F.A.Q. for Catalyse NEB 2024 Call

Resources

- [Info session recording](#)
- [Info session slides](#)
- [Call manual](#)

Eligibility – Who can apply

Q: Is the SAFE mandatory?

A: Yes, to be accepted into the programme the startup must sign the SAFE.

Q: Startups registered in which countries are eligible to apply?

A: All Horizon Europe Associated countries which are listed in [this document](#). This includes all EU member states and third countries associated to Horizon Europe.

Q: Are digital/software platforms eligible?

A: Yes, as long as they intrinsically address all 3 NEB core values (I.e., sustainability, aesthetics, togetherness).

Q: Can startups providing services apply?

A: Yes, services are as welcomed as goods. The only requirement is that the service addresses all NEB values.

Q: Does personal money invested count towards the eligibility criteria on at least EUR 10,000 investments received?

A: This depends on the context of the funding, but in general self-funding via deposits do not count as part of the investments received. This criterion is aimed at measuring whether there is a level of market interest for the startup, and internal funding does not aid in demonstrating market traction.

Q: Is the EUR 5,000 revenue requirement gross or net?

A: Gross revenue.

Q: Can a not-for profit be eligible?

A: No. In order to sign the SAFE, the registered entity must be a for profit entity. However, you are encouraged to look into other EIT Community NEB calls, such as the Connect NEB and Co-Create NEB calls.

Q: If the organisation has a VAT number, is it eligible?

A: The company needs to be a registered entity. However, simply having a VAT number is not sufficient as the company must also be a for profit.

Q: What is meant by "TRL/BRL of at least four or participant in the Grow NEB programme"?

A: Technology Readiness Level (TRL) and Business Readiness Level (BRL) are methods for estimating the maturity of technologies or businesses. Typically, a technology that has entered into the development phase with a readily developed proof-of-concept qualifies at a TRL of four or greater. The Grow NEB programme (previously NEB Hackathons Winners Contest) is an EIT Community NEB programme that helps nurture early-stage ideas into newly created startups. Past participants in this programme may have a slightly inferior TRL/BRL, but are still encouraged to apply as long as they are a registered entity.

Q: What is included in the definition of NEB?

A: The New European Bauhaus (NEB) philosophy applies to any startup that holds all 3 core NEB values (sustainability, aesthetics, inclusivity) as an integral component of their product/service and their organisation as a whole. Furthermore, startups that respond to one or more of the four NEB thematic axes are encouraged to apply. These are 1) regaining a sense of belonging, 2) reconnecting with nature, 3) prioritising the places and people that need it the most, and 4) long-term life cycle thinking in the industrial ecosystem. More information about what NEB is can be found in the NEB Compass.

Programme Contents – What we offer

Q: What is the timeline for the programme?

A: The programme will start April 1st and run until the end of November 2024. A full schedule for the programme will be released prior to the start-date and it is expected to be structured in thematic monthly modules as per the 3 thematic pillars (I.e., business, communications, NEB).

Q: What is the expected time commitment?

A: The average time commitment is around 6h per week and 3 weeks a month. There are optional and mandatory workshops, as well as a given number of 1-on-1 mentoring sessions per month. Additionally, there will be at most 2 in-person events throughout the programme. All expenses related to travel and accommodation for the in-person events is covered in the grant award.

Q: When are the 2 instalments of EUR 10,000 paid out? Are there any conditions?

A: The first instalment will be paid midway through the programme upon completion of the interim reporting. The second instalment will be paid out upon completion of the final reporting at the end of the programme and thus as a reimbursement.

Q: Can the EUR 20,000 be used for prototyping of good/service? Can it go towards capital expenditure?

A: As stated in the call documentation, used for travel, participation to events and other goods and services needed for dissemination and exploitation purposes. In general, the direct grant must be used to help develop the startup in line with the objectives of the Catalyse NEB programme. This can include prototyping and other capital expenditure.

Q: Are there in-person events? Which costs are eligible to be covered?

A: Yes, there is at least 1 in-person event. All travel and accommodation costs related to the in-person event(s) are covered by the grant.

Simple Agreement for Future Equity (SAFE)

Q: Is there a valuation cap?

A: No.

Q: How much equity will the EIT Community NEB take from the startup?

A: As with all convertible investments, this is entirely dependent on the valuation that the company raises at their subsequent funding round. We do not have a valuation cap, and so will follow whatever valuation is agreed with the later stage investor (typically investors would put a cap in to ensure they take a minimum amount of equity, like 7-10%).

Example 1 – Company raises at a valuation of EUR 5m

EIT Community NEB ownership = EUR 50,000 / EUR 5,000,000 = 1%

Example 2 – Company raises at a valuation of EUR 10m

EIT Community NEB ownership = EUR 50,000 / EUR 10,000,000 = 0.5%

Q: What does 20% discount mean?

A: This means that the shares at the conversion event will be discounted 20% for the KIC compared to the new investors. E.g. if a financing round occurs with new investors purchasing shares at EUR 1.00 per share, then the KIC will only pay EUR 0.80 per share.

Q: What post-accelerator services are provided by the EIT Community NEB?

A: Post-accelerator services vary depending on the KIC within the EIT Community NEB with which the startup signs a SAFE (I.e., EIT Climate-KIC, EIT Food, EIT Manufacturing or EIT Urban Mobility). These typically include access to the KIC's community, EIT Community NEB access, business and entrepreneurship support, NEB support, communication support, and funding opportunities.

Q: With which KIC will I sign a SAFE?

A: You will be matched with the KIC that most closely matches your domain and that has the most potential to provide further support through their networks upon completion of the programme. Nonetheless, the services provided throughout the programme are the same regardless of the KIC with which you sign the SAFE.