



Campania In.Hub

CALL

FOR START-UPS AND SPIN-OFFS TO BE SET UP IN THE INCUBATOR OF CITTÀ DELLA SCIENZA

Article 1 – FOREWORD AND PURPOSES

Among its purposes, Fondazione IDIS-Città della Scienza pursues the development of the local economic situation, by promoting the launch of new highly innovative business initiatives.

To this aim, Fondazione IDIS manages an Incubator to set up innovative business initiatives, by offering working spaces and specialized services to support the growth and development of a business production chain in Naples, in the area of Bagnoli. The Business Incubator of Città della Scienza is acknowledged by the EU General Direction for Industry and Entrepreneurship as the BIC - Business Innovation Centre, and it is a partner of Campania In.Hub - Regional Ecosystem for the Promotion of Innovative Entrepreneurship.

The Incubator is physically and functionally part of the system of Città della Scienza and of its Technological Hub, a system of spaces and services that works on the entire life cycle of startups and their interconnections with the outside world. It consists of the following functional areas:

- The Smart Lab, a preincubation area dedicated to creative talents and new business ideas;
- The Incubator, dedicated to the support of startups and spinoffs in the boot process of their business, with specific pathways of counselling, in connection with Città della Scienza's system;
- “Factories of Knowledge” Area, dedicated to the most advanced companies as well as research centers and laboratories, with development projects in synergy with the Incubator and more generally with Città della Scienza's system;
- Coworking Area, dedicated to those who need a workstation in a shared space, to be used with full flexibility;
- The FabLab Research Centre, a workshop of ecological design and digital fabrication for makers.

The purpose of this announcement is to select start-ups and spin-offs to be set up in the Business Incubator. To accede to the other functions of the Hub, in particular the Smart Lab, “Factories of Knowledge” Area and the Coworking Area, please refer to the specific calls.

Article 2 – RECIPIENTS AND AREAS OF INTEREST

The announcement is open to any subject (natural or legal person) who wishes to operate or who operates in a business activity since no more than 2 (two) years at the date of the application's submission: and to any subject who wishes to operate or who operates in innovative activities (please note that two years start from the date of registration in the Business Register).

The announcement is also open to existing companies, even if they are established since more than two years and wherever located, who wish to develop a new area of business (market, service, product) inside the Incubator.

Companies should have as object of their production activities and/or services, potentially to be integrated into production chain configurations, subject matters preferably related to the following priority areas:

- **Smart Cities and Green Economy:** environment, energy, cleantech, green mobility;
- **Bio Economy:** biomedical technologies, biotechnologies, health, life sciences, agri-food, blue economy;
- **Creative Industries:** advanced design, digital fabrication, new media, digital applications, smart education, culture, leisure;

and to the following cross areas:

- **New frontiers of Information and Communication Technologies:** e.g. Internet of Things, user interfaces, wearable devices, cloud computing, big data, security, virtual reality, new digital solutions and applications;
- **Manufacturing 2.0:** robotics, mechatronics, nanotechnology, new materials, industrial processes.

Multiple applications by the same person or business proponent are not allowed.

Business projects should be characterized by high innovativeness, with regards to the product/service and/or the process proposed; concreteness and sustainability on the technical, regulatory, economic, financial, environmental and social side; high market potential, with a strong competitive advantage and a positive impact in terms of employment and development inside the Campania region.

In addition, projects should be compatible with the technical features of the spaces available in the Incubator (modular areas for office use).

Submission of projects of which prototypes, models, tests, etc. are already available is encouraged.

Each participant is compelled to declare and to ensure under its sole responsibility the originality of its own project.

Article 3 – OFFERED SERVICES

After the selection of business projects provided by this announcement, the signing of a contract for legal services and the Annex Rules will follow. The Annex Rules refer to the use of a dedicated space, the access to common logistics services and to tutoring and mentoring services offered by Città della Scienza's BIC in fee-based mode, with a cost for the user amounted to € 13 per square meters per month. Exclusively for the first 10 (ten) companies that will be set up in the Incubator on the basis of this announcement, a reduced rate of € 11 per square meter per month for the first 12 months of incubation is provided.

Settlement areas are located within Città della Scienza's Incubator in Via Coroglio 57, Naples. Working spaces for selected companies are divided into:

- 35 modular spaces of varying sizes from 50 up to 100 square meters (each module has already been configured for telephone and Internet connection and is equipped with an electrical system; consumption is at the expense of each company). The allocation of spaces will be based on availability and needs expressed by each company;
- common areas (meeting rooms and reception).

Mentoring and specialist care services consist of:

- business check-up, aimed to collect useful information to detect strengths and weaknesses of each company and to identify interventions focused at improving the business performance;
- mentoring and coaching in key areas of business management, except the technical and productive ones;
- support in the access to ordinary, facilitated and innovative financing;
- networking and support in the activation of projects of research, innovation, technology transfer, internationalization;
- inclusion in a system of networks and relationships with the world of culture, research, innovation, finance and business at the regional, national and international level;
- promotion through Città della Scienza's communication channels and events.

Through these services, startups and spinoffs are supported from their establishment phase to their development, especially in the definition of the business model, development of business plans, search for technological, industrial and commercial partners, fundraising assistance.

These services will be divided according to the development needs of each company.

As the aim of the initiative is to promote the launch and growth of new business activities, which will then should carry on their development outside the Incubator, the maximum stay for each company inside the facility is limited to 36 months.

Article 4 – TERMS AND CONDITIONS

All participants should provide the following documentation:

1. Application form, drawn up on the basis of the model in Annex A, integral part of this announcement;
2. Descriptive and numerical business plan drawn up on the basis of the information contained in Annexes B and C, integral part of this announcement;
3. Curriculum vitae of each associate, with a photocopy of their identity documents (legal persons should attach a certificate from the Chamber of Commerce and a short company profile);
4. Corporate presentation (for existing companies);
5. In force certificate from the Chamber of Commerce (for existing companies);
6. Copy of the latest approved balance sheet (for existing companies).

In the case of projects presented by companies not yet established and providing for the involvement of more subjects, the request should be signed by all applicants, but a contact person that represents the team in all formal relations should be appointed, until company's legal establishment.

Synthesis in the drafting of documents, without disregarding information completeness, is recommended.

Applicants are encouraged to attach to the documents required any further information (data sheets, patents and other news) useful to “strengthen” the presentation and to allow a better evaluation of the business project.

All documents produced must be sent in both paper and electronic format (PDF) on any suitable digital support (CD, DVD, pen drive).

All documents, including the electronic ones, must be placed in a closed and sealed envelope with transparent adhesive tape, countersigned on the closing flaps, and bearing on the outside the proposer’s name or company name, address and the following inscription: “Application for the announcement of selection for the Incubator of Città della Scienza”. The envelope must be sent to the following address: Via Coroglio 57, 80124 - Naples.

Documents must be delivered exclusively via certified mail with return (“posta raccomandata a.r.”).

Undelivered, regardless of the transmission medium chosen by the applicant, remains at the sole risk of the sender.

To participate in the announcement, which operates according to “help desk mode”, there is no expiration date.

All personal data provided in the project proposals will be treated by hand or computer in compliance with the privacy policy only for the purposes strictly related to this announcement in order to ensure the security and confidentiality of the data. Documents will not be returned.

Article 5 – EVALUATION CRITERIA

Applications received every month will be examined in the first week of the following month by a special committee appointed by Città della Scienza, composed of both internal members and representatives from university, research, finance, business.

The first evaluation cycle will take place in September 2014 and will cover the applications received by August 31, 2014.

A first stage of evaluation will be based on the examination of the application form and its attachments. Applicants who, on the basis of documents’ evaluation, have achieved a minimum score of 60, will be invited to a second stage, consisting of an interview. Scores assigned to interview will cover the same criteria used in the first stage and would provide for an increase or a reduction of scores assigned in the first stage of evaluation.

Applications will be evaluated based on the following criteria:

- **Evaluation of the Entrepreneurial team (max 30 points).**

- coherence of technical and scientific skills as well as professional experience with respect to the project;
- complementarity of skills and entrepreneurial potential of the team;
- network and possible relationships with qualified subjects outside the company.

- **Evaluation of the project (max 25 points).**

- level of innovation (process or product innovation): e.g. use of innovative technologies, ability to obtain patents, organizational methodology aimed to pursuit innovation purposes;
- technical and regulatory feasibility of the product/service;

- market prospective;
- level of involvement in the world of research (number of partnerships/projects).

- Coherence (max 15 points).

Level of coherence with the fields in Art. 2 and level of compatibility with the set up into the Incubator of Città della Scienza, in terms of ability to be integrated in network with the other companies located in the Incubator and possibilities of partnership, spaces, environmental impact etc.

- Economic and financial evaluation (max 10 points).

Evaluation of the financial and business plan.

Extra scores, that can be accumulated, will be assigned for each of the following cases:

- Projects submitted by “innovative” startups in accordance with the law 221/2012 converting the Decree Law 179/2012 (“Growth 2.0”) or by natural or legal persons who engage themselves in register an “innovative” startup in accordance with the aforementioned law within 60 days from the date of admission’s notice, and in accordance with the requirements provided by Art. 2 of this announcement: **5 points.**
- Projects that are holders of financial incentives on the part of private investors and/or public entities: **5 points.**
- Projects submitted by new companies, existing or being established, mostly composed of women and/or young people under-35: **5 points;**
- Projects submitted by new companies, existing or being established, whose team is composed of at least one member (person or legal entity) of a nationality other than Italian or with international partnerships already formalized: **5 points.**

The minimum threshold for admission in the Incubator is set at **70 points.**

The evaluation committee will complete its work by the end of the month following the month in which the application was sent, to allow the set up of the selected companies in the Incubator starting from the month following that in which the evaluation was closed.

Every month, the commission will draw up a list of eligible projects that will be published on the website of Città della Scienza: www.cittadellascienza.it. Applications will be accepted on the basis of this list, depending on the space available. Such acceptance will be subject to appropriate notification via certified e-mail or certified mail with return to the selected subjects.

Eligible projects that exceed the number of modular spaces available will remain, for a period of 6 months following the publication of the list, in a waiting list that can gradually scroll on the basis of the spaces that may become possibly available in the following months.

For applications submitted by persons not yet registered as “innovative” startups in accordance with the law 221/2012, and who have benefited from the bonus provided for by point a) of this Article, if the commitment to register as an “innovative startup” is not respected within 60 days from the notification of admission in the Incubator, procedure of incubation will be suspended and the applicant will be included in a further list with a cut of 5 points in the score or the forfeiture if the total score, considering the bonus provided for by point a), is lower than the minimum threshold of 70 points.

Article 6 – OBLIGATIONS OF ADMITTED SUBJECTS

Admitted subjects for the set up in the Incubator will have to abide by the following requirements:

- For existing companies, the signing of the supply contract of incubation services with Città della Scienza within 30 days from the notification of application's acceptance via certified e-mail, or within a different time period specified by Città della Scienza in that notice.
- For companies being established, the establishment within 30 days from the notification of application's acceptance via certified e-mail, and in any case before the set up in the Incubator, and the signing of the supply contract of incubation services with Città della Scienza within 15 days from the establishment;
- To materially set up company's headquarters in the Incubator within a month from the signing of the supply contract of incubation services.

Any changes to the content of business plans accepted, as well as of shareholders, must be notified in advance to Città della Scienza in order to evaluate their consistency with the results of the evaluation expressed by the commission, as well as the conservation of the requirements for admission.

Article 7 – INFORMATION AND COUNSELLING

This invitation and more detailed info are available on the website www.cittadellascienza.it.

For further information and clarifications, please send an e-mail to the following address: bic@cittadellascienza.it.

On appointment, a counselling meeting can be arranged at the help desk located in Via Coroglio 57, Naples, on the following days: Monday from 9.30 a.m. to 1 p.m. and Wednesday from 2 p.m. to 5 p.m. To make an appointment, you can call the BIC Office (Monday to Friday, from 9.30 a.m. to 2.30 p.m.) at the following telephone numbers: +39 081.73.52.402 - +39 081.73.52.455.