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RIndustry - Guidelines for Applicants

The Contracting Authority: RIndustry – The British University in Egypt (BUE)

Call Reference Number: [RIndustry/BUE/OpenCall/02](#)

**Deadline for Submission of the online application form (Stage 1):
20th of May 2022, 11:59 pm – Cairo Local Time**

Please read these guidelines carefully before you enter the Competition. By submitting an entry, you accept these Terms and Conditions and agree to comply with them.

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1 Background and introduction

Programme: Innovation for Inclusive Growth and Job Creation – Lot 3: energy consumption, resource utilisation and production efficiency.

Project: “Affordable Resources for Egypt’s Industrial Growth (RIndustry)” Ref. #: ENI/2019/413-556

Project Coordinator: The British University in Egypt (BUE);

Consortium: Regional Centre of Renewable Energy and Energy Efficiency (RCREEE)
The Central Metallurgical Research and Development Institute (CMRDI),
ISIS for Food Industries Ltd. (ISIS),
New and Renewable Energy Authority (NREA),

Project Website: <https://rindustry.org/>

Keywords: entrepreneurship, incubation, energy efficiency, resource management, start-ups;

RIndustry is an EU funded project launched in February 2020 with the aim of changing the culture of resource utilization in Egypt’s industry for enhanced economics and competition. Energy production, water extraction and energy efficiency are targeted for this mission, and R&D-based, innovative, and sustainable solutions are employed. Also raising awareness on energy savings, production, and efficiency to manufacturing MSMEs and particularly those working in resource-intensive industries (i.e., foundries), is among the main priorities of RIndustry.

2 Objectives of the call and priority sectors

The main objective of this call for application is to encourage entrepreneurs to establish their own start-ups / businesses with high potential of sustainability through providing them with a set of financial and non-financial services to support their development and growth during their incubation phase. This call aims at helping individuals to start-up their micro, small and medium enterprises (especially in energy efficiency, energy production and saving, and resource management) and provide them with non-equity seed funds and technical coaching and mentoring in all aspects (full incubation) for 12 months. Entrepreneurs who are just coming into existence and beginning to display signs of future potential but not yet fully developed and those who already started but still in need for further assistance/development for expansion are invited to participate in this call.



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3 Financial allocation provided by the contracting authority

The total amount of fund made available under this Call for Proposals is 150,000 Euro to fund around 10 start-ups (up to 15,000 Euro each). In addition to financial support, start-ups/teams will benefit from full package of incubation services (including co-working space, fab labs, mentorships and training, etc.)

Number of grants per applicant

- The applicant may submit more than one application under this Call for applications;
- The successful applicant will not be awarded more than one grant/contract under this call;
- The successful applicant will **not** be contracted unless their legal entity (i.e., start-up) is formed and registered prior to contracting.

RIndustry may provide up to 100% of the start-up allocated budget (up to 15,000 Euro (equivalent to approximately 277,500 EGP) per start-up).

4 Eligibility Criteria

4.1 Who can apply?

A team of at least 2 members (including the main applicant) can apply;

Main Applicant: main applicant, who submits the application, has to match the following criteria:

- Age: 21 years old or more;
- Nationality: Egyptian, females and people with disabilities are encouraged to apply;
- Availability: available during the course of the incubation phases - 12 months;
- In order to assess the applicants' eligibility, the following supporting documents are requested – during the contracting stage: photocopy of identity card and/or passport; Commercial registration file in case of existing start-ups, when applicable;
- Applicant must have a technology-based working prototype/minimal viable product; or already have an existing start-up;

Team:

- Of any nationality (except the main applicant);
- At least 50% of the team members are fully dedicated to the start-up throughout the incubation period (12 months) on full-time bases.
- Not currently incubated during the submission to the call;
- Company is legally registered or in the registration process.

4.2 Eligible Actions

4.2.1 Duration: The incubation program is divided into Three-Phases:

- **Phase I:** Pre-Incubation, including boot camping and capacity building actions that may not exceed 2-3 weeks.
- **Phase II:** Incubation, may not exceed 12 months.
- **Phase III:** Post Incubation and scaling-up, may not exceed 3 months.

4.2.2 Eligible Sectors: Under this call, priority will be given only to actions that address the following sectors (alphabetic order):

- **Sector - 1: Renewable Energy**
- **Sector - 2: Resource Management in Industry**



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4.2.3 Eligible Actions/expenses: (for incubated/contracted start-ups during incubation (Phase II))

- Development of new product/service including purchasing special needed equipment and/or raw materials;
- Improving an existing solution including studies, analyses, action mapping, etc.;
- Promoting and marketing including printing, electronic and media visibility materials;
- Hiring necessary staff and experts to develop technology-based products/services;
- Testing/validating and accrediting new products/services;
- Organizing and participating in exhibitions, competitions and workshops to showcase their products/services;
- Actions aiming at the creation and improving of networks and exchange of good practices with main stakeholders (potential customers, suppliers);

Non-eligible actions

The following types of operation are ineligible for this financial support:

- Actions concerned only or mainly with individual sponsorships for participation in workshops, seminars, conferences, congresses;
- Actions concerned only or mainly with individual scholarships for studies or training courses;
- Co-funding of other EU projects;
- Projects supporting political parties or illegal activities;
- Deficit funding and capital endowments;
- Financial subventions to other organizations;
- Purchase of land, building, furniture and offices;
- Retroactive financing for projects/SMEs that are already in implementation/ incubation phase at other incubation programme;

5 HOW TO APPLY

First Stage: Online Application Form

To participate in the RIndustry call, you must complete and submit your online application (including Business Plan, and Budget) through the project website: <https://rindustry.org/> (before deadline). Submission by any other means (e.g., fax, hand delivery or e-mail) will be automatically rejected. The submission system will be closed at the deadline exactly.

Info-sessions, on how to apply, will be organized by RIndustry consortium and to be announced on its official website as well as an invitation email will be sent to those who are already registered on the website. Applicants are invited to send requests for clarifications to the Contracting Authority via emails. The Contracting Authority will publish all questions and answers on its official website.

Second Stage: Pre-Incubation (Capacity building, pitching, and 2nd submission):

Only selected applicants of the first stage will be invited to the second stage following actions¹:

- Pitch their idea/project and present their Business Model Canvas (BMC) to the evaluation committee.

6 Evaluation and Selection criteria

First Stage evaluation and eligibility checks:

Application Forms must satisfy all the criteria specified in eligibility criteria list in this guideline. If any of the requested data is missing or is incorrect, the application may be rejected on that sole basis and the application will not be considered for further evaluated.

¹ Pitching and presenting BMC can be done in Arabic or English language



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After the admin check, the Evaluation Committee will forward successful applications to the relevant assessors who will assess the technical and business aspects of the application. The results of the assessment will be ranked and thresholds will be defined by the Evaluation Committee based on the applications scores and the available budget of the call. The Evaluation Committee will then proceed with the applicants whose proposals have been pre-selected. The Evaluation Committee will have the final decision on the selection of the re-granted projects and its verdict will be unappealable.

Assessment Criteria:

<u>Item</u>	<u>Maximum Score</u>
- Problem and sector/industry analysis	5
- Overview of available solutions and current competitors	5
- Start-up idea, innovative solution and competitive advantage	20
- Market size, marketing strategy, customer segmentation and expected demands	10
- Implementation plan over 12 months (including milestones)	5
- Proposed budget	5
- Team, role and commitment of each member	5
- Potential growth, risks and contingency plan	5
- Business Plan	20
Total	80

Second Stage evaluation and eligibility checks:

After submitting all supporting documents, the Evaluation Committee will receive the evaluation results of the second stage from the assessors. Evaluation will consider the 2 components of the second stage: Pitching + Business Model Canvas (BMC)². The results of this evaluation will be added to the results of the first stage evaluation and the total will be ranked by the Evaluation Committee according to the applications scores and the available budget of the call, where the top 10 proposals will be selected as “Shortlist Applicants” and an additional 15 proposals as “Reserve-list Applicants”. The Evaluation Committee will have the final decision on the selection of the successful projects and its verdict will be unappealable.

Assessment Criteria:

<u>Item</u>	<u>Maximum Score</u>
- Presentation skills, demonstrating the problem/solution and business model	10
- <u>Business Model Canvas</u>	10
Total	20

In all stages, Selection will take into account, among others, the relevance of the proposed idea/company proposal with reference to the RIndustry objectives, the outreach capacity and expertise of the team, the originality & innovative approach of the idea/company, its relevance for the local community and markets, and the involvement of relevant stakeholders and potential customers. Only successful selected project proposals will be informed.

Awarding and Contracting:

Awarding:

“Shortlist Applicants” will receive an award acknowledgement following to the decision-to-award made by the evaluation committee.

Contracting:

To be incubated, those selected applicants have to submit all legal supporting documents requested by the contracting authority. In order to ensure cost efficiency of the action, adjusted business plan with

² Template and training to be delivered during the boot camping



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detailed milestones which will be part of the contract. The Contracting Authority reserves the right to negotiate requested seed fund during the contracting period.

Shortlist Applicants who failed to satisfy the Contracting Authority requirements at this stage will be replaced by the next from the Reserve-list. The Contracting Authority decision will be unappealable.

7 Indicative timeline and Provisional Dates:

Stages	Dates and indicative periods
1 Publication of the call for application (1 st Stage)	1 st March 2022
- Deadline for requesting any clarifications from Contracting Authority	1 st April 2022
- Boot camping (pre-incubation phase)	25 th of March 2022
- Last date on which clarifications are issued by the Contracting Authority	5 th of April 2022
2 Deadline for submitting applications (1 st Stage deadline)	20th of May 2022 11:59 pm Cairo-Time
3 1 st Stage Evaluation period	10 days
4 Information to applicants (1 st Stage results announcement)	1 st of June 2022
5 2 nd Stage deadline: (pitching, BMC submission)	15th of June 2022
6 2 nd Stage Evaluation Period	5 days
7 Final Results (accepted, shortlisted) notification	20 th of June 2022
8 Signing the contract and starting date of incubation (Phase II)	1 st of August 2022

- All times are in the time zone Cairo CET;
- This indicative timetable refers to provisional dates (except for dates 1, 2, 3, and 4) and may be updated by the Contracting Authority during the procedure;

8 General Remarks:

Implementation and Reporting: The winners will provide the necessary reports (narrative and financial reports accompanied by the justificatory documents), using the templates provided to them by the RIndustry Contracting Authority during the incubation phase.

Intellectual property rights, information and publicity: by submitting their applications, each applicant confirm that he/she own all Intellectual Property Rights (“IPRs”) subsisting in their application to the call and that their entry does not infringe any third party’s IPRs or their confidentiality/privacy rights agreements. During the contracting phase, the Contracting Authority reserves the right to ask for additional evidence or documents to validate that all information you supply is true and complete.

Changes & Competition cancellation: For force majeure reasons, the Contracting Authority may cancel the whole call or vary this guideline at any time at its discretion. Any changes to be posted on RIndustry website. For force majeure reasons, the Contracting Authority reserve the right to suspend this Call at any time and to change the form and substance, dates for deadlines and events or specification of the Call.

Personal Data: information (including personal data) submitted in any application will be used by RIndustry Consortium in accordance with the EuropeAid Privacy Policy.

Communication & visibility: the winners must fully respect the visibility and communication requirements related to the RIndustry project, including the logos of the project and of the EU (plus the reference “*This project is funded by the European Union*”) in all publications, references, documents, news and any other visibility and communication action regarding the project, in line with the Communication and Visibility manual for European Union external actions.

(https://ec.europa.eu/europeaid/sites/devco/files/communication_and_visibility_manual_en.pdf)

Contacts and Communication: for any question about the operation of the call, please contact us using the official email of RIndustry@bue.edu.eg



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Submission Instructions: How to apply

All applications must be submitted online within the deadline via RIndustry website. You will receive an automatic message via e-mail with a reference number, unique for your submitted application. The online application form will be available in English and Arabic and each applicant is free to submit his/her application in English or Arabic language. Incomplete applications (with all sections answered) will be rejected.

Please note that only the online **Application Form, Business Plan and Budget**, which have to be submitted will be evaluated. Each applicant should prepare his/her application form following closely the application guidelines **and the published formats** and instructions. It is therefore of utmost importance that the application form, business plan and budget contain ALL the relevant information concerning your application.

RIndustry consortium and the contracting Authority are not liable for possible deficiencies of the website. Please note that we are not responsible for computer/network failure or any other reasons that may lead to lost, damaged or late submission.