



# **WP2- D2.2 Open Call Package of Documents, Open Call 2**

**March 2021**



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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)

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## 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 **D2.2 Open Call Package of Documents, Open Call 2** 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 2<sup>nd</sup> main IMPACT EdTech Open Call (hereinafter referred to as the 3<sup>rd</sup> IMPACT EdTech Open Call for ease of reference<sup>2</sup>), aimed at selecting the most relevant EdTech solutions to be supported with funding and dedicated services during the second 9-months incubation-acceleration cycle of the project (October 2021 – June 2022).

The present deliverable begins with a brief presentation of the 3<sup>rd</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>3</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

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<sup>2</sup> Over the course of the programme, IMPACT EdTech aims to launch a total of 3 Open Calls to select EdTech innovators developing promising solutions that align with the project's objectives: 2 main Open Calls to select solutions that participate in the full 9-month incubation-acceleration programme offered by the project and a 'Remote Schooling' open call, to select solutions to be fast-tracked directly to the 5-months acceleration stage. For ease of reference, the 2<sup>nd</sup> main IMPACT EdTech Open Call is referred to as the 3<sup>rd</sup> Open Call, as it follows the two calls already launched in April 2020 (1<sup>st</sup> main Open Call) and July 2020 ('Remote Schooling' Open Call).

<sup>3</sup> <https://www.impacttedtech.eu/>

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 3<sup>rd</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.impact-edtech.eu/impact-edtech/impact-edtech-faq/>), for ease of navigation to issues of concern.

**Chapter 5. Application Form:** applications to the 3<sup>rd</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 43 EdTech start-ups/SMEs in education and digital learning, selected via three Open Calls. The present deliverable includes the main documentation associated with the 3<sup>rd</sup> IMPACT EdTech Open Call, published on the project's portal (<https://www.impacttedtech.eu>), which will accept applications between 6 April 2021, 10:00 CEST and 30 June 2021, 13:00 CEST.**



# Chapter 1: Call Announcement

	Information to be provided by the project consortium
Call title:	IMPACT EdTech 3rd Open Call
Full name of the EU funded project:	Incubating High-IMPACT New Generation EdTech Disruptors for Inclusive & Personalised Learning
Project acronym:	IMPACT EdTech
Call identifier	IMPACTEdTech_OC3
Grant agreement number:	871275
Call publication date:	6 April 2021 at 10:00 CEST
Call deadline:	30 June 2021 at 13:00 CEST
Expected duration of participation:	Up to 9 months
Maximum amount of financial support for each third party:	197,388€
Language of submission	English
Submission & evaluation process:	Detailed information about the 3 <sup>rd</sup> IMPACT EdTech Open Call submission and evaluation process can be found on the IMPACT EdTech website: <a href="https://www.impacttedtech.eu/">https://www.impacttedtech.eu/</a>
Further information:	IMPACT EdTech is a start-up incubator-accelerator implemented by the IMPACT EdTech consortium within the Horizon2020 programme of the European Commission (EC), under Grant Agreement number 871275. Through three open calls, IMPACT EdTech aims to support a total of 43 European disruptors with <b>€5.5M</b> plus incubation, acceleration and mentoring services to bring their innovative digital education solutions into the market.
Task description:	<p><b><u>Who can apply for the IMPACT EdTech incubation-acceleration programme?</u></b></p> <p>The 3rd IMPACT EdTech Open Call accepts applications from SMEs established as legal persons in an eligible country, and teams of at least two natural persons. If not the case already at application stage, selected applicants will be required to establish an SME with a legal personality in one of the eligible countries before the start of the programme.</p> <p>All applicants should have a team composed of at least two</p>

	<p>members with proven business, technical (technology/product development) and pedagogical (experience in the educational field, not necessarily teaching) capabilities. At least one of these members should work full time on the solution proposed.</p> <p>The types of activities to perform that qualify for receiving financial support are to test and validate pre-existing prototypes of digital learning solutions for personalised and inclusive learning, as well as for skills development.</p> <p>More specifically, applicants' solutions should address at least one of the following challenges faced by the educational systems, that can be tackled by digital technology:</p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Personalised learning, (based e.g. on Artificial Intelligence (AI), learning analytics, and other emerging technologies) with a focus on supporting new, research-based pedagogical approaches for in-classroom education and encouraging life-long learning.</li> <li>• 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.</li> </ul> <p>The proposed solutions must fall within one of these two strands:</p> <ul style="list-style-type: none"> <li>• (A) School EdTech solutions</li> </ul> <p>Strand A aims to support solutions which demonstrate a clear vision for the pedagogical use of ICT aimed at transforming education models at the level of formal (school-based) compulsory education, from early childhood up to secondary general and initial vocational education (commonly referred to as K12), notwithstanding that their potential application may</p>
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	<p>reach other target users and educational markets. The solutions selected must serve to make education more inclusive, support personalised learning or support skills development of children and/or teachers. Solutions that can be adapted to blended learning contexts will be favoured.</p> <ul style="list-style-type: none"> <li>• <b>(B) EdTech solutions for any age group and/or level of education</b></li> </ul> <p>Strand B targets Business to Consumer (B2C) content-based solutions open to any age group and level of education, outside formal, school-based compulsory education. Strand B is looking for solutions that can disrupt the current EdTech market patterns and break the barriers to any learners through emerging technologies. Strand B solutions will be tackling the three IMPACT EdTech challenges (inclusive education, personalised learning or skills development) addressing any type of learners through formal (including tertiary and adult education) and/or informal education outside the early childhood up to secondary general/vocational education systems.</p>
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## Chapter 2: Guide for Applicants

# Guide for Applicants

### 3rd IMPACT EdTech Open Call

**Open date for proposals: April 6, 2021 at 10:00**

**CEST Deadline: June 30, 2021 13:00 CEST**

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

# 1. Basic info about IMPACT EdTech

The IMPACT EdTech project has set up a hybrid incubator-accelerator to support European EdTech SMEs to bring innovative digital education solutions into the market. It is funded by the Horizon 2020 programme of the European Commission (EC), under Grant Agreement number 871275. The IMPACT EdTech consortium is led by European Schoolnet and brings together three partners with complementary expertise:

- [European Schoolnet](#) (EUN) is the network of 34 European Ministries of Education based in Brussels, which aims to bring innovation in teaching and learning to its key stakeholders: Ministries of Education, schools, teachers, researchers, and industry partners. EUN is the IMPACT EdTech consortium coordinator, leads the IMPACT EdTech stakeholder engagement strategy, coordinates the Ethics Committee, as well as the piloting methodology (built on the [Future Classroom Lab](#) validation methodology) for companies targeting school education.
- [ISDI](#) is the global digital transformation ecosystem helping entrepreneurs, enterprises & institutions in their transformation to become competitive in the digital era.
- [FundingBox Accelerator \(FBA\)](#) manages the open calls and cascade funding. FundingBox is the European leader in managing Financial Support to Third Parties (cascade funding) and provides tools for community creation, to help innovators meet, interact and collaborate to build growth connections.

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

## 2. What do we offer?

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

- 1) Stage 1 MVP Validation – Incubation:** Up to 17 selected companies will be supported to develop an MVP (Minimum Viable Product) based on their prototype (as described in section 3 below), at the end of which their MVP will undergo live testing by a pool of experts in education. They will receive up to **€87,388** of EU Grant - of which up to €10,000 will be paid in the form of vouchers to access business and educational mentoring services, with the rest being paid as an equity-free lump sum.
- 2) Stage 2 Proof of Market - Acceleration:** Up to 8 companies selected from Stage 1 with the best performing MVPs will receive additional support to bring their solutions to the market, either through piloting in schools or through beta testing, to assess the impact and performance of their solutions. They will receive up to **€110,000** of EU Grant - of which up to €20,000 will be paid in the form of vouchers to access business and educational mentoring services as well as other services to pilot solutions, with the rest being paid as an equity-free lump sum.

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

## 3. Eligibility Criteria

### 3.1 Types of projects to be funded

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

- mainstream learning solutions that are inclusive by design;
- niche learning solutions targeting specific vulnerable or underserved groups.

More specifically, applicants' solutions should address at least one of the following challenges faced by the educational systems that can be tackled by digital technology:

- **Inclusive education**, targeting specific underserved or vulnerable groups (socially disadvantaged persons, immigrants or minority groups, special educational needs students or other groups), address early school leavers or support the improvement of educational attainment for all.
- **Personalised learning**, (based e.g. on Artificial Intelligence (AI), learning analytics, and other emerging technologies) with a focus on supporting new, research-based pedagogical approaches for in-classroom education and encouraging life-long learning.
- **Skills development** of children, teachers and other types of learners with a focus on, but not limited to, the development of STEM, Computational Thinking and 21st century skills such as critical thinking, creativity, collaboration, communication.

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

#### (A) School EdTech solutions

Strand A aims to support solutions which demonstrate a clear vision for the pedagogical use of ICT aimed at transforming education models at the level of formal (school-based) compulsory education, from early childhood up to secondary general and initial vocational education (commonly referred to as K12), notwithstanding that their potential application may reach other target users and educational markets. The solutions selected must serve to make education more **inclusive**, **support personalised learning** or **support skills development of children and/or teachers**.

Solutions that can be adapted to blended learning contexts will be favoured.

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

Strand B targets Business to Consumer (B2C) content-based solutions open to any age group and level of education, outside of the context of formal, school-based compulsory education. Strand B is looking for solutions that can disrupt the current EdTech market patterns and break the barriers to any learners through emerging technologies. Strand B solutions will be tackling the three IMPACT EdTech challenges (inclusive education, personalised learning or skills development), addressing any type of learners through formal education (including tertiary and adult education) and/or informal education, regardless of the age group of the learners.

### **Example of ideal projects from both strands:**

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

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

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



- Face recognition system, to identify the user and to recognize emotions in learning activities in real time;
- Machine learning algorithms to classify and analyse the resulting data and give personalized insights.

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

## 3.2 Eligible countries

Eligible countries include:

- [The Member States of the European Union and its Overseas Countries and Territories \(OCT\)](#)
- [Associated Countries to H2020](#)
- United Kingdom

### 3.3 Type of applicants

The 3rd IMPACT EdTech Open Call accepts applications from SMEs<sup>4</sup> established as legal persons in an eligible country, and teams of at least two natural persons.

If not the case already at application stage, selected applicants (both SMEs not having legal personality and teams of natural persons) **will be required to incorporate an SME with a legal personality** in one of the eligible countries before the start of the programme. The SME will have to be incorporated and to be registered with the relevant government department or agency prior to the start of the programme. Such registration or incorporation must give the organisation legal personality<sup>5</sup>, i.e the right to enter into contracts, hold property and sue and be sued in its own name.

Examples:

- Established SMEs with a legal personality include (non-exhaustive list):
  - Limited liability company
  - Joint stock company
- To the contrary, the branch of a company established in a country outside of the European Union, an H2020 associated country, or the UK would **not** be eligible.

### 3.4 Team composition

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

### 3.5 Technology Readiness Level

To be eligible, applicants must demonstrate they have an early prototype/mock-up of

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<sup>4</sup> 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)

<sup>5</sup> A **legal person** is any entity that can do the things a human person is usually able to do in law – such as enter into contracts, sue and be sued, own property, and so on. They are treated in law as if they were persons and are given “legal personality” by your local legislation. Juridical persons must have legal personality conferred on them by some “unnatural”, legal process, and it is for this reason that they are sometimes called “artificial” persons. In the most common case (incorporating a business), legal personality is usually acquired by registration with a government agency set up for the purpose.

the proposed solution, which has been already tested in lab conditions and controlled environments yet is lacking testing and validation in operational educational environments. Therefore, the proposed solutions should be placed **at least in Technology Readiness Level (TRL) 5 and up to TRL 7<sup>6</sup>**. The IMPACT EdTech Incubation Programme will help them to develop a Minimum Viable Product (Stage 1) that will be tested and validated in real operational conditions (Stage 2), **thus reaching TRL 7 or higher** by the end of the programme. **Any solution already placed above TRL 7 at application stage would not be in line with the objectives of the programme and therefore will not be eligible under this call.** A justification of the TRL will be requested in the application form and checked during the evaluation phase.

### 3.6 Intellectual Property Rights

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

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

- Trade Secrets
- Database rights
- Patent pending
- Patent
- Copyrights
- Utility models
- Trademarks
- Design
- Licenses
- The components used for the solution are free of rights

### 3.7 Other eligibility criteria

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<sup>6</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)

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

- Applicants' projects should bring clear benefits for the European society and economy, and should target European markets with their solutions.
- Applicants cannot benefit from more than one IMPACT EdTech grant. Therefore, all companies having already received an IMPACT EdTech grant in the previous Open Calls will not be eligible for this 3rd Open Call.
- Selected applicants should not participate in another acceleration programme at the same time as the IMPACT EdTech Incubation/Acceleration Programme. Consortium partners may allow an exception to this rule, as the capacity of the team to participate in other programmes will be assessed on a case by case by the IMPACT EdTech consortium.
- The existence of potential conflict of interest among the applicant and one or more Consortium partners will be assessed case by case. Consortium partners, their affiliated entities, employees and permanent collaborators cannot take part in the IMPACT EdTech programme.
- The following applicants are not eligible: entities that are under liquidation or are an enterprise under difficulty according to the Commission Regulation No 651/2014, art. 2.18, or that are excluded from the possibility of obtaining EU funding under the provisions of both national and EU law, or by a decision of both national or EU authority.

### 3.8 How to apply

- Only proposals submitted through the FundingBox Open Call management tool <https://impactedtech.fundingbox.com/> from 6 April 2021, 10:00 CEST until the deadline of 30 June 2021, 13:00 CEST, will be evaluated. Upon successful receipt of each proposal, the system will send the applicant a confirmation of submission.
- The proposal must be written in English in all mandatory sections in order to be eligible. Only sections written in English will be evaluated.
- Only one proposal per applicant can be submitted to IMPACT EdTech in this open call. If more than one proposal per applicant is identified, only the latest submitted proposal will be evaluated.

- Applicants are responsible for verifying that all relevant information is included in their application before the deadline, as it will not be possible to add any further information after the deadline. However, applicants will be able to modify the form until the deadline, even after submission.
- All mandatory sections of the proposal must be completed. The data provided should be actual, true, complete and should allow assessment of the proposal. Additional material not specifically requested in the online application form will not be considered for the evaluation. All the information provided in the application will be verified during the external evaluation phase and Sub-grant Agreement (SGA) preparation phase.
- Online webinars will be hosted to provide information to applicants about this Open Call. They will be announced on [www.impacttedtech.eu](http://www.impacttedtech.eu).

## 4. Proposal evaluation

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

The evaluation procedure includes the following steps:

### 4.1 Eligibility Check

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

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

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

### 4.2 Pre-scoring

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

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

- **Team**, including proven experience and gender balance (50% Weight/up to 30 points):
  - Average number of years of experience of the team members in business, tech and education. Based on “the higher number of years, the best” (up to 15 points)
  - Percentage of women in the team. Based on “the closer to 50% or more, the best” (up to 15 points)
- **Business**, including investment and addressable market (50% Weight/up to 30 points)

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

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

In case of ties, the following scores obtained through automatic pre-scoring will be used to rank the projects, in order:

1. Highest score obtained in the addressable market question,
2. Highest score obtained in the gender balance question,
3. Highest score obtained in the team experience question,
4. Date: earlier submitted proposals go first, the application’s last edit will only be considered.

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

## 4.3 External Evaluation

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

### EXCELLENCE:

- Ambition. Applicants have to demonstrate to what extent the proposed EdTech solution is beyond the state of the art and describe the innovative approach behind it (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models).
- Innovation. Applicants should provide information about the level of innovation within their market and about the degree of differentiation that their solution will bring.

- Soundness of the approach. Applicants must explain the pedagogical approach underlying their solutions and how it relates with challenges of current educational models.
- The adequacy of the approach towards protection of personal data (GDPR compliance) and other ethics issues (rights of children and vulnerable groups, gender, diversity) will also be evaluated.

#### **IMPACT:**

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

#### **IMPLEMENTATION:**

- Team. Applicants have to demonstrate their management and leadership qualities, their ability to take a concept from idea to market, their capacity to carry through their ideas and understand the dynamics of the market they are trying to tap into. The team (minimum two people) should be a balanced and cross-functional team, with a strong background and skill base. The team should include proven business (sales, financial), pedagogical (experience in the educational field, not necessarily teaching) and technical (technology/product development) skills. At least one of the team members should have full time dedication to the project.
- Resources. Applicants have to demonstrate the quality and effectiveness of the resources assigned in order to get the objectives/deliverables proposed. One important aspect is that applicants make clear in the proposal that what they propose can be developed using their technical solutions.

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



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

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

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

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

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

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

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

For each section, the minimum threshold is 3 out of 5 points. The total maximum score will be 15 points, with a minimum total threshold of 10 points. All proposals obtaining a score above the threshold will pass to the next phase.

### **Transversal criteria**

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

- 'Supporting Innovation': how the proposed solution will help boost innovation in education, business and the wider socio-economic environment.
- 'Equal Opportunities': how the proposed solution will support and promote equal opportunities for all.

- ‘Social Impact’: how the proposed solution will create positive impact on current social challenges<sup>7</sup>

Evaluators will provide scores (from 0 to 5, as indicated above) and comments when assessing the transversal criteria. The evaluation of the transversal criteria will only be used in case of ties to decide between applicants with the same score.

### **Ethics Self-Assessment**

In addition, each applicant must complete the section on Ethical Self-Assessment. The adequacy of the approach towards protection of personal data (GDPR compliance) and other ethics issues (rights of children and vulnerable groups, gender, diversity) will be evaluated and considered in the final assessment provided by evaluators although these criteria will not be scored. The Ethics Self-Assessment will allow the evaluators to quickly flag and take into consideration any ethical issues that the proposed solution might raise. The consortium may ask for more specific details of the potential ethical risks that the prototype might involve or impose specific ethics requirements before accepting it into the incubation programme. In case of significant ethical concerns raised, the application might not be allowed to enter the Incubation Programme even if it meets the other criteria needed.

### **Solving Ties**

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

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

## **4.4 Consensus Meeting**

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

Whilst normally the highest ranked proposals will be selected for funding, the Selection Committee might have fair reasons for objecting to a specific application, like the

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<sup>7</sup> E.g.: health/disability, refugees/migration, employment/skills, environment, social inclusion, gender equality,

alignment with IMPACT EdTech's goals and scope, the ability to achieve the highest impact possible, commercial competition, as well as the existence of significant ethical concerns or a potential conflict of interest. In this case, the choice may pass to the next-ranked proposal.

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

## 4.5 Jury Day

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

The Pitch Training session will be organised one week before the Jury Day, during which finalists will be coached on how to best present their business ideas. During the Jury Day finalists will pitch their solutions and respond to questions during a Q&A session. At the end of the event, the best performing applicants will be selected to join the Incubation Programme (Stage 1).

During the Jury Day, the Selection Committee composed of the consortium members and three external advisors, will undertake the final evaluation of the list of final beneficiaries taking into account the following Awarding criteria:

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

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

## 4.6 Subgrant Agreement Preparation and Signature

Before the IMPACT EdTech programme starts, selected applicants will be asked to sign

a subgrant agreement (SGA) with the IMPACT EdTech Consortium. To do so, applicants will be asked to provide documents regarding their formal status to prove their eligibility (for the details please check our Frequently Asked Questions document). Moreover, an ethics assessment will be carried out by the Ethics Committee for all selected applicants. The ability of the applicants to deal with the ethical issues pointed out during the assessment will be evaluated, and specific requirements will be added in an annex to the SGA. If applicants fail to deliver the requested documents to confirm their formal status, on time without clear and reasonable justification, or to address the requirements from the Ethics Committee they will be excluded from the further formal assessment and will be replaced with the company from the Reserve List, provided the reserve list applicant provides all the necessary documents for the verification of their formal status.

## 5. Support Programme and Payment Arrangements

### 5.1 Support Programme

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

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

This stage will start with a **4-day intensive business bootcamp** (length could vary if the bootcamp is held online due to COVID). During the first month, the companies will work together with their assigned business and educational mentors on **defining their Individual Mentoring Plan (IMP)**, which establishes the KPIs and Deliverables that should be achieved by the end of Stage 1. Selected companies will then work on their Minimum Viable Product (MVP) development. During this stage each company will start maturing the prototype that will make it apt for testing as MVP. They will be supported by educational, business and specialised mentors for the duration of the stage. At the end of Stage 1, developed MVPs will undergo an MVP Live Testing by educational mentors, during a two-days event organised in European Schoolnet (taking place either in European Schoolnet's Future Classroom Lab<sup>8</sup> in Brussels, or online depending on the health restrictions).

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

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

The selection of companies moving from Stage 1 to Stage 2 will be carried out according

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<sup>8</sup><https://fcl.eun.org/>

to the following process:

## 1. INTERIM REVIEW

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

- Deliverables quality. To be scored by the business and educational mentors based on the deliverables established in the IMP (10 points, weight: 60%).
- Key performance indicators. To be scored by the business and educational mentors based on the KPIs established in the IMP (10 points, weight: 30%).
- Deadline Compliance. To be scored by the consortium (10 points, weight: 10%).
- A final interim review score will be calculated, averaging all three scores and using the weights described above. The maximum score possible is 10 points. A threshold is established at 7 points for each criterion. Based on this final score:
- Beneficiaries over threshold will successfully receive the next payment and will be candidates to continue to the next stage in the programme.
- Beneficiaries under threshold will be reviewed by the Selection Committee who will take the final decision, taking into account all possible objective reasons for underperformance (i.e. external factors which might have influenced the beneficiaries' performance). Those not passing this examination won't receive the next payment and will not be considered eligible for the next stage of the programme.

## 2. FILTERING (from Stage 1 to Stage 2)

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

- Project Potentiality at educational and business level

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

- Users' acceptance

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

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

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

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

### **3. FINAL REVIEW (end of Stage 2)**

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

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

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

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

- EUN will organise, for each cycle, a specific gathering dedicated to project partners, 'Best-in-Class' EdTech beneficiaries and Ministries of Education representatives for them to explore eventual cooperation opportunities.
- EUN will invite 'Best-in-Class' EdTech beneficiaries to benefit from a Future Classroom Lab partner status at no cost for one year. This would give the providers access to a community of educational actors with which they could network, collaborate and exchange.

- Piloted solutions (Type A.1.) will be assessed and potentially incorporated in EUN training courses. 'Best in-Class Type B projects may also be considered, in case they are relevant (for example, solutions improving extra-curricular support or engagement of school students).
- EUN will advise and support non-piloted solutions (Type A.2) to implement real environment pilots in case providers have acquired external funding.
- ISDI will open 'Best-in-Class' EdTech beneficiaries the possibility to be evaluated for seed investment by ISDI BA Fund.
- ISDI will award 'Best-in-Class' EdTech beneficiaries from any Strand with a set of Premium services from leading IT companies that will support them in further development and deployment of their solutions (for example: Hosting from Amazon Web Services, Marketing Tools from Marketo, SendGrid or HubSpot, and other Premium online Legal or Recruiting Services, Online Payment services, etc).

## 5.2 Payment arrangements

The selected companies will receive the funding as:

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

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

The financial support will be allocated as follows:

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

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



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

This first payment therefore corresponds to €24.955,20.

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

This second payment therefore corresponds to €52.432,80.

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

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

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

This first payment therefore corresponds to 35.000€.

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

This second payment therefore corresponds to 55.000€.

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

## 6. Contact us

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

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

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

### Complaint procedure

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

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

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

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

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

## 7. Last but not least - final provisions

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

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

The IPR of applicants will remain their property.

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

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

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

## CONTROLLER`S IDENTITY AND CONTACT DETAILS

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

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

## PURPOSES, LEGAL BASIS AND PROCESSING PERIOD

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

## DATA RECEIVERS

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

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

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

#### RIGHTS OF DATA SUBJECT

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

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

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

#### INFORMATION ABOUT VOLUNTARY OR OBLIGATORY DATA PROVISION

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

## Chapter 3: Guide for Evaluators

# Guide for Evaluators

### IMPACT EdTech 3rd Open Call (2021)

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 **key references to facilitate the evaluation** of proposals submitted to the 3rd IMPACT EdTech Open Call (Project number 871275), launched on the 6th of April 2021, at 10:00 (CEST), with a closing deadline on 30th of June, 2021 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 has set up a hybrid incubator-accelerator to support European EdTech SMEs to bring innovative digital education solutions into the market. It is funded by the Horizon 2020 programme of the European Commission (EC), under Grant Agreement number 871275. The IMPACT EdTech consortium is led by European Schoolnet and brings together three partners with complementary expertise:

- [European Schoolnet](#) (EUN) is the network of 34 European Ministries of Education based in Brussels, which aims to bring innovation in teaching and learning to its key stakeholders: Ministries of Education, schools, teachers, researchers, and industry partners. EUN is the IMPACT EdTech consortium coordinator, leads the IMPACT EdTech stakeholder engagement strategy, coordinates the Ethics Committee, as well as the piloting methodology (built on the [Future Classroom Lab](#) validation methodology) for companies targeting school education.
- [ISDI](#) is the global digital transformation ecosystem helping entrepreneurs, enterprises & institutions in their transformation to become competitive in the digital era.
- [FundingBox Accelerator \(FBA\)](#) manages the open calls and cascade funding. FundingBox is the European leader in managing Financial Support to Third Parties (cascade funding) and provides tools for community creation, to help innovators meet, interact and collaborate to build growth connections.

In this 3rd Open Call, IMPACT EdTech will support **17 European SMEs** with over **€2.3M equity-free funding plus incubation, acceleration and mentoring services** to bring their innovative digital education solutions into the market. The focus will be on those solutions that can contribute to extending personalised and inclusive educational models and/or support the development of the skills relevant in today's world.

These promising EdTech prototypes shall progress from at least **TRL5<sup>9</sup> to reach TRL7 or beyond**. IMPACT EdTech's highly selective programme consists of an incubation-acceleration cycles during which the selected SMEs will have the chance to iterate their

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<sup>9</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)

Minimum Viable Product (MVP) design, engaging with targeted end-users and education experts and following a 'pedagogy-first' approach.

The IMPACT EdTech incubation-acceleration cycle will last for 9 months and is divided in two main stages:

- 1. Stage 1 MVP Validation – Incubation:** Up to 17 selected companies will be supported to develop an MVP (Minimum Viable Product) based on their prototype (as described in section 3 below), at the end of which their MVP will undergo live testing by a pool of experts in education.
- 2. Stage 2 Proof of Market - Acceleration:** Up to 8 companies selected from Stage 1 with the best performing MVPs will receive additional support to bring their solutions to the market, either through piloting in schools or through beta testing, to assess the impact and performance of their solutions.

More specifically, applicants' solutions should address at least one of the following challenges faced by the educational systems, that can be tackled by digital technology:

- **Inclusive education**, targeting specific underserved or vulnerable groups (socially disadvantaged persons, immigrants or minority groups, special educational needs students or other groups), address early school leavers or support the improvement of educational attainment for all.
- **Personalised learning**, (based e.g. on Artificial Intelligence (AI), learning analytics, and other emerging technologies) with a focus on supporting new, research-based pedagogical approaches for in-classroom education and encouraging life-long learning.
- **Skills development** of children, teachers and other types of learners with a focus on, but not limited to, the development of STEM, Computational Thinking and 21st century skills such as critical thinking, creativity, collaboration, communication.

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

#### **(A) School EdTech solutions**

Strand A aims to support solutions which demonstrate a clear vision for the pedagogical use of ICT aimed at transforming education models at the level of formal (school-based) compulsory education, from early childhood up to secondary general and initial vocational education (commonly referred to as K12), notwithstanding that their potential application may reach other target users and educational markets. The solutions selected must serve to make education more **inclusive, support**



**personalised learning or support skills development of children and/or teachers.**

Solutions that can be adapted to blended learning contexts will be favoured.

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

Strand B targets Business to Consumer (B2C) content-based solutions open to any age group and level of education, outside of the context of formal, school-based compulsory education. Strand B is looking for solutions that can disrupt the current EdTech market patterns and break the barriers to any learners through emerging technologies. Strand B solutions will be tackling the three IMPACT EdTech challenges (inclusive education, personalised learning or skills development), addressing any type of learners through formal education (including tertiary and adult education) and/or informal education, regardless of the age group of the learners.

## 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 3<sup>rd</sup> 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.**

## 2.1 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 their solution will bring.
- **Soundness of the approach.** Applicants must explain the pedagogical approach underlying their solutions and how it relates with challenges of current educational models.
- **The adequacy of the approach towards protection of personal data (GDPR compliance) and other ethics issues (rights of children and vulnerable groups, gender, diversity)** will also be evaluated.

#### IMPACT:

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

#### IMPLEMENTATION:

- **Team.** Applicants have to demonstrate their management and leadership qualities, their ability to take a concept from idea to market, their capacity to carry through their ideas and understand the dynamics of the market they are

trying to tap into. The team (minimum two people) should be a balanced and cross-functional team, with a strong background and skill base. The team should include proven business (sales, financial), pedagogical (experience in the educational field, not necessarily teaching) and technical (technology/product development) skills. At least one of the team members should have full time dedication to the project.

- Resources. Applicants have to demonstrate the quality and effectiveness of the resources assigned in order to get the objectives/deliverables proposed. One important aspect is that applicants make clear in the proposal that what they propose can be developed using their technical solutions. 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.

## 2.1.2 Transversal criteria

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

- 'Supporting Innovation': how the proposed solution will help boost innovation in education, business and the wider socio-economic environment.
- 'Equal Opportunities': how the proposed solution will support and promote equal opportunities for all.
- 'Social Impact': how the proposed solution will create positive impact on current social challenges<sup>10</sup>

Evaluators will provide scores (from 0 to 5, as indicated above) and comments when assessing the transversal criteria. The evaluation of the transversal criteria will only be used in case of ties to decide between applicants with the same score.

## 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

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<sup>10</sup> E.g.: health/disability, refugees/migration, employment/skills, environment, social inclusion, gender equality

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 flag and take into consideration any ethical issues that the proposed solution might raise. The consortium may ask for more specific details of the potential ethical risks that the prototype might involve or impose specific ethics requirements before accepting it into the incubation programme. In case of significant ethical concerns raised, the application might not be allowed to enter the incubation programme even if it meets the other criteria needed.

## 2.2 Scoring

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

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

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

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

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

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

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

Each evaluator will produce an Individual Evaluation Report. The final score will be calculated as an average of the individual assessments provided by the Evaluators. In case the scores of the evaluators differ by three points or more in at least one of the award criteria, a consensus meeting may be organised between both evaluators to harmonise the scores. If no consensus is reached, a third evaluator will be invited to provide an additional independent assessment of this proposal. In that case, the final score will be calculated as an average of the individual assessments from the two evaluators who provided the closest scores.

For each section, the minimum threshold is 3 out of 5 points. The total maximum score will be 15 points, with a minimum total threshold of 10 points. All proposals obtaining a score above the threshold will pass to the next phase.

## 2.3 The importance of Comments and Feedback

The purpose of reaching the objectives of the project and supporting the consortium in selecting the right candidates, 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 and quote the application form 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 around 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 **06/07/2021**

The expected deadline for the external evaluation phase is **20/07/2021**



## 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:

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**.

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.

The evaluator has the obligation to participate in the following meetings: a. evaluation briefing session organized by the IMPACT EdTech team and b. Evaluation consensus meeting to further comment the scores and feedback provided to be sent to applicants if the score of the other evaluator differs by three points or more in at least one of the award criteria.

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.

In doing so, the evaluator commits him/herself to strict **confidentiality** and **impartiality** concerning his/her tasks.

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.

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.

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.

Evaluators are **not allowed to disclose the names of other evaluators** participating in the evaluation.

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.

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

To the extent that the activities of the evaluators or the services provided by them involve the processing of personal data held by FundingBox, FundingBox authorizes the experts to process those data.

The evaluator should comply with the following obligations:

1. to process personal data in accordance with the instructions provided by FundingBox;
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 other than 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. not to store or perform any other operations on personal data on private computers or servers (processing of personal data should take place only on FBOX Platform (fundingbox.com));
7. stop processing personal data at the termination of the contractual relationship;
8. do not give access to the applications to any other person and/or institution
9. to apply all technical and organisational security measures to secure personal data, among others:
  - a. do not pass own password to the fundingbox.com Platform to anyone;
  - b. do not use public networks, use only secured Internet connections;
  - c. do not use computer that might be accessed by other persons;
  - d. log out after each session;
  - e. do not let the internet browser used to remember the password to the assessment Platform.

Authorisation to process personal data is valid until completion of the Contractor's tasks.

# Annex 1: Evaluation Form

A. Evaluation criteria		Areas to be considered when evaluating	Individual comments and recommendations (mandatory)	Score <sup>11</sup>	Threshold
1	EXCELLENCE	<p>Has the applicant demonstrated how their solution will solve an actual market need?</p> <p>Has the applicant demonstrated how their EdTech solution is beyond the State of the Art, and the innovative approach behind it (e.g. ground-breaking objectives, novel concepts and approaches, new products, services or business and organisational models)?</p> <p>Has the applicant explained the pedagogic approach underlying their solution and the educational value that it will bring?</p> <p>Have they provided information about the degree of differentiation that this solution will bring?</p> <p>Have they justified how the Technology Readiness Level of</p>	<i>to be filled in individually</i>	3	

<sup>11</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		Areas to be considered when evaluating	Individual comments and recommendations (mandatory)	Score <sup>11</sup>	Threshold
		their solution is between 5 and 7?			
	<b>Final comments and recommendations regarding the criterion "Excellence" to be shared with the IMPACT EdTech applicants</b>		<i>to be filled in individually</i>		
2	<b>IMPACT</b>	Has the applicant demonstrated a clear idea of their business model and commercialisation strategy, and degree of scalability?	<i>to be filled in individually</i>		3
		Has the applicant provided information about the degree of competition for their particular solution, and how their solution differentiates itself from its competitors?			
	<b>Final comments and recommendations regarding the criterion "Impact" to be shared with the IMPACT EdTech applicants</b>				
3	<b>IMPLEMENTATION AND RESOURCES TO BE COMMITTED</b>	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?	<i>to be filled in individually</i>		3
		Is the team (minimum 2 people) balanced and cross-functional, with a strong background and skill base?			
		Has the applicant demonstrated the quality and effectiveness of the resources assigned to achieve the objectives proposed?			

A. Evaluation criteria		Areas to be considered when evaluating	Individual comments and recommendations (mandatory)	Score <sup>11</sup>	Threshold
		Final comments and recommendations regarding the criterion "Implementation" to be shared with the IMPACT EdTech applicants	to be filled in individually		
4	Transversal criteria	<ul style="list-style-type: none"> <li>Has the applicant demonstrated how their solution helps support innovation in its sector?</li> <li>Has the applicant shown how the solution proposed contributes to supporting and promoting equal opportunities for all?</li> <li>Has the applicant demonstrated the positive social impact of their solution (e.g. in addressing challenges related to health/disability, refugees/migration, employment/skills, environment, social inclusion, gender equality, etc.)</li> </ul>	to be filled in individually		Non applicable
B. Ethical issues (review of the Ethics Self-Assessment)		Evaluators have to evaluate and comment on the ethical issues described in the proposal.	to be filled in individually	Non applicable	
Final comments and recommendations regarding the Ethical issues to be shared with the IMPACT EdTech applicants			to be filled in individually		
OVERALL SCORING		Do you propose the proposal for the IMPACT EdTech Jury Day?	to be filled in individually	10	

# Annex 2: FundingBox

## Registration instructions for evaluators

### I. Signing up or signing in

**Step 1:** Access the FundingBox Platform at <https://fundingbox.com/> and click on the “**Signup**” button in the top right corner of the page in order to be redirected to the registration page. Alternatively, access <https://fundingbox.com/signup> to proceed with the registration. Click on the “**Sign in**” button if you already have an account.

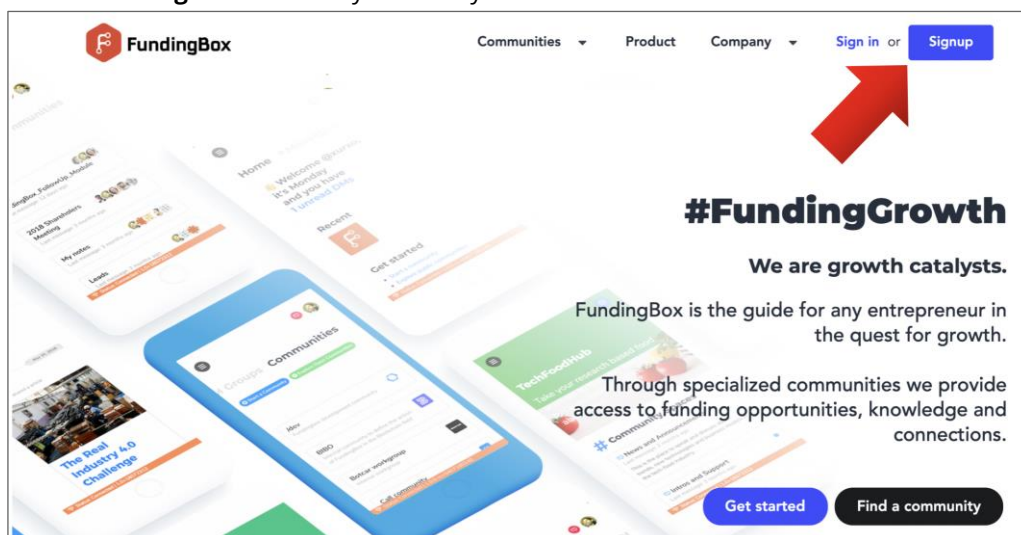
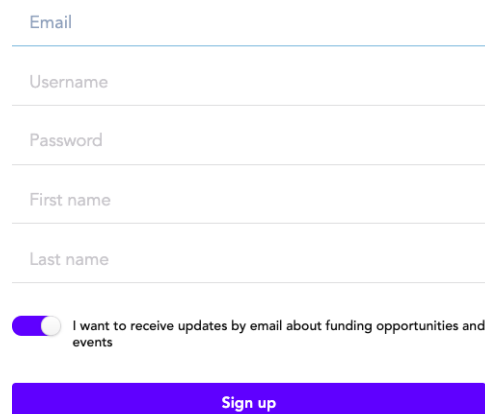


Figure 1 - Sign up or sign in at <https://fundingbox.com>

**Step 2:** Fill in the “Sign up for a Fundingbox ID” form, as indicated in Figure 2 below.

### Sign up for a FundingBox ID



The registration form consists of several input fields and a checkbox. The fields are labeled: Email, Username, Password, First name, and Last name. Below these fields is a checkbox with the text 'I want to receive updates by email about funding opportunities and events'. At the bottom of the form is a blue button labeled 'Sign up'.

**Figure 2 - Fill in the registration form**

Now you are ready to start the contract application!

## II. Filling in the application form

Once your profile is created/verified, you can now submit your application at <https://contracts.fundingbox.com/>.

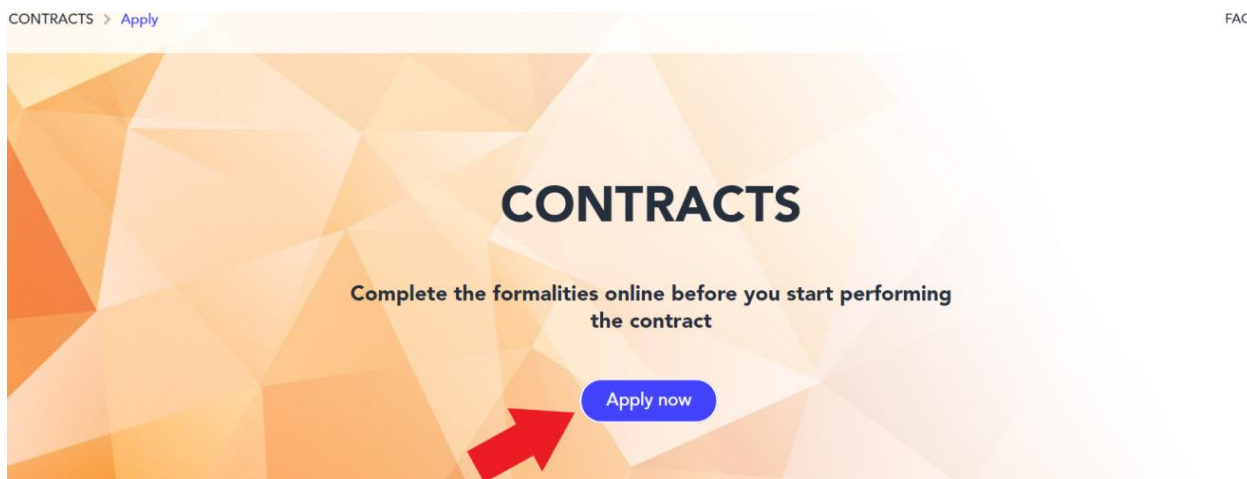
Application submission consists of following parts:

- Part 1:** Fill in all the required fields in Sections 1-3 of the online form and submit the application. Based on the provided data, Fundingbox will send you a contract to be signed.
- Part 2:** Sign the contract and upload it to Section 4.
- Part 3:** Finally, when your service is delivered, fill in Section 5.

### Part 1 - Sections 1-3 (filling in and submitting)

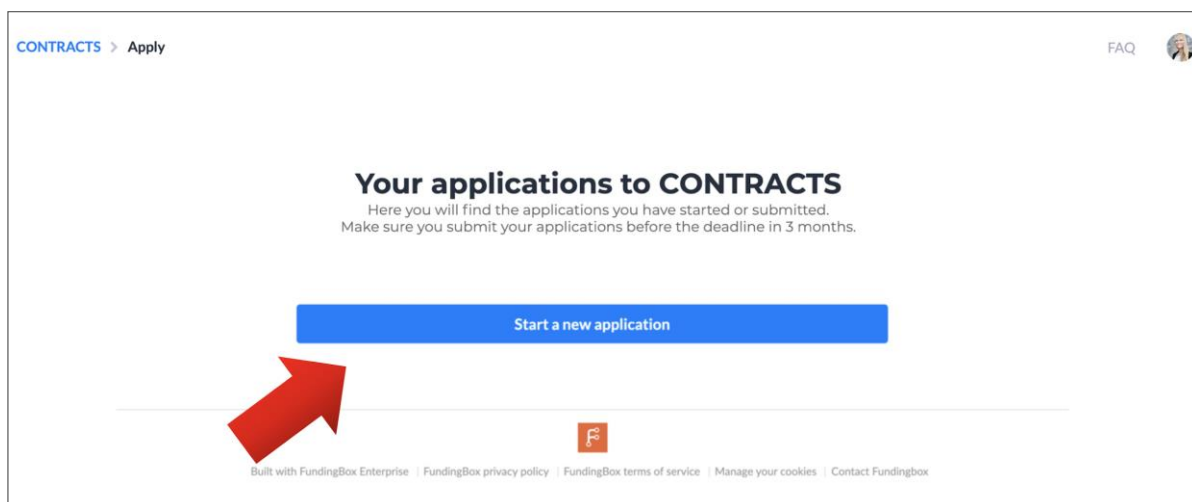
First, click on the "Apply now" button on <https://contracts.fundingbox.com/>, see Figure 3a and 3b. Then fill in **Sections 1-3** as indicated in Figure 4, and finally **submit** the application. Please see below instructions for Part 1-3.





**Figure 3a – Start the application on <https://contracts.fundingbox.com/>**

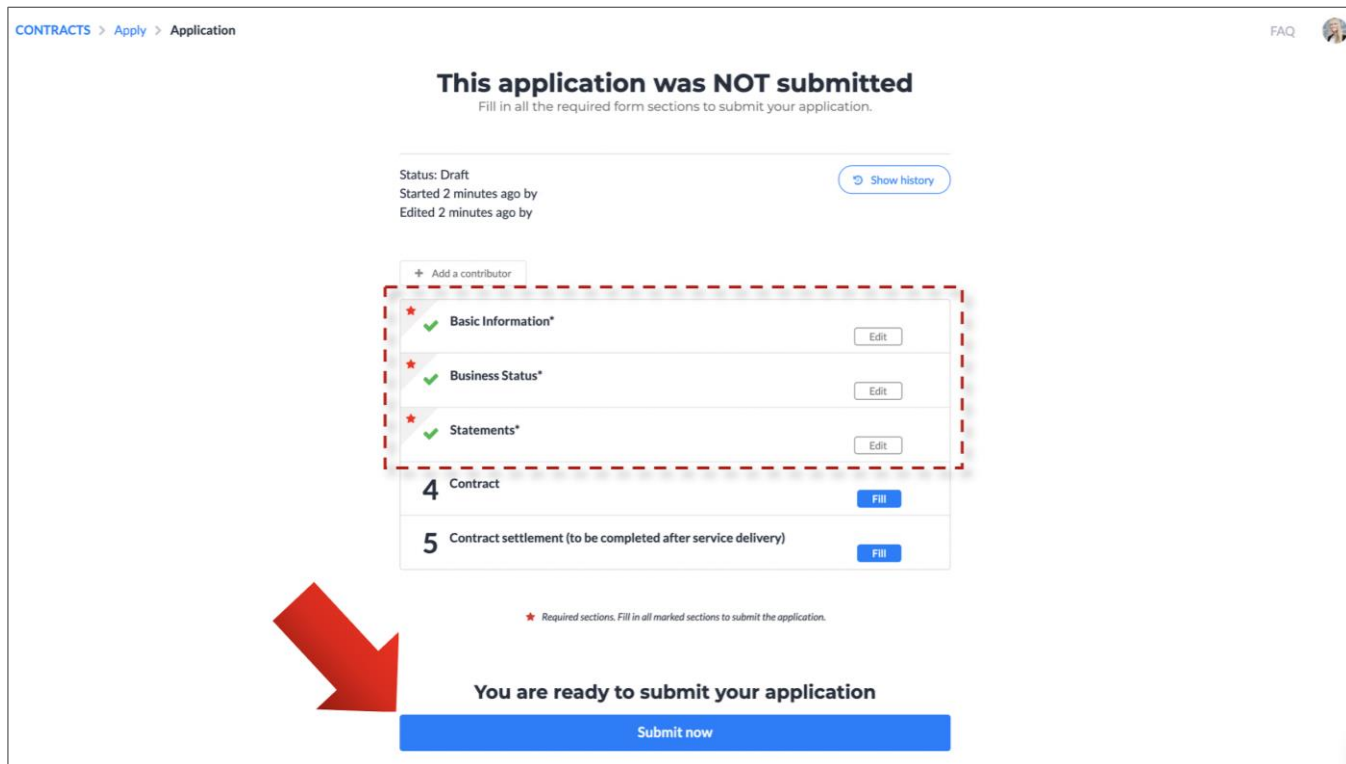
You will then be redirected to the next page where you should click on the “Start a new application” button, see below.



**Figure 3b – Start an application on <https://contracts.fundingbox.com/>**

Afterwards, you will be required to fill in Sections 1-3. After you have filled in these sections, **submit your application** by clicking on the “Submit now” button. You will be able to edit the application later, if

necessary.



CONTRACTS > Apply > Application

**This application was NOT submitted**  
Fill in all the required form sections to submit your application.

Status: Draft  
Started 2 minutes ago by  
Edited 2 minutes ago by [Show history](#)

+ Add a contributor

- ★ ✓ Basic Information\* [Edit](#)
- ★ ✓ Business Status\* [Edit](#)
- ★ ✓ Statements\* [Edit](#)
- 4 Contract [Fill](#)
- 5 Contract settlement (to be completed after service delivery) [Fill](#)

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

**You are ready to submit your application**

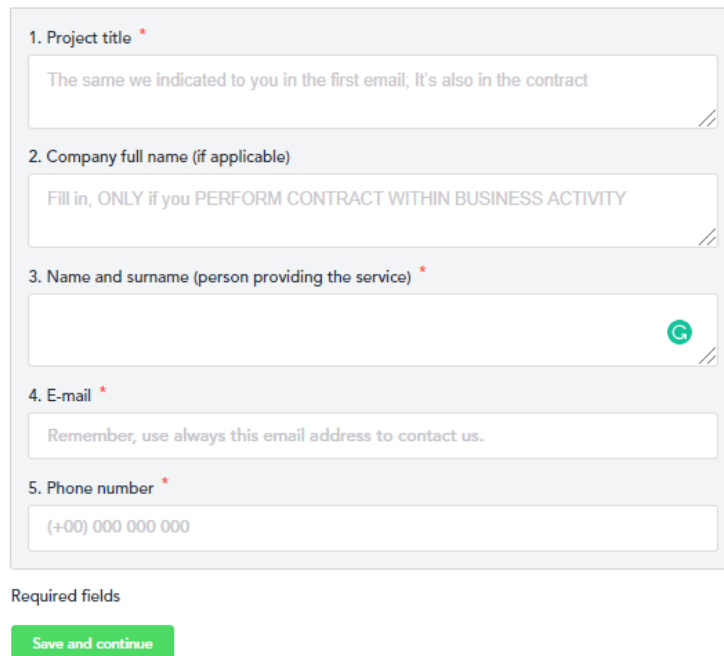
[Submit now](#)

**Figure 4 - Sections 1-3 to be filled in**

**Sections 1-3 are required in order to submit the application and to receive your contract.** We will provide you with the contract based on the data that you include in Sections 1-2. Please read the following instructions carefully.

### Section 1 “Basic information”:

- Indicate the “Project title”, see Figure 5 below.
- **IMPORTANT! “Company name” is the name of the company that will issue the invoice to FundingBox.** The field must be left empty if you provide the service as a natural person not running a business.



1. Project title \*

The same we indicated to you in the first email; it's also in the contract

2. Company full name (if applicable)

Fill in, ONLY if you PERFORM CONTRACT WITHIN BUSINESS ACTIVITY

3. Name and surname (person providing the service) \*

4. E-mail \*

Remember, use always this email address to contact us.

5. Phone number \*

(+00) 000 000 000

Required fields

Save and continue

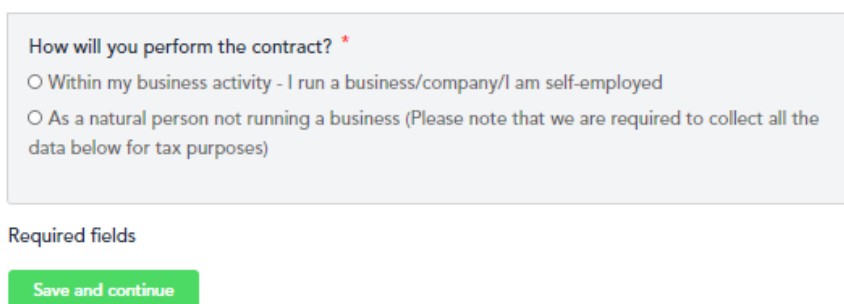
Figure 5 - Section 1

### Section 2:

In Section 2 you have to choose how you will perform the contract (see Figure 6):

- **“Within my business activity - I run a business/company/I am self-employed”.** Fill in the data of the company that will issue the invoice.
- **“As a natural person not running a business”.** This option is only for a natural person not running a business. Fill in your personal data..

## Business Status



How will you perform the contract? \*

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

☐ As a natural person not running a business (Please note that we are required to collect all the data below for tax purposes)

Required fields

Save and continue

**Figure 6 – Section 2**

**IMPORTANT!** Please be aware that, in the case of natural persons, we are required to gather a lot of personal data, which is necessary for preparing tax statements.

**Remember** to indicate your **TAX ID number** (TIN) if you are a natural person not running a business.  
**Remember** to indicate a company **TAX ID number** and **EU-VAT number** in the application form if you perform the contract within business activity.

**Please refer to the link below if you are unsure of your TAX ID number:**

- <https://www.oecd.org/tax/automatic-exchange/crs-implementation-and-assistance/tax-identification-numbers/>

**Please note that EU-VAT must be active to invoice us. Use the link below to verify it:**

- [https://ec.europa.eu/taxation\\_customs/vies/?locale=en](https://ec.europa.eu/taxation_customs/vies/?locale=en)

**Section 3:**

Please read all the statements in Section 3 carefully and choose option YES or NO for each of them (Figure 7 - Section 3)

## Statements

By ticking the box I confirm that I will ensure compliance with any and all obligations arising out of my national law, including but not limited to tax, labor and social security matters, I will be solely responsible for paying all national due contributions and taxes. \*

☐ Yes

☐ No

By ticking the box I confirm that I am not employed by any of the Consortium Partners nor do I regularly cooperate with any of them. \*

☐ Yes

☐ No

By ticking the box I confirm that I am aware that if I fail to provide the certificate of fiscal residence, FBOX may be obliged to deduct 20% withdrawal tax from my remuneration. As a result, I will receive 80% of the remuneration indicated in the Contract, and 20% deduction will be duly paid to tax authorities. \*

☐ Yes

☐ No

Required fields

Save and continue

**Figure 7 -Tick the right box for each statement**

When Sections 1-3 are filled in, please **click "Submit now"** as indicated in Figure 8 below.

**This application was NOT submitted**  
Fill in all the required form sections to submit your application.

Status: Draft  
Started 2 months ago by @izabellacegiolka  
Edited a few seconds ago by @izabellacegiolka [Show history](#)


[+ Add a contributor](#)

★	✓	Basic Information*	<a href="#">Edit</a>
★	✓	Business Status*	<a href="#">Edit</a>
★	✓	Statements*	<a href="#">Edit</a>
4		Contract	<a href="#">Fill</a>
5		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](#)



**Figure 8 - Submit the application form by clicking "Submit now"**

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



**Your application was successfully submitted**

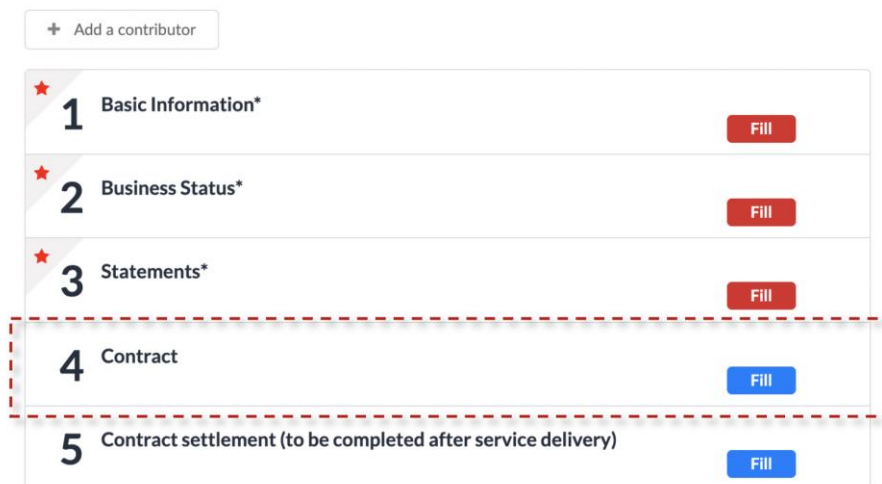
You can still edit this application as many times as you need till the application deadline (Mon Aug 03 2020 14:00:00 GMT-0300 (Central European Time)).

[Back to my applications](#)

**Figure 9 - Application was successfully submitted**

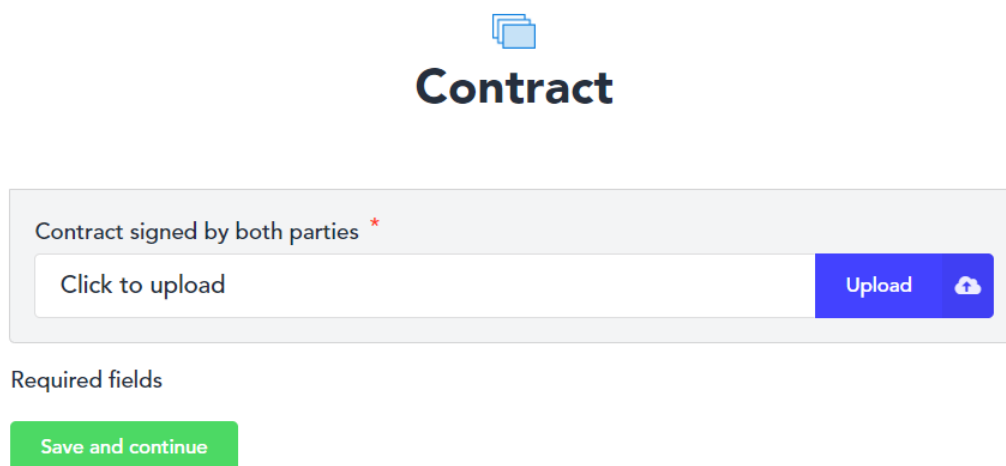
## Part 2 - Submission of the contract

Section 4 is dedicated to uploading **the contract signed by both parties**, see Figure 10 and 11.




+ Add a contributor	
★ 1	Basic Information* <span>Fill</span>
★ 2	Business Status* <span>Fill</span>
★ 3	Statements* <span>Fill</span>
4	Contract <span>Fill</span>
5	Contract settlement (to be completed after service delivery) <span>Fill</span>

Figure 10 – Click on the “Fill” button under Section 4 to upload the contract



### Contract

Contract signed by both parties \*

Click to upload
Upload 

Required fields

Save and continue

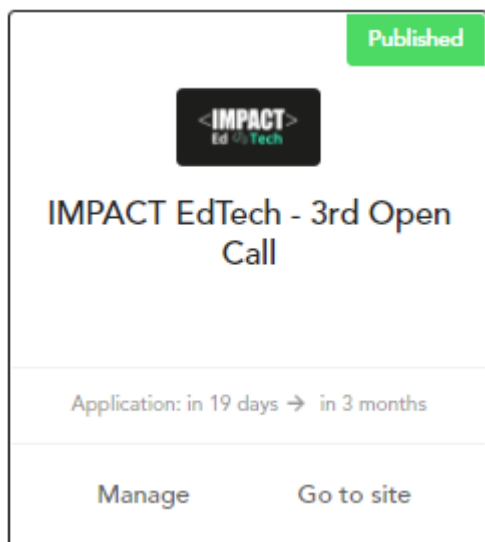
Figure 11 – Example of a successfully uploaded contract

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

# Annex 3: Evaluation instructions

After registration and upload of the signed contract, the evaluation process will take place. Evaluations will be done on the FundingBox Platform. Only evaluators registered will have granted access to the Evaluation Dashboard.

1. FundingBox Login: Access FundingBox Platform at <https://gear.fundingbox.com/>, click on "Login" and use it with your FundingBox 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 Expert 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 immediately communicated to the open call manager: Lucie Milcent - [lucie.milcent@fundingbox.com](mailto:lucie.milcent@fundingbox.com) until 09.07.2021. 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 can't edit them.



# Annex 4: Payment Procedure

## Part 3 - Filling in Section 5

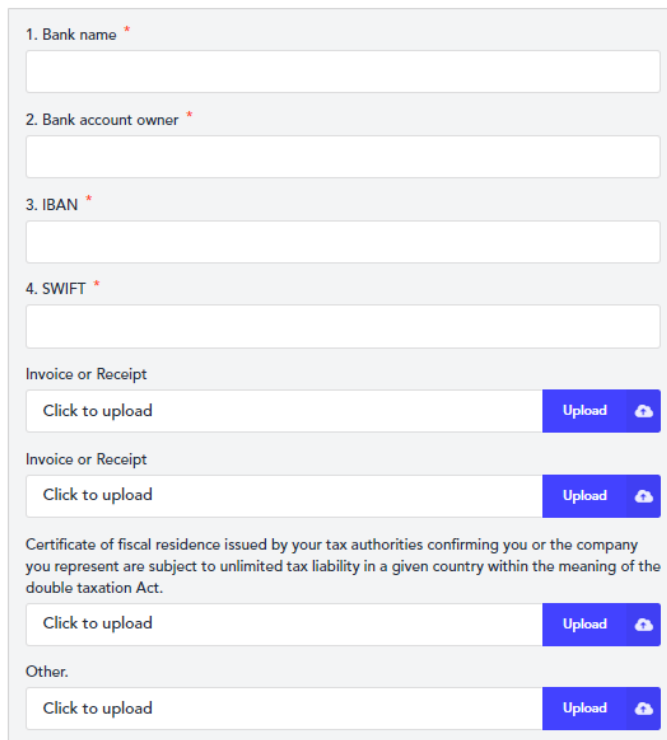
The payment procedure starts after completion of your contractual obligations, i.e evaluation(s) completed on time. Once the evaluation period is finished, we will ask you (via e-mail) to fill in **Section 5**, see Figure 12, in the previously submitted application available on the platform at <https://contracts.fundingbox.com/>.

★	✓	Basic Information*	Edit
★	✓	Business Status*	Edit
★	✓	Statements*	Edit
	✓	Contract	Edit
5		Contract settlement (to be completed after service delivery)	Fill

**Figure 12 – Fill in Section 5 by clicking on the “Fill” button**

Subsequently, complete the form of Section 5, as depicted on Figure 13. Please turn to the next page for a detailed description of Section 5.

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



The form contains the following fields and sections:

- 1. Bank name \* (text input)
- 2. Bank account owner \* (text input)
- 3. IBAN \* (text input)
- 4. SWIFT \* (text input)
- Invoice or Receipt section with a "Click to upload" button and an "Upload" button with a cloud icon.
- Another "Invoice or Receipt" section with a "Click to upload" button and an "Upload" button with a cloud icon.
- A section for "Certificate of fiscal residence issued by your tax authorities confirming you or the company you represent are subject to unlimited tax liability in a given country within the meaning of the double taxation Act." with a "Click to upload" button and an "Upload" button with a cloud icon.
- An "Other." section with a "Click to upload" button and an "Upload" button with a cloud icon.

Figure 13 – Section 5

## DETAILED EXPLANATION TO SECTION 5

### 1 BANK ACCOUNT DETAILS

All payments will be made in EURO, therefore you have to provide an **EUR bank account**. Otherwise, you will bear all currency conversion costs. The bank account details should include the following:

- Bank name;
- Bank account owner;
- Account number/IBAN;
- SWIFT/BIC.

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). Otherwise, the payment might be delayed, and you will bear the cost of the payment.

The cost of the bank 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.

**Payments will be made within 30 calendar days after the completion of contractual obligations and the submission of all additional required documents (completed application form, signed contract,**

**properly issued invoice/receipt, CFR). Please note that your EU-VAT number must be active (if applicable).**

## 2 INVOICE/ RECEIPT

All invoices/receipts need to be issued in line with your national law and contain as a minimum:

- the date of issue;
- your company/personal data including TAX ID/VAT NO/EU-VAT NO (**it should be active**);
- the total amount in EUR coherent with the contract;
- the description ***provided by us via e-mail***;
- FundingBox legal data ***provided by us via e-mail (please don't forget to indicate our VAT no)***

***FundingBox Accelerator Sp. z o. o.***

***VAT number PL7010366812***

***Al. Jerozolimskie 136***

***02-305 Warszawa, Poland***

- your bank account details.

### 3. CERTIFICATE OF FISCAL RESIDENCE (CFR)

**The purpose of this certificate is to help you avoid double taxation.**

For more information you could either ask your national tax authority, or 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)

**Please note that in case of non-residents, in order to release the payment, FBOX must be provided with a valid Certificate of fiscal residence (CFR). The validity date is indicated directly in the document or in the absence of such information, CFR is valid no more than 12 months from the date of its issuance. CFR must be valid at the moment of releasing the payment.**

In case the Expert is **not a resident of Poland** and:

- does not perform an economic activity, he/she is obliged to deliver a valid CFR issued in his/her name;
- performs an economic activity or represents a company, he/she is obliged to deliver a valid CFR issued in the company's name.

**In case that the Expert fails to deliver this certificate, the payment may be reduced by the additional tax that FBOX must pay due to the lack of the CFR (around 20%).**

When possible, **the CFR**, issued by your national tax authorities, **must mention the treaty between Poland and your country of fiscal residence for the avoidance of double taxation.**

**In some countries receiving the CFR takes a lot of time, so it's better to apply for it at the beginning of the process. You need to submit the CFR once the service has been delivered and before the payment is released by us. Please note that the CFR may not be replaced by any alternative document! In case of doubt, please check with your tax authorities.**

Please upload the online version of the CFR or the scanned copy of the original. **Note that copies are acceptable only up to 10 000 PLN/fiscal year (around 2 200 EUR/fiscal year).** It means that if you earn more than 10 000 PLN through FundingBox per fiscal year, we will request an original version to be sent by post (or the online version uploaded onto the platform if you have previously uploaded only a scanned copy).

**Payment** is considered to be carried out on the date on which the FundingBox account is debited.

Please note that as the contract is concluded under the Project that is funded by the European Commission 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 the EC or another authorised body.

# Chapter 4: Frequently Asked Questions

## Frequently Asked Questions

### 3rd Open Call

**Open date for proposals: April 6<sup>th</sup>, 2021 at 10.00 CEST**

**Deadline: June 30<sup>th</sup>, 2021 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 has set up a hybrid incubator-accelerator to support European EdTech SMEs to bring innovative digital education solutions into the market. With funding from the H2020 programme of the European Commission, the project supports - through funding and other services - companies that develop new solutions that can contribute to extending personalised, inclusive educational models and/or support the development of the skills relevant in today's world.

## 2. Why should I apply to the IMPACT EdTech Open Call?

First of all, because you have the possibility to receive up to €197,388 equity free funding, if you are selected for both stages!

But it is not just about the money!

17 contenders will be selected to participate in the IMPACT EdTech 4 months Incubation Phase (Stage 1), led by key world class professionals and entrepreneurs, which will include:

- Week-long welcome bootcamp, packed with sessions and workshops in relevant topics and taught by leading experts in the sector, to boost your start-up's growth from the get-go;
- Individual Mentoring Services from business and educational mentors;
- Full access to EdTech resources to develop your Minimum Viable Product.

After that, 8 start-ups will be selected to participate in a 5 months Acceleration Phase (Stage 2). If you are one of these, not only you will get the same services as in Stage 1, you'll also have the opportunity to pilot your solutions with users and get visibility to relevant investors and potential partners to bring your solution to the market.

### 3. How does the funding work?

The IMPACT EdTech programme provides EU funds to selected companies to bring their innovative digital learning 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 €197,388 of financial support of which up to €30,000 will be paid in the form of vouchers to access business and educational mentoring services with the rest being paid as an equity-free lump sum.

**Stage 1 - Incubation. MVP VALIDATION:** EU grant of up to €87,388, of which up to €10,000 will be paid in the form of vouchers to access business and educational mentoring services with the rest being paid as an equity-free lump sum.

**Stage 2 - Acceleration. PROOF OF-MARKET:** EU grant of up to €110,000, of which up to €20,000 will be paid in the form of vouchers to access business and educational mentoring services with the rest being paid as an equity-free lump sum.

For more information on the payment schedule and conditions, please check section 5.2 of the Guide for Applicants.

### 4. What services does IMPACT EdTech offer in the Support Program?

#### Stage 1 - Incubation. MVP VALIDATION

- Business mentoring (Proof-of-Concept from a business perspective): 2 follow-up sessions per month.
- Educational mentoring (Proof-of-Concept from a pedagogical perspective): 2 follow-up sessions per month.
- Specialised sessions (i.e. technical issues, legal issues) scheduled depending on the needs established in each Individual Mentoring Plan.
- MVP Live Testing: 2-day testing session by a group of educational experts.

#### Stage 2 - Acceleration. PROOF OF-MARKET

Strand A (EdTech solutions for schools) and Strand B (EdTech solutions for any age group or level of education) companies will receive different resources and services for

the different pilot solutions. Strand A will be divided into two subgroups, Strand A1 for solutions that will be piloted directly in classrooms and Strand A2 for solutions that will include a co-creation process with teachers.

#### For both strands

- Business mentoring (Testing Roadmap): 2 follow-up sessions per month.
- Specialized sessions (i.e. technical issues, legal issues) scheduled depending on needs established in each Individual Mentoring Plan.

#### For Strand A

##### *Strand A.1 (Classroom)*

- Educational mentoring
- Access to Schools facilities for pilot: the MVP will be piloted during 5 months in 3 classrooms in 3 different EU countries. One teacher from each school will be appointed as a Practitioner Mentor (a total of 3 teachers per pilot) and will test the MVP in the classroom.

##### *Strand A.2 (Teachers' Co-Creation)*

- Educational mentoring
- 5 months of iterative MVP development involving 3 teachers from 3 different EU countries.

#### For Strand B

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.

An 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...

- B.2. Blockchain-based technological testing environments.

An in-house block chain environment 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 solution's needs.

- B.3. Digital Missions (if travel conditions allow)



4-6 days' travel to a key startup ecosystem, 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.

Digital Mission may be organised to the preferred ecosystem stated by the Disruptors requesting this pathway (Silicon Valley, London hub, or others).

## **5. Can I submit my application if my company is not established yet?**

Only SMEs incorporated as legal persons are eligible to receive the IMPACT EdTech grants. However, if you haven't already incorporated a company at the application stage, please note that teams of at least 2 natural persons are eligible to apply, but will be required to register an SME with legal personality in an eligible country before the start of the IMPACT EdTech programme. For more information please check sections 3.2 and 3.3 of the Guide for Applicants.

## **6. How will you check our SME status?**

Before signing the sub-grant agreement, we are going to verify your SME status. More specifically, we will request you to provide the following documentation:

- Status information of the beneficiaries.
- SMEs checklist. 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.

## 7. Can I apply if I am from the UK?

Yes, UK SMEs are eligible.

## 8. What is TRL?

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 project's 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 happens if I do not submit my application within the deadline?**

The deadline for this 3<sup>rd</sup> Open Call is **30 June 2021 at 13:00 (CEST)**. We do not accept applications after the deadline. We strongly encourage you not to wait until the last minute to submit your proposal. Failure of meeting the submission deadline for any reason, including extenuating circumstances, will result in the rejection of the proposal.

## **10. 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. Note that character limitations have been established in each section of the online application form.

## **11. Can a company submit two project ideas?**

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

## **12. What type of support is available for preparing the proposal?**

The 'Guide for Applicants' is the main reference document for the 3<sup>rd</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://spaces.fundingbox.com/spaces/impact-edtech-impact-edtech-3rd-open-call-q-a>. Finally, a Technical Helpdesk service ([contact@impactedtech.eu](mailto:contact@impactedtech.eu)) is

also available if you encounter any technical problem when filling in the application form.

## 13. How to write a proposal that convinces evaluators?

- Remember that evaluators do not know your solution: give as many details as possible and make sure you include a demo link or a video. Moreover, all external sources included in your application form must be public and easily accessible.
- Be specific when answering the questions asked in the application form, they are designed to help evaluators assess your proposal against specific criteria.
- Show how your solution tackles one of the three challenges described in the Guide for Applicants: the selected solutions should help achieve the overall objective of IMPACT EdTech, which is to extend personalised, inclusive educational models and/or support the development of the skills relevant in today's world.
- Only innovative solutions will be selected: make sure to explain how your solution differentiates itself.
- Describe why the members of your team are the best suited to work on the EdTech solution that you propose.
- Only solutions with commercial potential will be selected: show the evaluators that you know the market potential of the EdTech solution that you propose.

## 14. What are the different evaluation phases and the expected schedule?

The table below presents the indicative dates in which each of the evaluation phases will end and the number of expected applicants that would go through to the next phase.

<i>Phase</i>	<i>Time</i>	<i>Approximate Date</i>	<i>Number of applicants passing to the Next Phase</i>
<b>Proposals reception</b>	During the 3 months of the Open Call.	April 6 <sup>th</sup> 2021 – June 30 <sup>th</sup> 2021	300-400
<b>Phase 1: Eligibility Check</b>	A few days after the Open Call will be closed.	July 1 <sup>st</sup> 2021-July 2 <sup>nd</sup> 2021	250-300
<b>Phase 2: Pre-scoring</b>	Just after the eligibility check if more than 250 applications pass the eligibility check.	July 5 <sup>th</sup> 2021	250-300
<b>Phase 3: Experts Evaluation</b>	2 weeks (after the eligibility check is done).	July 7 <sup>th</sup> 2021 – July 21 <sup>st</sup> 2021	200-250
<b>Phase 4: Consensus Meetings</b>	1-2 days (after the evaluation process is completed).	September 2021	28
<b>Phase 5: Jury Day</b>	After the Consensus meeting, once the Selection Committee has confirmed the pre-selected companies, they will be invited to the Jury Day.	September 2021	17

## 15. What is pre-scoring and how does it work?

The pre-scoring will be applied if more than 250 applications pass the eligibility check. The pre-scoring is a system carried out on the FundingBox platform which automatically scores answers to specific questions, following pre-established criteria. Only the 250 highest scored proposals will move to the “Experts evaluation” phase. You can see the pre-scoring criteria in Section 4.2 of the Guide for Applicants.

## **16. Is any accountability required on the way the funds have been used, e. g. invoices and other financial documents? Are there any specific restrictions on how the funds are utilized?**

The FSTP beneficiaries will receive a funding of up to €197,388, of which up to €30,000 will be paid in the form of vouchers to access business and educational mentoring services, with the rest being paid as an equity-free lump sum.

The lump sum is a simplified method that means that the FSTP recipient is not required to present accounting documents like invoices, timesheets, etc., to prove that the cost was actually incurred. However, IMPACT EdTech will assess your progress and quality of your work during Interim Reviews, not your accounting. In this sense, we will ask you to demonstrate the implementation of the project in line with the milestones set. In any case, the lump sum methodology does not release you from the obligation to collect documentation to confirm the costs under fiscal regulation.

## **17. 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. Any solution already placed above TRL 7 at application stage would not be in line with the objectives of the programme.

## **18. 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 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.

## **19. How do you expect us to present our product when applying to the call?**

In the online application form there is a specific field for attachments (e.g. video) to present your product. Please make sure that the links you provide are public and easily accessible, and include a tutorial if needed. The process to access your video or demo should be as streamlined as possible for evaluators.

## **20. How can I apply for the open call?**

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

## **21. How will IMPACT EdTech monitor the progress of selected beneficiaries?**

The selected beneficiaries 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 how beneficiaries have progressed during the milestones review process.

The milestones review will be carried out by the IMPACT EdTech 'Mentoring Committee' and Consortium partners according to the criteria indicated in section 5.1 of the Guide for Applicants.

## **22. 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.



## Chapter 5: Application form

Please find below the Application Form to the 3rd IMPACT EdTech Open Call in .pdf format. The online version will remain available between 6 April – 30 June 2021 at the following address: <https://impactedtech.fundingbox.com/>



# Test IMPACT EdTech

Submitted by: @m\_dimarco  
Last update: Not updated yet.  
Application ID: bc6eb01004fbe02b490881ee



## Basic Information

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Project code (acronym):

Project title:

Contact person - name and surname:

Contact person - e-mail address:

\*Contact person - phone number:

## Applicant's data

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Legal Name of the SME (if you do not have an SME with legal personality yet, please include the names of the two main members of your team):

Country of establishment (Choose only one):

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

Street name and number:

Postal code:

City:

Registration number (if applicable):

VAT identification number (if applicable):

\*Website URL (if applicable):

## Project

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Are you applying as an SME with a legal personality or as team of natural persons? (Choose only one):

- ☐ SME with a legal personality
- ☐ Team of at natural persons

Tagline:

Brief Description:

Slide presentation. Presentation of your solution to be uploaded here (Max. 10MB) (max. 10MB):

\*Video      Optional: Indicate here the link to a video explaining your business idea (max 2 min), if available:

\*Demo      Optional: Indicate here the link to a demo of your product, if available:

In which of the following strands would you like to participate? You can see a detailed description of the strands in Section 3.1 of the Guide for Applicants. (Choose only one):

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

Challenge. Select the main challenge that your solution will tackle. You can see

a detailed description of the eligible challenges in Section 3.1 of the Guide for Applicants. (Choose only one):

- ☐ Pedagogical continuity
- ☐ Inclusive education
- ☐ Personalised Learning

Challenge Definition:

Is your company linked financially or personally with the IMPACT EdTech partners? Have you identified any potential conflict of interest? Please refer to Section 3.7 of the Guide for Applicants for the Conflict of Interest Definition (Choose only one):

- ☐ Yes
- ☐ No

\*References:

## Excellence

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Problem / Need:

Your Solution:

Value for Education:

Are you free to exploit and commercialize your solution without restriction or hinderance? (Choose only one):

- ☐ Yes
- ☐ No

\* (Choose only one):

- ☐ Trade Secrets
- ☐ Database rights
- ☐ Patent pending
- ☐ Patent
- ☐ Copyrights
- ☐ Utility models
- ☐ Trademarks
- ☐ Design
- ☐ Licenses
- ☐ Other
- ☐ The components used for the solution are free of rights

Innovative step of your Solution:

What is the technology area behind your solution? (Choose only one):

- ☐ AI and data analytics powered solutions
- ☐ Assistive educational technology for special needs education
- ☐ Assessment tools
- ☐ Privacy and data protection
- ☐ Next generation Virtual/Exploratory Learning Environments and e-Portfolio software
- ☐ Hardware-based devices
- ☐ Gamification
- ☐ Virtual or Augmented Reality (VR/AR)
- ☐ Blockchain technology-based solutions
- ☐ Other

Technology Description:

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

- ☐ 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
- ☐ TRL 6 – technology demonstrated in relevant environment
- ☐ TRL 7 – system prototype demonstration in operational environment
- ☐ TRL 8 – system complete and qualified
- ☐ TRL 9 – actual system proven in operational environment

Justify in a few lines the TRL current status.:

\*ipr\_details:

## Impact

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Addressable Market:

Geographical coverage. Do you intend to implement your solution in other European countries in the next 4 to 5 months? (Choose only one):

- ☐ Yes
- ☐ No

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 (lower secondary school level)
- ☐ Teachers (secondary education)
- ☐ Special Needs Assistants and School Support Staff
- ☐ Parents
- ☐ Children with special needs
- ☐ People with disabilities
- ☐ Homework help
- ☐ Students (tertiary education)
- ☐ Higher education teachers and staff
- ☐ Other (please specify)

Competition:

Commercial strategy and scalability:

Business model:

Investment received. Please select the investment received till now. (Choose

only one):

- ☐ No investment received so far
- ☐ Less than 50K
- ☐ From 50K to 150K
- ☐ From 151K to 500K
- ☐ Over 500K

Sources of investment. Please select the source or sources of the investment received till now (Choose only one):

- ☐ No investment received so far
- ☐ Own money
- ☐ Friends, Family and Fools
- ☐ Public funds
- ☐ Bank Loan
- ☐ Business Angels
- ☐ Venture Capital

\*target:

\*sources:

## Implementation

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Team introduction:

Founders Video (URL). Please enter the URL of a 1 minute unlisted (not private) YouTube 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 your solution. The video should contain nothing except the founders talking. No screenshots or postproduction wizardry please. Please do not recite a script written beforehand. Just talk spontaneously as you would to a friend. Please do not add any background music to your video.:

Proved experience in the target market. Please indicate the average number of

years of experience of the team members in business, tech and education. (e.g. if you have 3 team members with 6 year experience each, then mark "6 to 10 years" (Choose only one):

- ☐ From 0 to 5
- ☐ From 6 to 10 years
- ☐ From 11 to 20
- ☐ Over 20

Gender balance. Percentage of women in the team. (Choose only one):

- ☐ 0 to 10%
- ☐ 11 to 30%
- ☐ 31 to 49%
- ☐ 50% or higher

Team composition. Is the team working on the solution composed of at least 2 members combining business, pedagogical and technical capabilities, with one of the members working full-time on the solution proposed? (Choose only one):

- ☐ Yes
- ☐ No

Founders owned equity. How much equity do your founders own? (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

Team member - Coordinator (Contact person):

Team member 2:

Other Team Information:

Name:

Role (Choose only one):



- ☐ Administrative / Management / Other
- ☐ Marketing / Sales
- ☐ Product Development / Tech
- ☐ Pedagogical

Linkedin profile (URL). Please create a Linkedin profile if you do not have one, it will be used by Reviewers as your CV. Please make sure your Linkedin profile is public so that it can be seen by reviewers.:

Name:

Role (Choose only one):

- ☐ Administrative / Management / Other
- ☐ Marketing / Sales
- ☐ Product Development / Tech
- ☐ Pedagogical

Linkedin profile (URL). Please create a Linkedin profile if you do not have one, it will be used by Reviewers as your CV. Please make sure your Linkedin profile is public so that it can be seen by reviewers.:

Other team members and team needs:

Confirmation that the information provided is true. By clicking YES, the applicant confirms that he/she did not make false declarations in supplying the information required, as a condition of participation in the Open Call. (Choose only one):

- ☐ Yes
- ☐ No

\*Team member - Coordinator (Contact person):

\*Team member 2:

\*Other Team Information:

## Resources to be committed

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

- ☐ No need for support provided by EdTech
- ☐ Financial Support
- ☐ Business Mentoring
- ☐ Educational Mentoring
- ☐ Business Mentoring and Financial Support
- ☐ Educational Mentoring and Financial Support
- ☐ Educational and Business Mentoring
- ☐ All Above

Resources:

## Transversal Criteria

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Social Impact:

Supporting Innovation:

Equal Opportunities:

## Sels-Ethical 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

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

## Declaration of honour

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By ticking the below, I confirm that all the information above is correct (Choose only one):

- ☐ Yes

## 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: