

## Application and Programme guidelines

### 1. Introduction

The present document defines the Application and Programme guidelines (hereafter the '**Guidelines**'). It describes the terms and conditions related to application and functioning of the Fit 4 Start Programme (hereafter the '**Programme**').

### 2. Definitions

The '**Initiator**': the Ministry of Economy is the initiator and financial support of the Programme.

The '**Organiser**': LUXINNOVATION GIE Economic Interest Grouping, registered with the Luxembourg Trade and Companies Register under number C16 (LUXINNOVATION), having its registered office at L-4362 Esch-sur-Alzette, 5 avenue des Hauts Fourneaux, organises and manages the functioning of the Programme.

The '**Partners**': Technoport S.A. and Nyuko A.s.b.l collaborating and providing support to the Programme.

The '**Applicants**': individuals, innovative project owners or duly authorised persons representing a young innovative company applying to take part in the Programme.

The '**Participants**': are Applicants selected to participate to the Programme.

The '**Pitching Day**': Two-day event organised with the objective of: granting every pre-selected Applicant a 5 minute pitch presentation as well as 3 minutes of Q&A with the Jury ; introducing the Luxembourg Start-up ecosystem and the Fit 4 start organisation.

The '**Graduation**': based on Participants goals achievement, attendance of coaching sessions and commitment to the Programme, the Jury together with the Internal Coaches decide whether to graduate Participants or not. This is one of the requirements to have access to the additional €100.000 national grant.

The '**Steering Committee**': monthly meeting with the Jury, Organiser and Initiator representatives as well as Internal Coaches to review Participants pitches and monitor progress. There are 4 Steering Committees during the Programme.

### 3. Eligibility

- A. The Programme is open to innovative projects or young innovative start-ups from around the world that meet all the following criteria: Company active in the sectors of:
  - a. Information and Communications Technology (hereafter '**ICT**') or
  - b. Health Technologies (hereafter '**HealthTech**').
- B. Company meeting the small enterprise ('SE') criteria as defined by the European Commission (Extract of Article 2 of the annex to Recommendation 2003/361/EC).
- C. If the Applicant set up a company already incorporated in Luxembourg, young start-ups are normally privileged— with reference to an incorporation not older than 12 months before the starting date of the Programme (i.e. first day of coaching sessions). There is no prerequisite for Applicants to have incorporated a company at the application stage. However, in case the Applicant is selected for participation to the Programme, a commercial company must be created and incorporated in the Grand Duchy of Luxembourg within 4 months after the start date of the Programme.

- D. The Applicant team must be composed of a minimum of two people, with at least one person working full time on the project during their participation in the Programme.
- E. Applicant may be any early-stage and/or more advanced ICT start-ups/projects. Although it is not necessary to have a minimum viable product ('MVP') at the application stage, it could however be considered as an advantage.  
For the HealthTech domain, products or services in preclinical POC or MVP will be preferred.
- F. In case the Applicant is selected for the Programme, the Guidelines require the Participant – person in charge of the Programme – to be at least 18 years of age or older as of the starting date of the Programme.

#### 4. Application Period

The Programme is organised twice a year. The Spring and Autumn editions are open for ICT Applicants whereas HealthTech Applicants can only apply for the Autumn edition. Applications must be submitted before the entry submission deadline. All submissions received after the deadline will not be accepted.

#### 5. Registration Process

The Applicants need to submit their complete application via the Organiser's online registration platform (the '**Registration Platform**'): <https://fit4start.luxinnovation.lu/>. All personal information will be treated according to chapter 15 of this document.

Projects may be entered for one of the following two categories:

- A. ICT
- B. HealthTech

The application must include:

- A. Responses to all mandatory areas included in the application file.
- B. Elevator pitch: max. 1 minute pitch video (addressing problem, solution, etc.). All videos exceeding the prescribed time will not be accepted.
- C. Acknowledgment of the Guidelines contained in this document.

Applicants should submit only one application. In case of fraudulent methods, false/misleading information or otherwise attempts to circumvent the Guidelines the Organiser retains the right, at its sole discretion, to reject an application.

#### 6. Pre-selection Process to Pitching Day

- A. All applications are carefully reviewed by the Organiser and Partners to perform a first selection of Applicants for the Pitching Day.
- B. The applications will be pre-selected for the Pitching Day based on the following selection criteria:
  - a. Project readiness
  - b. Innovative/disruptive technology or approach
  - c. Existing traction
  - d. Interest and relevance of the project within the Luxembourg economic and societal context

- C. All Applicants will receive an answer by email within one working week from the expiry of the entry submission deadline. The answer includes pre-selection to the Pitching Day, placement on the waiting list or rejection.
- D. In case of pre-selection to the Pitching day, a confirmation is requested from the Applicant the latest at the deadline indicated in the email. In case of non-respect, the Organiser reserves the right to invite Applicants from the waiting list.
- E. The rejected Applicants can ask for feedback on their application. The Organiser reserves the right, at its entire discretion, to determine the form of feedback to provide (oral, by email, etc.).
- F. At the end of the Pitching Day, the Jury will announce their decision who will be selected and participate in the Programme..

## 7. Pitching Day

- A. Upon receiving the Applicant's confirmation to attend the Pitching Day, the exact date and location will be communicated in due course
- B. It is mandatory to be present in person in Luxembourg during the Pitching Day. There is **no** option to pitch via Skype or other video communication means.
- C. The Pitching Day is a public event.
- D. The chronological order of the pitches will be decided by the Organiser.
- E. The Organiser will provide the technical equipment (computer, microphones, etc.) required.
- F. The pitching time:
  - 5 minutes presentation;
  - 3 minutes of Q&A;
  - Time will be strictly monitored.
- G. Following completion of the pitches of all the Applicants, the Jury will meet to make a decision.
- H. The Jury (see chapter 8 for details) will select 15 start-ups in total: 10 of which will be from the ICT sector and 5 from the Healthtech sector.
- I. The selected start-ups (the '**Participants**') will be announced after the Jury's decision.
- J. Each Participant will receive an email confirming their selection and an electronic version of this document. The Participant will be required to return this document duly signed within the specified deadline. This signed document will be considered as an agreement (**the "Agreement"**) with the Organiser in order to confirm their participation to the Programme and comply with the Guidelines thereof.
- K. The acceptance of the Guidelines constitutes Participant's consent to the Organiser and Partners of the Programme to use the Participant's project information communicated in the context of Fit 4 Start for purposes of advertising in any media without further request. This includes movies, pictures, and interviews of the Applicants/Participants.
- L. If one of the Participants does not reply to the email within the required delay or disqualifies from the Programme, the Organiser will grant the right of participation to the next best Applicant on the waiting list established by the Jury.

## 8. The Jury

- A. The Jury is composed of 2 pools of independent experts from the private sector with experience in the field of ICT and HealthTech selected by the Organiser and the Initiator.

- B. All Jury members are required to sign a code of ethics managing potential situations of conflict of interest in relation to the selected projects and to guarantee non-disclosure of any project information obtained during their role as Jury.
- C. The role of the Jury during the Programme is to assess the different projects' potential and judge their performance based on different goals and objectives set together with the Internal Coaches and Participants during the 1<sup>st</sup> Steering Committee.
- D. The role of the Jury is to select the Participants and to monitor them on a monthly basis through Steering Committees. The monitoring is based on Participant pitches and their progress on graduation goals.
- E. At the end of the Programme, the Jury decides on Graduation of the Participants based on agreed achievement of goals, Participants' attendance to coaching sessions and commitment to the Programme.

## 9. Coaches

- A. The Coaches are divided into two different categories:
  - a. Internal Coaches (the '**Internal Coaches**'), individually supporting and accompanying the Participants throughout the whole Programme.
  - b. External Coaches (the '**External Coaches**'), giving specific trainings on topics of joint interest for the Participants. They usually intervene for one-day sessions during the Programme.
- B. The Internal Coaches are lean start-up experts with high entrepreneurial knowledge and expertise in the field of start-up ventures.
- C. The External Coaches are selected based on relevance of their expertise for the respective cohort of Participants.
- D. Each Participant will be coached by the Internal Coaches during the Programme. However, at the beginning of the Programme, one lead coach (the '**Lead Coach**') is assigned to each Participant. This Lead Coach will be the main reference/ contact for the assigned project during the Programme.
- E. The Internal Coaches report to the Organiser and Jury on the Participant's progress and evolution.

The Internal and external Coaches are required to sign a service contract. The contract contains obligations and procedures on their role, including a non-disclosure agreement guaranteeing the confidentiality of the information received during coaching sessions.

## 10. Grant access and conditions

The Programme supports the Participants in getting started in Luxembourg by giving access to a **business grant of EUR 150.000** offered by the Ministry of Economy in accordance with Regulation (EU) No 1407/2013 on the minimis aid.

- A. This grant is divided into two tranches, with a first tranche payment of EUR 50.000 and a second tranche payment of EUR 100.000. The second tranche is only offered to those Participants that have both successfully graduated (obtained Graduation) from Fit 4 Start, and managed to raise at least EUR 50.000 of private equity. The graduated Participant has 6 months after the Graduation date to raise capital and submit a demand for the second tranche.
- B. How to obtain the first tranche of the grant?
  - a. The Participants need to have their company established and obtain their business permit in the Grand Duchy of Luxembourg, and a minimum issued capital of EUR

- 10.000 (fully paid-up). Detailed information on how to create a company in Luxembourg is available on the website [myguichet.lu](http://myguichet.lu). Furthermore, it is strongly recommended to get in contact with the House of Entrepreneurship as soon as possible, which is providing personalised support and advice to companies from around the world looking to establish their business in Luxembourg.
- b. Please note that the duration of incorporation might be longer if a specific licence (*e.g. PSF - Professionals of the Financial sector*) that are granted by other competent authorities and governed under specific regulatory frameworks are required.
  - c. In the process to access the EUR 50.000, it is required to fulfil requirements in 10. B.a. above and to submit a duly completed and signed aid application form to the Ministry of Economy in accordance with Art. 25.8.C of the law of 17th May 2017 relating to the promotion of research, development and innovation. Please note that among other documents, a copy of the business permit and company articles of association will be required for the application process and therefore need to be obtained beforehand. Please note that this complete process may last several weeks according to the Participant's situation.
- C. A **16-week Programme of intensive coaching**, including:
- a. One-to-one sessions by Internal Coaches;
  - b. Group coaching sessions held by External Coaches;
  - c. Monthly follow-ups and feedback sessions from the Jury during Steering Committee.
- D. **Free access to the co-working space** of the business incubators ('Technoport')
- E. The Programme also offers many opportunities in terms of visibility within the market and opportunities to **benefit from networking facilities of the wholeecosystem** that supports start-ups in Luxembourg.

## 11. Programme & Monitoring

- A. Participation is free of charge. However, Applicants and Participants will be responsible for covering their travel and accommodation costs.
- B. The Participants must ensure attendance to all coaching sessions (i.e. one-to-one as well as group sessions) and be present during the Steering Committee meetings.
- C. Objectives are agreed on between Participants, Internal Coaches and Jury at the beginning of the Programme according to their respective project development stage and needs.
- D. Participants need to provide regularly progress reports to the Internal Coaches and to the Jury to inform them about their progress during the Programme.
- E. No response to solicitation from Applicants/Participants, absence of reporting / systematic delays from Participants to Internal Coaches may result in an exclusion from the Programme and cancel access to the grants.
- F. Participants commit to attend the planned coaching sessions and meetings. The Organiser may decide to automatically disqualify Participants for the current Programme in case of frequent absences.

## 12. Communication

- A. All communication before the Programme start will be conducted via electronic mail.
- B. During the Programme, the interaction between the stakeholders (Participants, Coaches, Initiator and the Organiser) will be done via a dedicated digital platform owned by The Organiser.

### 13. Intellectual Property Rights

- A. Applicants and Participants are responsible for their own intellectual property.
- B. The Organiser as well as the Partners of the Programme take no part in, and have no liability for, the domestic or international intellectual property rights of the Applicants or Participants.

### 14. Responsibilities and liabilities

The Organiser reserves the right, at its sole discretion, to disqualify any Applicant or Participant who engages in immoral/ non ethical / illegal activities including attempts to tamper with the entry process or/and violates the Guidelines of Fit 4 Start. The Organiser has the right, at its sole discretion, to maintain the integrity of the Programme. Any activity by any Applicant or Participant that may adversely affect or undermine the legitimacy of the Programme may be in violation of criminal and civil laws. Should such attempt be made, the Organiser reserves the right to seek damages to the fullest extent permitted by law.

### 15. Data confidentiality and personal data

- A. The Organiser does not collect personal data other than that which Applicants voluntarily provide on the website (the '**Website**') or Registration Platform (i.e. name, first name, contact details including the email address, function and organisation, texts, altogether the '**Personal Data**'), neither when they pre sign up for the Programme nor submit their application.
- B. Personal Data collected on the Website or Registration Platform will be processed by the Organiser for the following purposes:
  - a. communicate with the Applicants and provide them with the information requested
  - b. processing of access, rectification and opposition requests, and other rights with respect to Personal Data;
  - c. claims and litigation management.
- C. The processing of the Applicants' Personal Data is necessary for the Organiser to provide them with the services they requested, as well as to enable the Organiser to fulfil its public service missions. These purposes constitute the legal basis for the data processing carried out by the Organiser.
- D. Applicants' and Participants' Personal Data will be processed internally by duly authorised persons, within the limits of their respective attributions.
- E. Personal Data may also be communicated to the Organiser's data processors (including IT service providers) and external services providers such as web designers, marketing solutions providers, communication agencies, to the strictest extent necessary and subject to the existence of contractual guarantees to ensure the security and confidentiality of the data.
- F. Applicants' Personal Data will be processed by the Organiser as a data controller, in compliance with the applicable data protection legislation (i.e. for the time being the Law of 2 August 2002 covering the protection of individuals with regards to the processing of personal data, as amended, and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, – the GDPR -, which entered into force on 25 May 2018, as well as any other subsequent regulation).
- G. The Organiser undertakes to implement technical and organisational security measures to ensure the protection of Applicants' Personal Data against the risks associated with the use of information systems.
- H. The Organiser applies generally accepted security standards to help protect Applicants' Personal Data. However, no method of transmission over the Internet, or of electronic

storage, is 100% secure. Therefore, the Organiser cannot guarantee the absolute security of the Personal Data.

- I. Personal Data is kept for a period of three years from collection by the Organiser or the last contact from the Applicant or Participant.
- J. In accordance with the current data protection legislation, the Applicant/Participant or, as the case may be, his beneficiaries who can prove they have a legitimate interest, are entitled to obtain, free of charge:
  - a. access to the personal data concerning the Applicant,
  - b. confirmation that the Applicant Personal Data is or is not being processed,
  - c. information concerning at least the purposes of the processing, the categories of data to which the processing relates and the recipients or categories of recipients to whom the data is communicated,
  - d. communication, in an intelligible form, of the data being processed, as well as any available information on the origin of the data.
- K. The Applicant/participant (or, as the case may be, his beneficiaries) also has a right to rectify his/her personal data and a right to object to the collection and processing of such data, on the basis of compelling legitimate grounds.
- L. These rights may be exercised by an email addressed to the following address: [dpo@luxinnovation.lu](mailto:dpo@luxinnovation.lu). As of 25 May 2018, the Applicant is entitled to request the erasure of all or part of the data or a restriction of the processing, object to the processing or make use of its right to data portability, within the limits provided by the applicable rules. In the event of a breach of the data protection rules, the Applicant may also lodge a complaint before a supervisory authority such as the National Commission for Data Protection (CNPD).
- M. The documents and information submitted with the application and will only be submitted to the co-initiators of the Programme, the Jury and the Coaches solely in the context of the Programme and will be treated by them as confidential information.

## 16. Applicable Law

The general rules and conditions of the Programme are governed and construed in accordance with the Law of Grand Duchy of Luxembourg.

## 17. Guidelines updates

The Organiser reserves the right to update the Guidelines at any time. All updates will be posted on the Organiser's website: [www.luxinnovation.lu](http://www.luxinnovation.lu)