

# Guidelines for Impact Builders



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## Overview and summary of the Open Call

[X2.0 Europe](#) is an EU-funded project to support 50 deep-tech EU start-ups to upskill and upscale and become the future leaders of Europe by providing need-based, custom, industry-focused growth services to them.

The project will establish an X2.0 Impact Hub of 350 validated impact builders (external service providers) able to deliver cross-border services (in finance seeking, commercial strategy, technical consultancy, legal activities, etc).

By submitting your Expression of Interest you can become part of the X2.0 project providing services as impact builders. The project will distribute €1.5M in vouchers of up to 30k€ to each start-up to pay for your services.

The project will release 5 thematic calls to select the start-ups:

- Manufacturing & circular economy(Q1/2023)
- AgriTech(Q2/2023)
- HealthTech & BioTech(Q3/2023)
- Smart Cities and Sustainability(Q1/2024)
- Data & AI(Q2/2024)

*The services are expected to be provided in the timeframe of 5 months after the call closure.*

The participation in this project could bring very attractive benefits for your organisation:

- Economic benefits for the provision of required services (reimbursed services).
- Establishment of business relationships with 50 promising companies in different fields with potential to lead Europe.
- Attendance to events, seminars and meetings organized by the consortium.
- Ability to promote your company and activities on the project's website and social networks.
- Participation in a startup support program financed by the European Commission.

- Be part of the X2.0 community with networking opportunities with other relevant stakeholders through a dedicated communication channel.

## What types of services are searched?

Impact Builders can propose any service supporting deep-tech start-ups to upskill and upscale (transversal or for a very specific vertical or thematic field). A non-exhaustive list is provided as example:

*Table 1 Services Matrix*

Financing/investment seeking	Deeptech/scientific needs	Business development/scaling up
1on1 mentorship w/ investor Consultancy Services for proposal writing, innovation structuring, investment readiness, consortium building, Consortium building Investment readiness trainings, coaching, group webinars Event attendance + pitch competitions	1on1 Mentorship w/ tech expert from the relevant deeptech field DIHs collaboration & tech consulting; Knowledge and innovation transfer/promo in the region of interest Access to Deeptech oriented Research Centers, infrastructure, test laboratories R&D collaborative project	1on1 mentorship w/ business expert Acceleration/incubation programme Group training on specific topics (tech transfer, Scaling up processes, Sales, Data Legislation...) Talent Matchmaking / HR services
Promotion and Communication	Internationalization / soft landing	Commercialisation & Legal needs
1on1 mentorship w/ Digital marketing expert Growth Hacking Training Access to large scale events, exhibitions and fairs Paid promotional campaigns	1on1 mentorship w/ internationalization expert DIHs collaboration (Cross-border) R&D project with international collaboration (preparation support) Missions or boot camps Finding local partners	1on1 mentorship w/ Lawyer, or commercialization expert Certification consultancy Patent consultancy Group training on specific topics (Market, IPR, Tech surveillance)

## Eligibility criteria

### TYPES OF BENEFICIARIES:

The Impact Builders can apply as individuals or linked to a legal entity. Hence, the participation is possible in two ways:

- Legal entity established in an eligible country (see section below for Eligible Countries);
- Natural person(s) established in any eligible country (see section below for Eligible Countries). This does not consider the country of origin but the residence permit.

### ELIGIBLE COUNTRIES:

Only applicants legally established/resident in any of the following countries (hereafter collectively identified as the “Eligible Countries”) are eligible:

- The Member States (MS) of the European Union (EU), including their outermost regions;
- The Overseas Countries and Territories (OCT) linked to the Member States;
- Horizon Europe associated countries<sup>1</sup>;

### LANGUAGE:

The EoI must be submitted in English and the expected service must be offered in English unless other is agreed by both parties (Impact Builder & Start-up).

### SUBMISSION SYSTEM & DEADLINE:

An EoI must be submitted filling the official form available in the project website in the [following link](#).

It will be open until Q1 2024 with cut-offs previous to the selection of start-ups in each open call. For this reason, it is recommended to submit the EoI one month before the closure of the call for start-ups to be engaged for the provision of services for this batch of start-ups.

For the first call for start-ups (tentative closure in March 2023), the cut off for Impact Builders is 15<sup>th</sup> February.

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<sup>1</sup> Please see the Horizon Europe [Programme Guide](#) on the Portal for up-to-date information on the current list and on the position for Associated Countries

## What happens after the EoI is submitted?

### EVALUATION PROCESS

It is not a competitive process so any eligible applicant offering good quality service(s) can be selected to enter the list of X2.0 Impact builders.

The criteria to assess the quality will mainly cover the track records and experience in supporting the growth of SMEs, EU funded projects experience, deeptech vertical focus, the country(ies) coverage (the possibility to work at international level and also the influence at the local level), the quality of the team, the variety of services that can be provided, service cost offered at market price, etc.

### NEGOTIATION PROCESS

Suitable candidates will be notified and invited to sign a Memorandum of Understanding ([MoU](#)).

This MoU will be a pre-collaboration agreement with the consortium to establish a framework of collaboration for future service requests by the start-ups. This will take into account the relevant legal procedures to establish a mutually beneficial and protective cornerstone for engagement. The framework collaboration agreement will establish expectations and ensure proper service delivery.

The MoU will define the general services to be offered by the industry impact builders in the projected timeframe of the cohort programme, the mandatory reporting necessary for the voucher payment schedule and conditions (milestones with KPIs), general legal issues of rights and obligations by X2.0 and each service provider.

An industry impact builder that does not provide its requested data and documents in due time will be excluded.

This is a pre-collaboration agreement to be included in the list of qualified Impact Builders but does not guarantee that start-ups finally contract the services.

## Involvement as an Impact Builder

The start-ups will have a timeframe of 5 months to engage with the impact builders and subcontract their services.

The consortium will generate a recommendation of a short list of more than one Industry Impact Builders, which will later be evaluated together with the start-up in order to make the final choice and pairing. The consortium will facilitate the pairing between start-up and Impact Builder according to the start-up's needs but, after this match, a contract (Commercial agreement) will be established between the start-up and the Impact Builder for the provision of the service.

This Commercial agreement will be established for the service provision and exclusively signed by the IB and the start-up. X2.0 will not participate of this agreement. The parties (IB and start-up) are urged to include in the commercial agreement: the obligation to establish KPIs for monitoring at the beginning of the service provision, the reporting obligation by the IB to X2.0, the payment schedule by the start-up to the IB as well as NDA related conditions for the partnership.

Growth program of the OC1 will last 5 months. It will start on May 15<sup>th</sup>, 2023 and finish on September 15<sup>th</sup>, 2023. The timeline split by phases is presented below:

Table 2 Growth program timeline

Phase	Duration	Associated Reports	Description
Phase 1	Month 1	Work Plan + KPI establishment	Individual growth programs are planned and detailed between each applicant and Impact builder. X2.0 partners will oversee this.
Phase 2	Months 2 -3	Interim Report (2 pages)	The sub-projects embark on the service delivery.  1 <sup>st</sup> phase report(s) by the impact builders, summarizing the progress, KPIs and outcomes achieved, the problems encountered, the potential deviations, the lessons learned and a budgetary-related subsection.
Phase 3	Months 4-5	Final Report (3 pages)	This phase is the continuation of the Phase 2 and focus finalization of the service deliveries.  2 <sup>nd</sup> phase report(s) by the impact builders, summarizing the progress, KPIs and outcomes achieved, the problems encountered, the potential deviations, the lessons learned and a budgetary-related subsection. This document also reports evaluation of the engaged impact builders (by the startup).

By entering the X2.0 Open Call, applicants agree to comply with the program outline and deliver the results expected in each phase.

Each sub-project will go through 2 reviews, each one highlighting the end of a phase. The reviews will be organized by the X2.0 consortium. The applicant should deliver at least 1 week in advance the reports so that the reviewers will be able to read them. The tentative timeline of phases and reviews may be subject to changes in accordance with service delivery plan and the reviewers' availability.

If required, and for any stage, a meeting may be scheduled to further assess the progress of the sub-projects and clarify any doubts on the deliverables provided. The payment associated to each phase will be disbursed once the respective deliverables have received positive assessment (up to 15 calendar days after the report has been approved). The funding/voucher payment will be done to the start-ups (based on the Impact Builder report delivered) who will pay the impact builders (according to the schedule and conditions signed in the commercial agreement).



## Support for the applicants

For more information about Impact Builders, please check the Frequently Asked Questions (FAQs) section.

In case of any doubts regarding the eligibility rules, the information that is to be provided in the EoI, or if you encountered technical problems with the submission, please contact: [impactbuilders@x2-0.eu](mailto:impactbuilders@x2-0.eu)