



2018 ENRICH in the USA Application

Match&Pitch Details

1. Funding

20 innovators will be selected. The top 10 applicants will participate for free (for up to two persons) and receive a stipend to support part of their traveling costs, between 700 and 1,400 EUR. The other 10 applicants will pay the subsidized price of 700 Euros to participate (for up to two persons). If they meet the criteria, 20 additional innovators can be accepted at the discounted price of 1,400 EUR.

2. Application process

Link to apply: www.f6s.com/matchpitchces/apply

This is a rolling submission process; applications will be processed as received.

ENRICH in the USA staff will assist with questions or portal issues for applicants. Besides basic information, applicants must mark a checklist for actual criteria and must complete each section of the application.

In F6S, the applicants are asked to register themselves and fill in general information, personal information (such as name, institution, organization type, contact details, and specific questions referring to the organization type). All applicants must acknowledge that they are made aware that some costs have to be covered individually.

You will need to complete all required questions in the F6S application form before you are allowed to submit. This includes all uploads and attachments in the last section of the application form.

3. Evaluation and Selection Process

The fundamental principles governing the evaluation of the applications are:

- Transparency: The process for selecting applicants will be clearly described and made available to any interested party.
- Fairness and Equality of treatment: All applications shall be treated alike, irrespective of where they originate or the identity of the applicants.

- Ethical and Legal considerations: Any application that contravenes ethical principles and legal regulations may be excluded from being evaluated and rejected at any time.

The evaluation process involves 2 steps:

Step 1: F6S Application

The evaluation panel for your online application is a committee of ENRICH in the USA representatives and ENRICH in the USA Ambassadors – including institutional Investors, consultants and corporate experts in ICT and industry convergences. Your panel will count 2 to 4 evaluators.

Below please find the detailed rubrics the evaluation panel is using to score your application and to provide thorough and fair review.

The average score will be out of 5.

Applications with score ≥ 4 – you will be invited to an interview to pitch your slide deck (step 2).

Applications with a score ≥ 3 – you will be asked for precision/additional information, then an interview will be planned to pitch your slide deck (step 2).

Applications with a score < 3 will be rejected.

Step 2: Interview

During the 25 min interview (web-conference), you will be asked to pitch in 10 min your 8-slide deck you submitted on F6S, and then we will have 10-min open Q&A.

The average score will be out of 5, including the scores of step 1.

As this is a rolling submission process, applications will be processed as received.

Applications with total score ≥ 4 – the first top 10 innovators will qualify for a fully funded program and compete for traveling stipend. Traveling stipends will be awarded at the PitchFest for the top performances and be paid after proof of traveling expenses.

Applications with total score ≥ 3 – 10 innovators will qualify for partially funded program, subsidized cost will be 700 EUR.

Applications with total score < 3 will be rejected.

If you received a score ≥ 3 , but the 20 spots have been filled – 20 additional innovators can be accepted at the 15% discounted price of 1400 EUR.

4. Review Rubrics - Questions

a. Expectation (question 1)

Are the expectations in line with ENRICH in the USA mission statement? Are the objectives clearly defined and aligned?

5 - Exceptional	4 - Above Average	3 – Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly understood the service offered - Clearly articulated his/her needs and objectives - Clearly demonstrated that his/her needs will be met by the service proposed 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Understood the service offered - Articulated some needs and objectives, but not specifically - Demonstrated that his/her needs will be met by the service proposed 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Poorly understood the service offered - Not articulated clear needs and objectives

b. Technology and knowledge of the US opportunities (question 2)

Readiness of the technologies (data, working prototype, data, adaptability of the technology) and opportunities perceived in the US (target market).

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly articulated how his/her technologies are ready to be presented - Clearly articulated the IP approach for each of them - Clearly defined the US target market(s) or niche market(s) - Clearly understood the needs in the US and defined the opportunities 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly explained the technology but it is partially ready to be presented - Planned the IP approach - Identified market needs, target market and end US customers but not all 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Technologies not ready to be presented - No IP plan or cannot protect or license the innovation - Not articulated a clear market for the innovation

c. Motivation (question 3)

Evaluation of the motivation of the candidate to pursue the long-term success for your company/project in the US? Is he/she the right representative for the US market.

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly articulated his/her motivation - Clearly demonstrated that he/she has the right profile to pitch the technology - Clearly demonstrated that he/she the control / power to support the project in the long term 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Articulated some of his/her motivation - Demonstrated that his/her needs will be met by the ENRICH service proposed - Has some control / power to influence the projects or his/her organization in the short to mid-term 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Poorly showed his/her motivation or articulated enthusiasm or ability to pitch - No control / power to influence the project or his/her organization in the short to mid-term

d. Pitch Deck Review focused on funding potential and resources

Is the target market sufficiently large and/or is there room for growth of the target market? What is the level of risk for the project? Is the initial team appropriate to grow a start-up/spin off? Does it have proper mentors/advisory board established and a sales team/ sales manager?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The project has:</p> <ul style="list-style-type: none"> - A market with attractive growth opportunities - A sound team, with at least one person dedicated for business development / sales, and mentors/advisory board - Potential to be an attractive investment opportunity 		<p>The project:</p> <ul style="list-style-type: none"> - May operate in an attractive market, but has an incomplete tech that may not meet all the market needs - Is missing a business development or sales manager - May provide a good investment opportunity in the future, but could present a significant risk to investors 		<p>The project:</p> <ul style="list-style-type: none"> - Will not be attractive to investment because it will operate in a too small target market - Has a high degree of risk with a low chance of overcoming those risks - Does not have a sound team

e. Overall (after review of all the questions + pitch deck)

What is your overall impression of the proposed technology, market, strategy, and ability to grow into a successful company? How well does this applicant align with ENRICH in the USA goals and/or can utilize the ENRICH in the USA program? Is the pitch deck ready to be presented?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly articulated a need - A well thought out technical solution (prototype or V1) and business strategy to address that need - Strong technical competitive edge - Presented the needs of a presence in the US and needs ENRICH in the USA resources to succeed 		<p>The applicant has:</p> <ul style="list-style-type: none"> - The potential to be successful, but may need to better identify a market need, business strategy, or go-to market strategy - A technology that does not completely address the market needs or that needs more development for a full working prototype or V1 - May not have immediate opportunities in the US 		<p>The applicant:</p> <ul style="list-style-type: none"> - Does not have a clear grasp of the market needs, the strategies need to address the market, how the future of their technology should be steered and/or have a unique competitive advantage - May not be able to be a successful start-up company or utilize ENRICH in the USA

5. Review Rubrics - Interview

a. Marketing / Presentation

Evaluation of the “look” of the slide deck, and of the ability to present of the candidate. Is he/she the right representative of the technologies for the US market?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly articulated his/her technology in English - Clearly demonstrated his/her interest to support their expansion in the US market - Respected the 10 min presentation, and was clear, to the point in his/her answers to the questions/comments - A clear Slide Deck, easy to follow 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Articulated most of the points in the slide deck - Respected the 10 min presentation, and was able to answers the questions/comments - Only minor changes /improvement in the slide deck will be needed 		<p>The applicant has:</p> <ul style="list-style-type: none"> - Poorly presented his/her technology or articulated enthusiasm - Could not respect a 10 min presentation or does not have the English level required - Has to redo his/her slide deck

b. Competitiveness and Price strategy

Has the participant clearly identified competitors, barriers to entry, price strategy and enumerated its competitive advantages?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The competitive landscape is:</p> <ul style="list-style-type: none"> - Well understood on a Global /US Scale and the applicant may have the ability to produce a product with a competitive advantage - The price point / strategy has been defined 		<p>The competitive landscape is:</p> <ul style="list-style-type: none"> - Adequately, but not completely, defined - Not fully understood to develop the project's competitive advantages - The price point / strategy is not well defined yet 		<p>The participant has:</p> <ul style="list-style-type: none"> - Done a poor job of identifying appropriate competition in the US and the price strategy - No clearly defined competitive advantage

c. Commitment and Resources

Has the participant/team already initiated relationships with customers, partners, etc. for the project's advancement? Did the participant show a clear effort in the input quality and thorough completion of the application? Did the participant identify risks and acknowledge potential solutions? Are the milestones for future iterations/product improvements, appropriate expectations to meet in the timeframes mentioned?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Exceptional dedication to be entrepreneur - A complete application that contains appropriate detailed descriptions and strategies - A defined sales roadmap that are going to be met with resources proposed - IP is protected / planned 		<p>The applicant has:</p> <ul style="list-style-type: none"> - The necessary dedication to be entrepreneur - Several key or potential relationships for the success of the project have been identified and approached - Has a plan towards future business development and technical development - IP milestones are well defined 		<p>The applicant did not complete multiple sections of the application</p> <ul style="list-style-type: none"> - No relationships exist and few if any risks have been identified - Does not have plan IP or sales milestones needed - Is severely lacking the technical prowess to pursue the proposed technology plan

d. Interview overall

What is your overall impression of the proposed technology, market, strategy, and ability to grow into a successful company? How well does this applicant align with ENRICH in the USA goals and/or can utilize the ENRICH in the USA program? Is the applicant able to present his/her pitch deck in an engaging way? Is the applicant able to answer questions in a structured manner?

5 - Exceptional	4 - Above Average	3 - Good	2 - Fair	1 - Poor
<p>The applicant has:</p> <ul style="list-style-type: none"> - Clearly articulated a need and his/her technology to answer it - A well thought out business strategy to promote his/her innovation - A strong technical competitive edge - Presented the needs of a presence in the US and needs ENRICH in the USA resources to succeed - Answered all the questions in a clear manner 		<p>The applicant has:</p> <ul style="list-style-type: none"> - The potential to be successful, but may need to better identify a market need, sales strategy, to further develop the technology or go-to market strategy - A technology that does not completely address the market needs or not fully working - May not have immediate opportunities in the US - Answered most of the expert questions in a clear manner 		<p>The applicant:</p> <ul style="list-style-type: none"> - Does not have a clear grasp of the market needs, the strategies need to address the market, how the future of his/her technology should be steered and/or have a unique competitive advantage - May not be able to be a successful start-up company or utilize ENRICH in the USA - Could not answer the expert question in a concisemanner

6. Timing

Application and Registration Process:

Oct. 8th – Dec. 17th, 2018: [F6S Online](#) application is open. As this is a rolling submission process, applications will be processed as received.

Nov. 1st, 2018 - Jan 7th, 2019: Registration on the matchmaking platform i.e. publication of the participant's focus and collaboration wishes (technology and business offers). Participants will send and accept meeting requests with other platform participants.

Jan. 1st-7th, 2019: Participants send the last meeting requests and accept last minute requests.

Jan. 6th, 2019: Pick up updated schedules at the ENRICH in the USA orientation desk.

7. Agenda

Location

ENRICH in the USA's Pitch event is located at the Tuscany Hotel and the Match event is located at the CES Eureka Park at the Sands Convention Center adjacent to the Venetian Hotel.

For more information about the different locations of the CES in Las Vegas – please visit: www.ces.tech/about-us.aspx

Dates

ENRICH in the USA Match&Pitch @ CES is a 6-day long program of:

- pitching sessions on Monday Jan. 7th (as part of a co-organized annual event by EAEC and AngelLaunch: PITCHFEST, also part of the Euro Tech Week @ CES co-organized with Las Vegas Events ITS)

- and matchmaking sessions from Monday, January 6th to Friday, January 11th, 2019 at CES 2019 on the Eureka Park of the Sans Convention Center/Venetian Hotel (as part of a co-organized annual event by EAEC and Enterprise Europe Network: MATCHFEST also part of the Euro Tech Week @ CES co-organized with Las Vegas ITS).

ENRICH in the USA Pitch @ CES is on Monday, January 7th, 2019,

[CES](#) exhibit halls are open from Tuesday, January 8th to Friday, January 11th, 2019.

A Welcome training/workshop afternoon is added on Sunday Jan, 6th.

Sunday, January 6 - ENRICH in the USA Welcome and Pitch training day @ Tuscany Hotel

1:00 - 7:00 pm	Welcome at ENRICH in the USA orientation desk <i>Participants will receive their badges (CES badges will have to be picked up independently -CES pick-up desks available at the convention centres, in hotels, at airports, etc. – will be indicated on CES site) and schedules (including pitch times and times of meetings with table numbers)</i>
2:00 - 6:00 pm	Pitch Training sessions and one on one slide deck reviews and feedbacks
6:00 pm	ENRICH in the USA Match&Pitch Happy Hour & Evening Debriefing

Monday, January 7 - ENRICH in the USA Pitch @ Tuscany Hotel

8:00 am - 9:00 am	Opening Morning Coffee
9:00 am – 1:00 pm	Participating at and listening to the pitches of EU and US startups <i>2x 30 min reverse pitch panel from the investors</i> <i>2 X1h pitch sessions</i> <i>1 X 30 min networking with investors</i>
11:00 am - 6:00 pm	Networking & Demo Showcase for all startups

1:00 pm - 2:00 pm	Lunch, Guest Speakers & Networking
2:00 pm - 5:00 pm	ENRICH in the USA Pitch <i>30 min reverse pitch panel from the investors</i> <i>2 X1h pitch sessions</i> <i>1 X30 min networking with investors</i> <i>Presenting startups have 6 minutes (4 minute pitch and 2 minute Q&A). Judges will score the startups.</i> <i>The 3 top scoring startups are invited to pitch (1 min) at the Award ceremony (from the European American Pitch Awards).</i>
5:30 pm - 7:00 pm	European American Pitch Awards & Cocktail
7:00 pm	ENRICH in the USA Match&Pitch Happy Hour & Evening Debriefing

Tuesday, Jan, 8 - ENRICH in the USA Match @ CES 2019 @ Eureka Park

10:00 am - 11:00 am	EAEC General Morning Briefing on CES and on EAEC MATCHFEST
11:00 am - 5:30 pm	MATCHFEST - B2B Matchmaking Sessions
5:30 pm - 6:30 pm	EAEC General Evening Debriefing on CES and on EAEC MATCHFEST, including for ENRICH in the USA Match&Pitch participants

Wednesday, Jan, 9 - ENRICH in the USA Match @ CES 2019 @ Eureka Park

9:00 am - 10:00 am	EAEC General Morning Briefing on CES and on EAEC MATCHFEST
11:00 am - 5:30 pm	MATCHFEST - B2B Matchmaking Sessions
5:30 pm - 6:30 pm	EAEC General Evening Debriefing on CES and on EAEC MATCHFEST, including for ENRICH in the USA Match&Pitch participants

Thursday, Jan, 10 - ENRICH in the USA Match @ CES 2019 @ Eureka Park

9:00 am - 10:00 am	EAEC General Morning Briefing on CES and on EAEC MATCHFEST
11:00 am - 5:30 pm	MATCHFEST - B2B Matchmaking Sessions

5:30 pm - 6:30 pm EAEC General Evening Debriefing on CES and on EAEC
MATCHFEST, including for ENRICH in the USA
Match&Pitch participants

Friday, Jan, 11 - ENRICH in the USA Match&Pitch @ CES 2019

9:00 am - 1:00 pm MATCHFEST - B2B Matchmaking Sessions

1:00 pm CES Visit: Free time to visit/tour the show