aware of this.
6. Evaluators may **not discuss any proposal with others**, including other evaluators or personnel of the evaluation organisers not directly involved in the evaluation of the proposal, except during the formal discussion at the meetings moderated by or with the knowledge and agreement of the responsible contact person from the IMPACT EdTech.
7. Evaluators may **not communicate with applicants**. No proposal may be amended during the evaluation session. Evaluators' advice to the IMPACT EdTech team on any proposal may not be communicated by them to the applicants or to any other person. It is strictly forbidden for evaluators to contact applicants.
8. Evaluators are **not allowed to disclose the names of other evaluators** participating in the evaluation.
9. As the proposals are to be available electronically to evaluators, who will work from their own or other suitable premises, the evaluator will be **held personally responsible for maintaining the confidentiality of any documents** or electronic files sent and returning, erasing or destroying all



confidential documents or files upon completing the evaluation as instructed. In such instances, evaluators may seek further information (for example through the internet, specialised databases, etc.) in order to allow them to complete their examination of the proposals, provided that the obtaining of such information respects the overall rules for confidentiality and impartiality. Evaluators may not show the contents of proposals or information on applicants to third parties (e.g. colleagues, students, etc.) without the express written approval of the IMPACT EdTech team.

10. Evaluators are required at all times to **comply strictly with any rules** defined by the IMPACT EdTech team for ensuring the confidentiality of the evaluation process and its outcomes. Failure to comply with these rules may result in exclusion from the immediate and future evaluation processes.

## 6. Processing of personal data

Providing that the activities of the evaluators involve the process of personal data held by Funding Box Accelerator (FBA), FBA authorises the evaluators to process those data. The evaluators shall comply with the following obligations:

1. to process personal data in accordance with instructions given;
2. to use personal data included in the application forms only to evaluate those proposals;
3. do not apply or use personal data for any purpose different than the evaluation of the assigned proposals;
4. do not transmit personal data, not even for its preservation, to any third party;
5. do not copy any of the data included in the proposal;
6. to return to FBA the personal data, as well as any support or document in which they appear at the termination of the contractual relationship;
7. do not give access to the applications to any other person and/or institution
8. to apply all technical and organisational security measures adequate to the level of risk that secure personal data, among others to:
  - a. not share passwords to the fundingbox.com platform to anyone
  - b. not use public networks, use only secured internet connections;
  - c. not use computer that might be accessed by other persons;
  - d. log out after each session;
  - e. not let the internet browser keep passwords of the assessment platform

Authorisation to process personal data is valid until 20/07/2020

# ANNEX 1: Evaluation Form template

A. Evaluation criteria		Sub-criteria	Further details to be taken into account when evaluating	Individual comments and recommendations (mandatory)	Score <sup>10</sup>	Threshold
1	EXCELLENCE	Ambition	Has the applicant demonstrated how their EdTech solution is beyond the State of the Art?  Have they described the innovative approach behind it (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models)?	<i>to be filled in individually</i>		3
		Innovation	Has the applicant provided information about the level of innovation of their EdTech solution within their market?  Have they provided information about the degree of differentiation that this solution will bring?	<i>to be filled in individually</i>		
		Soundness of the approach	Has the applicant explained the pedagogic approach underlying their solution and how it relates with challenges of current educational models?	<i>to be filled in individually</i>		
		Final comments and recommendations regarding the criterion "Excellence" to be shared with the IMPACT EdTech applicants		<i>to be filled in individually</i>		

<sup>10</sup> 0 Fail: The proposal fails to address the criterion under examination or cannot be judged due to missing or incomplete information.

1 Poor: The criterion is addressed in an inadequate manner, or there are serious inherent weaknesses.

2 Fair: While the proposal broadly addresses the criterion, there are significant weaknesses.

3 Good: The proposal addresses the criterion well, although improvements would be necessary.

4 Very good: The proposal addresses the criterion very well, although certain improvements are still possible.

5 Excellent: The proposal successfully addresses all relevant aspects of the criterion in question. Any shortcomings are minor.

A. Evaluation criteria		Sub-criteria	Further details to be taken into account when evaluating	Individual comments and recommendations (mandatory)	Score <sup>10</sup>	Threshold
2	IMPACT	Market opportunity	Has the applicant demonstrated a clear idea of what they want to do and whether the new/improved solution has market potential?	<i>to be filled in individually</i>		3
		Competition	Has the applicant provided information about the degree of competition for their particular solution?  Have they provided information about how their idea is disruptive and breaks the market? (i.e. the solutions to be brought to market can be clearly differentiated from the competition)	<i>to be filled in individually</i>		
		Commercial Strategy and Scalability	Has the applicant demonstrated the level of scalability of their solution, meaning that they are able to commercialise it to solve a structural problem in a specific sector/process?	<i>to be filled in individually</i>		
		Final comments and recommendations regarding the criterion "Impact" to be shared with the IMPACT EdTech applicants		<i>to be filled in individually</i>		
3	IMPLEMENTATION	Team	Has the applicant demonstrated 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?  Is the team (minimum 2 people) balanced and cross-functional, with a strong background and skill base?	<i>to be filled in individually</i>		3

A. Evaluation criteria		Sub-criteria	Further details to be taken into account when evaluating	Individual comments and recommendations (mandatory)	Score <sup>10</sup>	Threshold
		Resources	Has the applicant demonstrated the quality and effectiveness of the resources assigned to achieve the objectives proposed?	to be filled in individually		
			Have they made clear that what they propose can be developed using their technical solutions?			
			Are they aware of the Personal Data Management issues related to the implementation of their solutions (either in pilots or in full operations)? Have they demonstrated that they have the capacity to address these issues?			
		Final comments and recommendations regarding the criterion “Implementation” to be shared with the IMPACT EdTech applicants		to be filled in individually		
OTHER	Transversal criteria	Are the topics ‘Supporting Innovation’, ‘Equal Opportunities’ and ‘Social Impact’ (including gender approach) addressed properly in the applicant’s proposal?		If NO, please include a comment here to be shared with applicants	Non applicable	
B. Ethical issues (review of the Ethics Self-Assessment)		Humans	Evaluators have to check the ethical issues described in the proposal and include a comment if they see a problematic area.	to be filled in individually	Non applicable	
		Personal data		to be filled in individually		
		Security and other issues		to be filled in individually		
	Final comments and recommendations regarding the Ethical issues to be shared with the IMPACT EdTech applicants			to be filled in individually		
OVERALL SCORING		Expert overall comments	Do you propose the proposal for the IMPACT EdTech Jury Day?	to be filled in individually		10

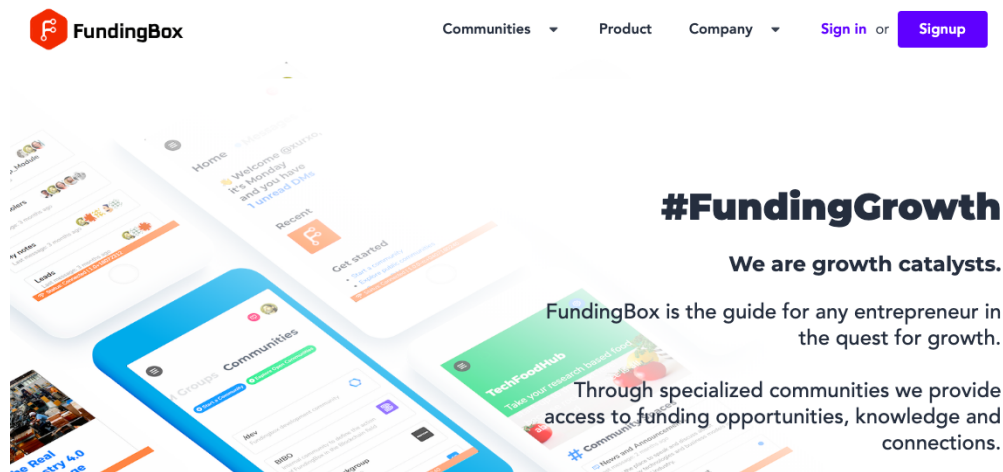
Table 3: Evaluation Form Template

# ANNEX 2: FBOX Registration instructions for evaluators

## Registration in the FundingBox platform

**1<sup>st</sup> Step:** sign up or sign in

Access FundingBox Platform at <https://fundingbox.com/> and click on “**Sign in or Signup**” button on the top right corner of the page to be redirected to the Registration process or click here <https://fundingbox.com/signup>.



**2<sup>nd</sup> Step:** Fill the sign up ID form



### Sign up for a FundingBox ID

Email

Username

Password

First name

Last name

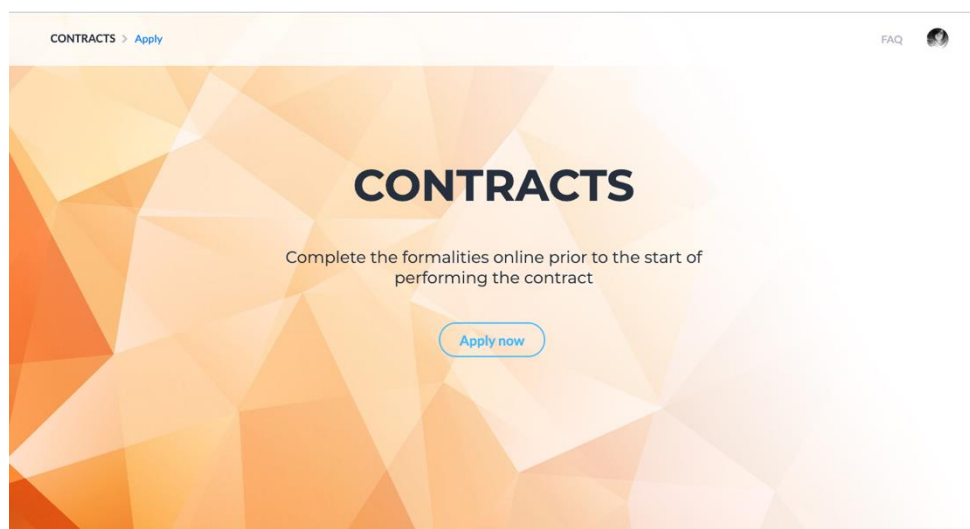
☒ I want to receive updates by email about funding opportunities and events

Sign up

Now you are ready to start the Contract application.

## Preparation of the contract

Once your profile is created/ verified please apply filling in sections 1-2 and submit the application <https://contracts.fundingbox.com/>



## This application was NOT submitted

Fill in all the required form sections to submit your application.

Status: Draft  
Started 2 months ago by @anna.dymowska

[Show history](#)

[+ Add a contributor](#)

★	1	Basic Information*	<a href="#">Fill</a>
★	2	Business Status*	<a href="#">Fill</a>
	3	Contract	<a href="#">Fill</a>
	4	Contract settlement (to be completed after service delivery)	<a href="#">Fill</a>

Please do not forget to include the "Project title" you received from us via e-mail (task no. 2).



## Basic Information

Consistent with the data to the contract and the receipt/invoice

**1. Project title \***

G

**Name is required**

**2. Company name (if applicable)**

*\*"Company name" is the name of the company you would like to invoice us from (if applicable).*

Sections 1-2 are mandatory in order to submit your application and to get your contract. We will provide you with the contract based on the data you will include in first 2 sections. Please submit your application as soon as possible.



## This application was NOT submitted

Fill in all the required form sections to submit your application.

Status: Draft

Started 2 months ago by @anna.dymowska

Edited a few seconds ago by @anna.dymowska

[Show history](#)

[+ Add a contributor](#)

★	✓	Basic Information*	<a href="#">Edit</a>
★	✓	Business Status*	<a href="#">Edit</a>
3		Contract	<a href="#">Fill</a>
4		Contract settlement (to be completed after service delivery)	<a href="#">Fill</a>

★ Required sections. Fill in all marked sections to submit the application.

### You are ready to submit your application

[Submit now](#)

Please notice that in section 2 you can choose your legal/business status between:

- Within my business activity - I run a business/company/I am self-employed:

Here you should fill in the data corresponding to the company that will issue the invoice.

- As a natural person not running a business:

This part is limited only to the naturals not running a business.

Please note that for natural persons, FundingBox is obligated to prepare a tax statement at the end of fiscal year (untill the end of February, the following year). For this reason, we will ask you to share with us a large amount of personal information (please refer to Annex 4 for more information).

When ready click the "Submit now" button.

As a result, you should see the following status of your application:

[CONTRACTS](#) > [Apply](#) > [Application](#)

[FAQ](#)



## This application was successfully submitted

You can still edit this application as many times as you need till the application deadline (Mon Aug 03 2020 19:00:00 GMT+0200 (Central European Summer Time))

Status: Submitted

Started a day ago by @rosavi

Edited 2 minutes ago by @rosavi

[Show history](#)

[+ Add a contributor](#)

★	✓ Basic Information*	<a href="#">Edit</a>
★	✓ Business Status*	<a href="#">Edit</a>
★	✓ Contract*	<a href="#">Edit</a>
4	Contract settlement (to be completed after service delivery)	<a href="#">Fill</a>

[Export this application as PDF](#)

## Submission of the contract

Section 3 is dedicated to uploading the signed copy of your contract. Upload the one you will receive by email.


[CONTRACTS](#) > [Apply](#) > [Application](#) > [Contract](#)

[FAQ](#)



## Contract

Signed contract \*



CVO\_evaluator contract\_Circularity 2nd OC.docx

100% Complete

[Remove file](#)

Required fields

[Save and continue](#)

If you experience any kind of problem related to the function of the Fundingbox platform, please inform our Team by sending an email directly to Kasia Goj: [katarzyna.goj@fundingbox.com](mailto:katarzyna.goj@fundingbox.com).

# ANNEX 3: FBOX Evaluation instructions

The evaluation process will take place on the **FBOX Platform**. Once a FBOX user is registered, he/she will have been granted access to the Evaluation Dashboard.

1. **FBOX Login:** Access FBOX Platform at <https://gear.fundingbox.com/> and Click on "Log in" with your **FBOX user**. Once you are in you will see the IMPACT EdTech Open Call to which you were invited.
2. Click the Open Call to see the list of applications assigned to you. You can also access the list in the Menu (at the top left corner of the screen) -> Data -> Evaluations.
3. Each evaluator should review the applications assigned in order to check if there is no conflict of interest between the evaluator and the applicant. If any conflict arises, it should be communicated to Maria Dimarco [maria.dimarco@fundingbox.com](mailto:maria.dimarco@fundingbox.com) within 3 days after he/she has received the assignments. After this date there will be no possibility to change the assigned applications.
4. Next to each application you will see a button to fill in the evaluation form assigned to you.
5. Fill in all required fields (including comments).
6. You can edit your evaluations as many times as you need before the deadline. Once the deadline has passed you cannot edit them.

## ANNEX 4: Payment Procedure

The payment procedure begins straight after all tasks resulting from the contract have been finalised (evaluation completed on time and comments provided). We will ask you (via e-mail) to fill in section 4 in the previously submitted application on the platform at <https://contracts.fundingbox.com/>.

**4** Contract settlement (to be completed after service delivery) Fill

Please follow the template provided below. All fields are required.

**Contract settlement (to be completed after service delivery)**

1. Bank name \*

2. Bank account owner \*

3. IBAN \*

4. SWIFT \*

Invoice or Receipt

Click to upload Upload

Certificate of fiscal residence. Obligatory for legal and natural. (The document is issued by the beneficial owner's tax authorities, giving the beneficial owner's full name and address and Tax ID and confirming that the beneficial owner is liable to tax in that country)

Click to upload Upload

Other.

Click to upload Upload

Required fields

Save and continue

### Detailed explanation of Section 4.

**Bank account details.** Payment will be made in Euro (or in special cases in PLN), so you are required to provide an Euro/PLN bank account. Otherwise, you will bear all currency conversion costs. The bank account details should include: Bank name, Bank account owner, account number/IBAN and SWIFT/BIC. Otherwise, the payment

might be delayed, and the cost of the payment will be again supported by you. Please, be aware that the bank account details indicated in the application must be the same as those on the invoice/receipt (if included there). The cost of the payment transfers is borne as follows:

- FundingBox bears the cost of transfers charged by its bank;
- you bear the cost of transfers charged by your bank;
- the party causing a repetition of a transfer bears all costs of the repeated transfer.

The payment will be made within 30 calendar days after the last task resulting from this contract and submission of all additionally required documents (signed contract, properly issued receipt/invoice, CFR).

**The invoice/receipt** needs to be issued in line with your national law and contain as a minimum:

- The date of issue;
- Your company/personal data;
- The total amount coherent with the contract;
- The description ***provided by us via e-mail***
- FundingBox legal data ***provided by us via e-mail***

**Certificate of Fiscal Residence (CFR).** This Certificate will help you avoid double taxation. For more information you can have a look here [https://europa.eu/youreurope/citizens/work/taxes/income-taxes-abroad/index\\_en.htm](https://europa.eu/youreurope/citizens/work/taxes/income-taxes-abroad/index_en.htm) or ask your national tax authority.

Eg.: For Spain:

[https://www.agenciatributaria.gob.es/AEAT.sede/en\\_gb/procedimientoini/G305.shtml](https://www.agenciatributaria.gob.es/AEAT.sede/en_gb/procedimientoini/G305.shtml)

Please notice that you are obliged to deliver a valid **(usually no more than 12 months old - please check with your National Tax Authority) Certificate of fiscal residence (CFR)** before the payment of the remuneration. In case you fail to deliver this certificate, the remuneration might be reduced by the additional tax that FundingBox must pay due to the lack of the certificate (around 20%).

When possible, the **CFR**, issued by your National Tax Authority, **should mention the treaty between Poland and your country of fiscal residence for the avoidance of double taxation.**

Please be aware that in some countries receiving the Certificate of Fiscal Residence takes some time, please check with your Tax Authority. You need to submit the certificate of fiscal residence once the service is delivered and before releasing the payment. Please notice that the Certificate of Fiscal Residence can be not replaced by any alternative document.

Please upload the online version of the document or the scan copy of the original. Please notice, that this is acceptable only up to 10 000 PLN/ fiscal year (around 2,300 EUR/fiscal year). If you earn more through FundingBox, we will request an original version send by post (applicable if you upload the scan copy).

**Payment** is considered to be carried out on the date on which the payer's account is debited. Please notice, that as the contract is held on behalf of the Project that is founded by EC under H2020 you are obliged to deliver any additional documentation requested by FundingBox after the contract is completed, if that request results from the audit run by EC or other authorised body.

## Chapter 4: Frequently Asked Questions

# Frequently Asked Questions

**Open date for proposals: April 6th, 2020 at 10.00 CEST**

**Deadline: June 30th, 2020 13:00 CEST**

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

## 1) What is IMPACT EdTech?

The IMPACT EdTech project is a start-up incubator-accelerator helping European SME digital education innovators to bring innovative digital education solutions into the market. With funding from the H2020 programme of the European Commission, the project will particularly focus on developing new solutions that can contribute to extending personalised, inclusive educational models and/or support the development of the skills relevant in today's world. 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 supported by the project.

The IMPACT EdTech consortium is led by European Schoolnet and brings together three experienced partners with complementary expertise:

- [European Schoolnet \(EUN\)](#) is the network of 34 European Ministries of Education, providing [Future Classroom Lab](#) validation methodology for new ICT solutions for 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.

## 2) What are the two strands of the call?

IMPACT EdTech will address solutions in the following categories: (A) School EdTech solutions; (B) EdTech solutions for any age group and/or level of education.

### (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 which facilitate remote and mobile learning will also be considered.

## 3) Why should you I apply to the IMPACT EdTech Open Call?

First of all, because you have the possibility to receive up to €195,300equity free funding!

But it is not just about the money!

If you are one of the up to 38 applicants shortlisted, you will receive a €1,800 mini-grant in the form of a lump sum to cover the costs of your participation in the IMPACT EdTech Pitch Training & Jury Day in Madrid (2-3 September 2020). During this two-day event you will be trained in improving your presentation and get the chance to pitch your solution to a jury of experts.

Then you might be one of the up to 21 contenders selected to participate in the IMPACT EdTech 4 months Incubation Phase, led by the key world class professionals and entrepreneurs, which will include:

- Individual Mentoring Services from business and educational mentors
- Digital learning & education consultancy services
- 4-days business bootcamp
- Full access to EdTech resources to develop your Minimum Viable Product

If further selected for the next stage, you will participate in a 5 months Acceleration Phase, during which you will:

- Participate in a 3-day bootcamp

- Get visibility to relevant investors and potential partners
- Receive systematic 1-1 biz and education mentoring services

## 4) Who can apply to this Open Call?

- Start-ups/SMEs consisting of teams of at least two persons with complementary business and technical capabilities will be eligible for the IMPACT EdTech Programme. 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](https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en).

- Start-ups/SMEs legally established in the following countries will be eligible for the IMPACT EdTech Programme:
  - EU member states and their overseas territories
  - [H2020 associated countries](#)
  - UK - under special circumstances described in point 5)
- **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 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.
- Moreover, to be eligible, your proposal must fully comply with the eligibility criteria indicated in Section 3 of the 'Guide for Applicants'.

## 5) Can I apply if I am from the UK?

Yes, in conformity with the EU-UK Withdrawal Agreement<sup>11</sup>, the UK and persons or

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<sup>11</sup> Agreement on the withdrawal of the United Kingdom of Great Britain and Northern Ireland from the European Union and the European Atomic Energy Community

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.

## 6) Can consortia of start-ups/SMEs apply?

No, only individual start-ups/SMEs are eligible for the IMPACT EdTech Programme.

## 7) Do I need to have a prototype to participate?

Yes, EdTech technologies proposed by the start-ups/SMEs entering the project are placed **at least in TRL5 (Technology readiness level)**. The IMPACT EdTech Incubation Programme will help you to develop a Minimum Viable Product (MVP) 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**).

## 8) What does TRL mean?

TRL or Technology Readiness Levels are measurements used to assess the maturity level of a particular technology. Each technology project is evaluated against the parameters for each technology level and is then assigned a TRL rating based on the projects progress. There are nine technology readiness levels, ranging from TRL 1 (the lowest) to TRL 9 (the highest).

The TRLs in Europe are as follows:

- TRL 1 – Basic principles observed
- TRL 2 – Technology concept formulated
- TRL 3 – Experimental proof of concept
- TRL 4 – Technology validated in lab
- TRL 5 – Technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)
- TRL 6 – Technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)

- TRL 7 – System prototype demonstration in operational environment
- TRL 8 – System complete and qualified
- TRL 9 – Actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space)

## 9) What are the other requirements to participate in the IMPACT EdTech Open Call?

- Start-up/SME established in an eligible country before the start of the Incubation programme
- The company has **at least two team members combining business and technical capabilities**. At least one working full-time on the project.
- The company has **at least an early prototype/mock-up** of the proposed solution that has been already tested in lab conditions and controlled environments (TRL5 onwards).
- Focus on **IMPACT EdTech prioritized challenges (personalised learning; inclusive education; skills development) or solutions facilitating remote and mobile learning**
- The application must be submitted in **English**.
- **Only one proposal per start-up/SME can be submitted**. If more than one proposal per applicant is identified, only the first proposal which has been submitted in order of time will be evaluated.
- 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. Conflict of interest can 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.

For **the full list of eligibility criteria** please review Section 3 of our Guide for Applicants.

## 10) If I have a partnership with a large company for product development, does this make me

## ineligible?

In principle, you can participate in the IMPACT EdTech Programme. However, this kind of partnership, e.g. business partnership or more specifically crossed share capital participations with a large company should not breach EC RECOMMENDATION of 6 May 2003 concerning the definition of micro, small and medium-sized enterprises (notified under document number C (2003) 1422) (2003/361/EC).

## 11) What type of projects is IMPACT EdTech looking for?

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, 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.

## 12) How do you expect us to present our product when applying to the call?

Inside the online application form there is a specific field for attachments (e.g. video) to present your product.

## 13) Can I apply if I don't have a company?

It would be recommended to apply as a start-up/SME in the constitution process because only start-ups/SMEs participating on their own are eligible to receive funds.

For this reason, if you have already incorporated your company and you only need the registration number, you can apply. We will ask you to provide us with the documentation proving you are a start-up/SME, once the evaluation process is finished and before starting the incubation programme.

## **14) Can one company submit two project ideas?**

No, according to the IMPACT EdTech Open Call eligibility criteria, only one proposal per start-up/SME can be submitted. If more than one proposal per start-up/SME is identified by the IMPACT EdTech team, only the first proposal which has been submitted in order of time will be evaluated.

## **15) If my company is in another acceleration programme, can I apply to IMPACT EdTech?**

Yes, as long as the programmes do not overlap or incur in double funding. Nonetheless, if you are selected, you will have to sign a Declaration confirming that you will not take part in any new acceleration Programme until the end of the EdTech Programme.

## **16) How can I apply for the open call?**

You can apply for the call through the following link:  
<https://impactedtech.fundingbox.com/>

## **17) How long does it take to fill in the application?**

We estimate an average time of 4 hours for filling in your application via the official submission form.

We encourage you to keep your proposal focused on the requested information keeping in mind the challenges and topics targeted by this first Open Call. Note that character limitations have been established in each section of the online application form.

We strongly encourage you to start the submission process well before the deadline to avoid last minute situations.

## 18) What type of support is available for preparing the proposal?

The 'Guide for Applicants' is the main reference document for the 1<sup>st</sup> IMPACT EdTech Open Call. It provides detailed information about the requirements of the evaluation and selection process, and the Incubation / Acceleration Programme offered by the project.

Additionally, an Open Call Helpdesk service is available to clear up any doubts you may have relating to the application process (eligibility rules, application form information requests, etc). You can access the Helpdesk via the Open Call Community Spaces available here: <https://fundingbox.com/c/community-impact-edtech>. Finally, a Technical Helpdesk service (info@fundingbox.com) is also available if you encounter any technical problem when filling in the application form.

## 19) When is the deadline for submitting my application?

The deadline for the first call is **30 June 2020 at 13:00 (CEST)**. No applications will be accepted after this deadline.

## 20) What are the criteria for selecting the beneficiaries?

After an internal eligibility check, two external experts will be assigned to assess each of the proposals. The experts will score each award criterion on a scale from 0 to 5. The following criteria will be taken into account for the evaluation of your submission:

### 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 this 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 the idea can be developed using their technical solutions. They have to demonstrate have to show awareness of the potential 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 such as 'Supporting Innovation', 'Equal Opportunities' and 'Social Impact' (including gender equity) will also be considered by evaluators when assessing the proposals. In addition, each applicant must complete an Ethics 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. Evaluators will provide their comments for both the transversal criteria and the ethics self-assessment, but these sections will not be scored by the evaluators.

## 21) What happens after I submit my application?

The IMPACT EdTech selection process has been designed to be fair, fun and interesting for you. The selection process includes the following steps:

### **Proposals reception:**

On receipt of each proposal, the system will send an Acknowledgment of receipt to the proposer. Late submissions won't be accepted.

### **Phase 1: Eligibility Check**

In order to be eligible for evaluation, applications will be checked for compliance with the eligibility criteria listed in Section 3 in the Guide for Applicants.

### **Phase 2: Experts Evaluation**

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

### **Phase 3: Consensus Meetings**

The Evaluation panel will provide a list of pre-selected applicants to a Selection Committee. After this assessment, the Selection Committee will decide the best proposals per challenge based on the external evaluation results and taking into account the selection criteria specified above. Please note that during this phase transversal criteria such as 'Supporting Innovation', 'Equal Opportunities' and 'Social Impact' will be considered in the final decision.

For more information about the evaluation process, consult the Guide for Applicants.

## 22) What kind of rewards and benefits will IMPACT EdTech offer to beneficiaries?

IMPACT EdTech provides EU funds to companies to bring their digital learning innovative solutions to the market. If they progress until the end of the IMPACT EdTech incubation/acceleration cycle, companies have the chance of receiving up to €193,500 financial support including €30,000 for business, educational mentoring, training and acceleration services and €163,500 as a lump sum.

## 23) Do selected projects receive money in

## advance?

The IMPACT EdTech funding scheme is based on a series of payments against proving achieved milestones. This means there will be no advance payments, as payments will only be made upon receiving and validating the beneficiary's previously agreed milestones.

## 24) How does the funding work?

The payment will be made as the following stages:

**Stage 0:** micro-grant: fixed lump sum of €1,800 (granted to up to 38 start-ups/SMEs)

**Stage 1:** MVP Testing Stage: fixed lump sum of €83,500, including up to €10,000 of voucher-based business & educational expertise and specialized resources (granted to up to 21 start-ups/SMEs)

**Stage 2:** Proof-of-Market Stage: fixed lump sum of €110,000 per EdTech Trial, including up to €20,000 of voucher-based business & educational expertise and specialized resources (granted to up to 11 start-ups/SMEs)

## 25) How will IMPACT EdTech monitor the progress of selected beneficiaries?

The EdTech Trials selected will define at the beginning of the support programme, together with the mentors allocated, an 'Individual Mentoring Plan (IMP)'. This document establishes the KPIs and Deliverables which will give an indication of the performance of selected beneficiaries when reviewing the milestones.

The milestones review will be carried out by the IMPACT EdTech 'Mentoring Committee' according to the following criteria.

- Deliverables quality. To be scored by the Business and Educational Mentors based on the Deliverables established in the IMP
- Business performance indicators. To be scored by the Business Mentors based on the KPIs established in the IMP
- Technical (educational) performance indicators. To be scored by the Educational Mentors based on the KPIs established in the IMP
- 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 follows:

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

According with this final score:

- Beneficiaries scoring above threshold (7 points) will successfully receive the next payment and be eligible to continue 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 be invited to leave the Programme.

Detailed information on the payment conditions is included in the Guide for Applicants (Section 6.4).

## **26) Are all beneficiaries required to go through the training process?**

Yes, your solution is UNIQUE and so are your training needs. The IMPACT EdTech team will help you identify your needs and those of your team, providing the necessary tools and training to ensure the experience is of maximum benefit for your project. Some sessions, such as the pitch training and bootcamps (but not limited to these) will be mandatory for all selected start-ups/SMEs in order to continue in the programme.

## **27) What are the extra benefits for the 'Best-in-Class'?**

At the end of the acceleration stage, a limited number of start-ups/SMEs will be awarded with the 'Best-in-Class' status. The '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's 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 from Strand A that include MVPs which require minimum training for teachers (Type A.1.), will be assessed and potentially incorporated in EUN training courses.
- Best in-Class projects from Strand B 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 from Strand A that include MVPs which require either the deployment of hardware in schools, intensive training for teachers (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).

## Chapter 5: Application form

Please find below the Application Form to the 1st IMPACT EdTech Open Call in .pdf format. The online version will remain available between 6 April – 30 June 2020 at the following address: <https://impactedtech.fundingbox.com/>



# IMPACT EdTech

Submitted by: @m\_dimarco  
Last update: Not updated yet.  
Application ID: 1b72b0d67339b6df8f95072b



## BASIC INFORMATION

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\*Project acronym:

Legal name of the SME:

Name and Surname of the contact person:

Contact person email address:

Contact person phone number:

## SOLUTION

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Name of Solution:

Tagline:

In which of the following strands would you like to participate? (Choose only one):

- ☐ Strand A School EdTech solutions
- ☐ Strand B - EdTech solutions for any age group and/or level of education

Brief Description:

\*Website URL (https://... or http://...):

\*Slide presentation. You can include here a presentation of your solution idea, if available (max. 10MB):

\*Optional: Video explaining your business idea (max 2 min), if available.:

\*Optional: Include a link to a demo of your product, for non-software a demo can be a video.:

The city where the company is registered.:

Country      Please be aware that if the country indicated is not one of the countries indicated in Section 3.2 of the Guide for Applicants, your proposal will be excluded for not complying with the country eligibility. (Choose only one):

*There are too many possible choices for this field. Please, check the online form to see all of them.*

Challenges. Select the main challenge your solution will overcome. Please go through Section 3.3.1 of the Guide for Applicants to see the Challenges prioritised in IMPACT EdTech (Choose only one):

- ☐ Personalised Learning
- ☐ Inclusive education
- ☐ Skills development

Challenge selected and aspects addressed:

\*Participation in other funding schemes.:

## EXCELLENCE

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Description of problem/need to be addressed:



Description of Solution:

What is the technology area behind your product or service? (Choose only one):

- ☐ Edge Computing
- ☐ Trust And Security
- ☐ Artificial Intelligence
- ☐ Learning Analytics
- ☐ Internet Of Things
- ☐ Networks (Including 5G)
- ☐ Open, Linked And Big Data
- ☐ Blockchain/ Distributed Ledgers
- ☐ Ontologies And Semantic Discovery Tools
- ☐ Augmented Reality (AR)
- ☐ Virtual Reality (VR)
- ☐ Other

Innovative step of your Product/Solution:

Do you hold intellectual property rights in the proposal domain? If yes, please include further details below. Possible answers (several answers possible)

(Choose only one):

- ☐ No
- ☐ Patent pending
- ☐ Patents
- ☐ Copy rights
- ☐ Utility models
- ☐ Trade marks
- ☐ Design
- ☐ Licenses

\*If the answer is not "no", please include further details below.:

Technology Readiness Level. Which of the following best describes the current status of your solution at a technological level? (Choose only one):

- ☐ Below TRL5
- ☐ TRL 5 – Component and/or breadboard validation in relevant environment
- ☐ TRL 6 – System/subsystem model or prototype demonstration in a relevant environment
- ☐ TRL 7 – System prototype demonstration in an operational environment
- ☐ TRL 8 – Actual system completed and qualified through test and demonstration

☐ TRL 9 – Actual system proven through successful mission operations

Justify in a few lines your TRL current status.:

Value for Education:

\*ipr:

## IMPACT

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Addressable Market:

Target groups. Which are the target segments you are addressing with your solution? More than one answer possible (Choose only one):

- ☐ Young children (primary-school level)
- ☐ Children (secondary-school level)
- ☐ Teachers (primary education)
- ☐ Teachers (secondary education)
- ☐ Special Needs Assistants and School Support Staff
- ☐ Parents
- ☐ Children with special needs
- ☐ People with disabilities
- ☐ Elderly learners
- ☐ Training of the workforce
- ☐ Adult learners
- ☐ Homework help
- ☐ Aid for special needs students
- ☐ University education
- ☐ Other out-of-classroom form of training education
- ☐ Other (please specify)

If other, please specify.\*:

\*Competition:

Commercial Strategy and Scalability:

Business model and funding needs:

Investment received. Please select the investment received till now. (Choose only one):

- ☐ No investment received so far
- ☐ Below 51.000 €
- ☐ From 51.000 € to 75.000 €
- ☐ From 75.000 € to 100.000 €

Sources of investment. Please select the type(s) of the investment received until now (Choose only one):

- ☐ Own money
- ☐ FFF
- ☐ Public money
- ☐ Bank Loan
- ☐ Business Angels
- ☐ Venture Capital

\*target:

\*sources:

## IMPLEMENTATION

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\*Please enter the url of a 1 minute unlisted (not private) YouTube/Vimeo video introducing the founders. Please introduce yourselves, explain what you're doing and why, and tell us anything else you want to about the founders or the solution. The video should contain nothing except the founders talking. Please avoid screenshots or postproduction wizardry. Please do not recite a script written beforehand, and talk spontaneously as you would to a friend. Please do not add any background music to your video and remember that it should be in

English. (https://... or http://...):.

Team introduction:

Team member - Coordinator (Contact person):

Team members:

\*Press the green (+) button above to add next team member:

Team:

Resources to be committed:

Name and surname of the team member:

Gender (Choose only one):

- ☐ Female
- ☐ Male
- ☐ Not relevant

Role. Please select the main role this member will be assuming during the project. (Choose only one):

- ☐ Product Development
- ☐ Marketing / Sales
- ☐ Administrative / Support / Other

Linkedin profile. It will be used by Reviewers as your CV.:

Name and surname of the team member:

Gender (Choose only one):

- ☐ Female
- ☐ Male
- ☐ Not relevant

Role. Please select the main role this member will be assuming during the project. (Choose only one):

- ☐ Product Development
- ☐ Marketing / Sales
- ☐ Administrative / Support / Other

Linkedin profile. It will be used by Reviewers as your CV.:

Dedication to project. Choose the most appropriate description of your founders team dedication to the project. (Choose only one):

- ☐ 1 founder dedicated full-time
- ☐ 1 founder full-time and 1 part-time
- ☐ 2 founders, dedicated full-time
- ☐ More than 2 full time Team Members

Team skills. Is your team composed of at least 2 members combining business and technical capabilities? (Choose only one):

- ☐ Yes
- ☐ No

Team skills.:

Percentage of founders owned equity (Choose only one):

- ☐ Founders own less than 25% equity
- ☐ Founders own less than 50% equity but more than 25%
- ☐ Founders own less than 75% equity but more than 50%
- ☐ Founders own more than 75% equity

\*Future Needs. Which part of the IMPACT EdTech Incubation and Acceleration programme would be the most important for you? (Choose only one):

- ☐ Financial Support
- ☐ Business Mentoring
- ☐ Educational Mentoring
- ☐ Business Mentoring and Financial Support
- ☐ Educational Mentoring and Financial Support

- ☐ Educational and Business Mentoring
- ☐ All Above

\*Resources:

\*resources:

\*Team member - Coordinator (Contact person):

\*Team members:

\*Team:

\*Resources to be committed:

## TRANSVERSAL CRITERIA

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Social Impact.:

Supporting Innovation.:

Equal Opportunities.:

## ETHICS SELF ASSESSMENT

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HUMANS. Does your solution involve Human Participants? (Choose only one):

- ☐ Yes
- ☐ No

\* (Choose only one):

- ☐ Yes
- ☐ No

\* (Choose only one):

- ☐ Yes
- ☐ No

\* (Choose only one):

- ☐ Yes
- ☐ No

PERSONAL DATA. Does your solution involve personal data collection and/or processing? (Choose only one):

- ☐ Yes
- ☐ No

PERSONAL DATA. Does your solution involve further processing of previously collected data? (Choose only one):

- ☐ Yes
- ☐ No

PERSONAL DATA. Will your solution involve the export of personal data from the EU to third countries? (Choose only one):

- ☐ Yes
- ☐ No

PERSONAL DATA. Does your solution involve profiling, systematic monitoring of individuals, intrusive methods of data processing or any other data processing operation that may result in high risk to the rights and freedoms of the participants? (Choose only one):

- ☐ Yes

☐ No

PERSONAL DATA. Have you taken into consideration privacy by design in the construction of your solution? (Choose only one):

☐ Yes  
☐ No

SECURITY & OTHER ISSUES. Does your organisation have in place detailed procedures for the security and protection of personal data that you process? Please briefly describe and give details of any compliance with international standards? (Choose only one):

☐ Yes  
☐ No

SECURITY & OTHER ISSUES. Are there any other ethics issues that should be taken into consideration? (Choose only one):

☐ Yes  
☐ No

How do you intend to deal with the ethical issues raised in this assessment form?:

## STATISTICAL SECTION

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Proposal Originality. Is there a baseline or is this a new initiative? (Choose only one):

☐ Completely new approach - Disruptive  
☐ Improvement of existing approach – Incremental

\*Innovation Idea      Where do the needs and/or requirements come from. Select all



relevant from list (Choose only one):

- ☐ Developer of Enabler
- ☐ Application developer
- ☐ Application manager
- ☐ Service provider
- ☐ Market facilitator
- ☐ Technology partner for others
- ☐ Training Provider

**\*Innovation Idea**      Where do the needs and/or requirements come from. Select all relevant from list (Choose only one):

- ☐ Competitor
- ☐ Client
- ☐ Stakeholder Community
- ☐ Internal User
- ☐ Beta Client
- ☐ Literature / Technology Roadmap
- ☐ Market Research
- ☐ Applicant's Perception of Gap
- ☐ Other

Years of management expertise. Indicate the combined number of years (or fractions) of management experience considering all your team members.:

Years of technology experience. Indicate the combined number of years (or fractions) of technical experience in the target domain of your proposal considering all your team members.:

Gender. Composition of the team by gender. (Choose only one):

- ☐ All Male Founding Team
- ☐ All Female Founding Team
- ☐ Mixed Gender Founding Team

**\*Market type**      Type of customer that will use the product or service. Select all relevant answers (Choose only one):

- ☐ Consumer
- ☐ Business
- ☐ Government
- ☐ Indifferent

☐ Other

**\*Geographical Scope.** Select target geographic areas for the proposed product or service. (Choose only one):

- ☐ AMER (Americas)
- ☐ EMEA (Europe, Middle East, Africa)
- ☐ APAC (Asia Pacific)
- ☐ Local
- ☐ Regional
- ☐ National
- ☐ Global

**IPR.** Does the proposer hold intellectual property rights in the proposal domain? (Choose only one):

- ☐ Yes
- ☐ No

**\*Realisation of technology.** Are you able to develop and market the technology internally? Select all relevant from list. (Choose only one):

- ☐ We need additional external technological resources to develop the product
- ☐ We need additional external market know-how to develop a target-oriented product
- ☐ We need additional external production know-how to get the product into the market
- ☐ We need additional external production capacities to produce the innovation
- ☐ We have the necessary expertise within the existing team

**Cash Flow** Have you prepared a cash flow analysis? (Choose only one):

- ☐ Yes
- ☐ No

**NPV, ROI, Breakeven.** Have you calculated the potential NPV, ROI and breakeven for your initiative? (Choose only one):

- ☐ Yes
- ☐ No

**\*Potential User Benefits.** Select the most important benefits of your product / service. Select all relevant from list. (Choose only one):

- ☐ Reduce Cost to Users
- ☐ Increased quality
- ☐ Reduces User's current time commitment
- ☐ Increase ease of Use of technology
- ☐ Increase accessibility of technology

**\*Potential Economic Benefits.** Select the most important benefits of your product / service. Select all relevant from list. (Choose only one):

- ☐ Creates jobs
- ☐ Stimulates economic growth
- ☐ Increases Knowledge based economy
- ☐ Reduces vendor lock-in
- ☐ Increases European innovation-based assets

**\*Potential Societal and Environmental Benefits.** Select the most important benefits of your product / service. Select all relevant from list. (Choose only one):

- ☐ Creates jobs
- ☐ Reduce digital divide
- ☐ Increase Quality of Life
- ☐ Increase Citizen participation
- ☐ Reduce energy consumption
- ☐ Reduce emissions
- ☐ Reduce traffic
- ☐ Increase environmental awareness

**Years of Operation.** Number of years (or fractions) since incorporation.:

**Organisation size.** Number of people employed in the organisation. Please remember that by the official EC definition, for a company to qualify as SME, it must have less than 250 employees (see Section 3.1.1 of the Guide for Applicants). (Choose only one):

- ☐ 2
- ☐ 3 - 5
- ☐ 6 - 10
- ☐ 11 - 49
- ☐ 50 - 99
- ☐ 100 - 249
- ☐ 250 - 1000
- ☐ over 1000

How did you hear about IMPACT EdTech? Social media, email, newsletter, website, media, ... please specify the event, media, newsletter, ...:

\*value:

\*innovation:

\*market\_type:

\*geographic\_scope:

\*tech\_realisation:

\*benefits:

\*economic\_benefits:

\*societal\_benefits:

## INFORMED CONSENT FORM

*<div style="text-align:justify;"></div>*

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By submitting this proposal I confirm that I have read and understood the information about the project, as detailed in the Guide for Applicants. (Choose only one):

☐ Yes

By submitting this proposal I confirm that I understand I can withdraw at any time without giving reasons and that I will not be penalised for withdrawing nor

will I be questioned on why I have withdrawn. (Choose only one):

☐ Yes

By submitting this proposal I confirm that the procedures regarding confidentiality have been clearly explained (e.g. use of names, anonymisation of data, etc.) to me. (Choose only one):

☐ Yes

By submitting this proposal I confirm that I voluntarily agree to be registered at IMPACT EdTech Community at <http://impactedtech.fundingbox.com/> and I understand that I can delete my profile from the above-mentioned Community by informing the IMPACT EdTech Team via [privacy@fundingbox.com](mailto:privacy@fundingbox.com) (Choose only one):

☐ Yes

\*clause1:

\*clause4:

\*clause5:

\*clause8:

## PROCESSING OF PERSONAL DATA

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I confirm that I read and understood the information clause concerning processing of the personal data provided above: (Choose only one):

☐ Yes

Please, enter your name::

I confirm that I passed the information clause provided above to all team members mentioned in the application form: (Choose only one):

☐ Yes

\*info\_clause:

\*info\_clause\_2: