



**START
FOR
FUTURE**

Match & Start Programme

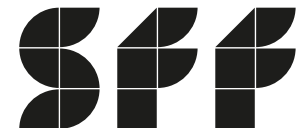
Programme duration
04.02.2023 – 31.03.2023

Topics

Mobility — Manufacturing — Food — Health
Circular Economy — Energy

startforfuture.eu

Purpose of this Document



To provide participating start-up teams, talents and coordinators a step by step overview into the goals, deliverables and planning of the Start For Future (SFF) Match & Start Programme.

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Welcome to Start For Future (SFF)



Start For Future is a co-developed programme initiated by European Universities, and reinforced by the European Institute of Innovation and Technology (EIT) and its KICs in Urban Mobility and Manufacturing.

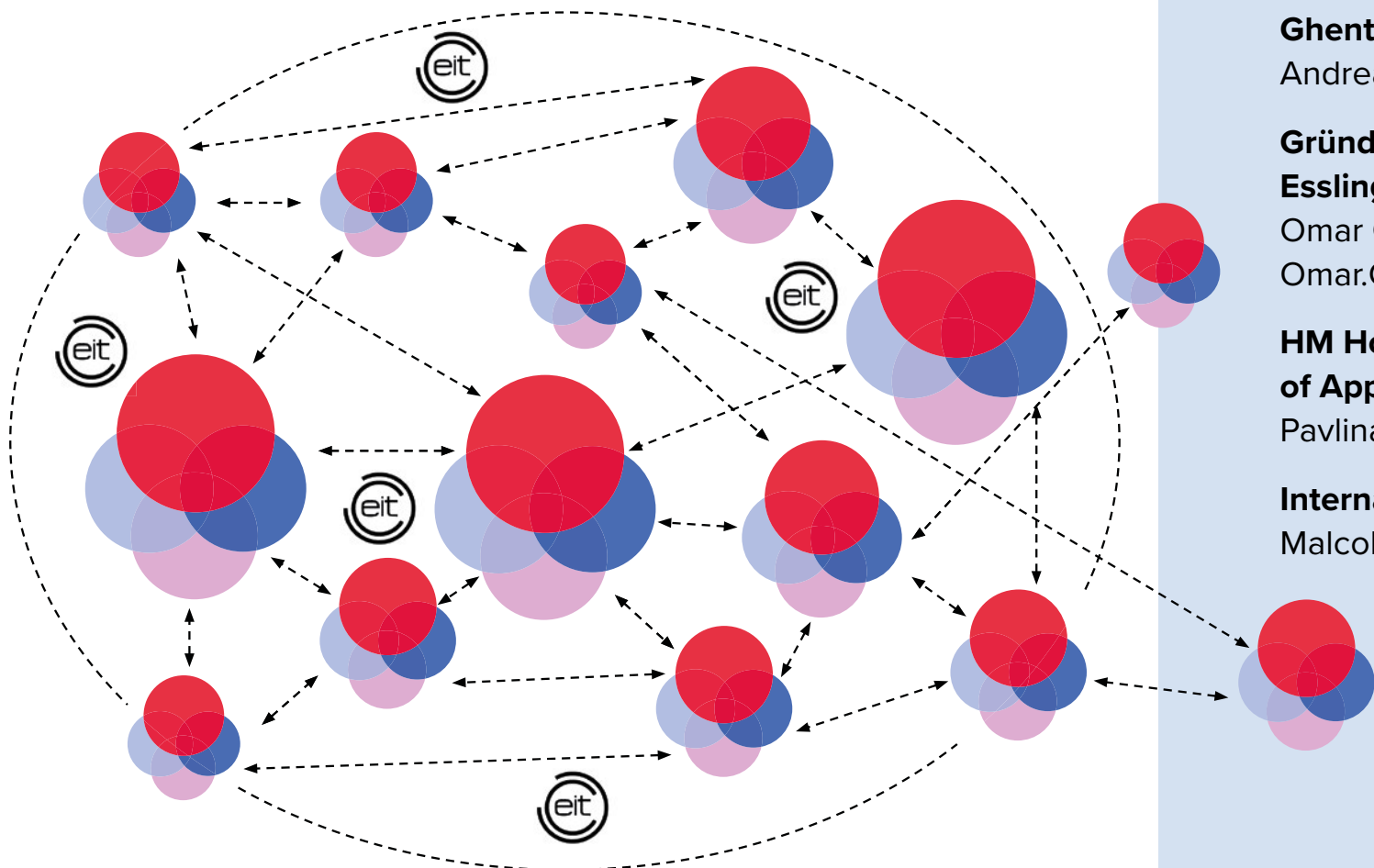
The programme aims to connect young talents and start-ups with the assets of Start For Future and its broad network of industry partners, addressing UN SDGs and combining it with highly impactful, profitable and scalable business models.

Throughout the 8 month period, February – September, with possibility to extend teams, talents and early stage startups go through several phases (Match & Start, Develop & Co-create) to bring forth their business concepts, which will result in new, promising startups.

Start For Future

PARTNERS

Within this programme, you will be navigated by SFF partners and experts from all over the world.



PARTNERS IN EUROPE

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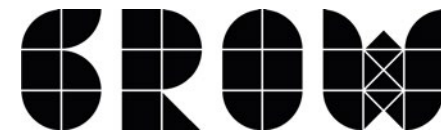
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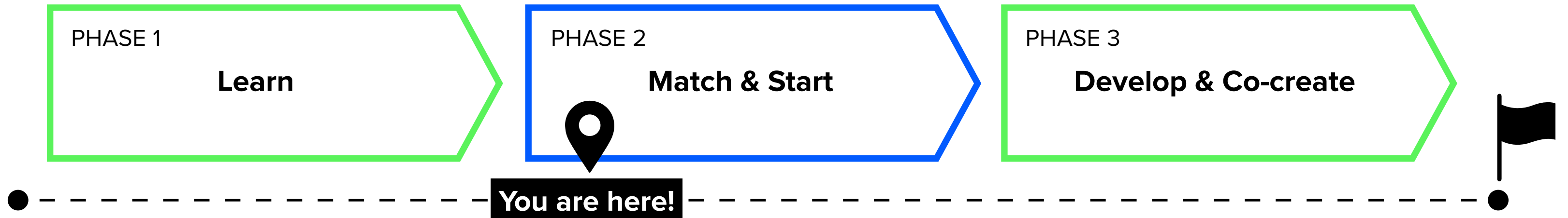
Steven Gedeon, sgedeon@ryerson.ca and
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Welcome on board



Dear Participant,

Welcome to the SFF Match & Start Programme.
You made it, congratulations!



In the next 8 weeks, we will embark together on a fun and intense programme to grow your start-up ideas from a theoretical concept into a mature business model that is incubation ready.

Before we start, let us introduce the bigger picture. The Match & Start phase, the phase you are currently in, is the second phase in a 3-phase process to accelerate business ideas from early ideation to commercialization.

Whether you joined us after participation in our entrepreneurial education Learn phase, applied through our open call with a self developed idea, or signed up as an independent entrepreneurial talent, the future looks bright for your entrepreneurial dreams. Enjoy the programme!

**With Entrepreneurial Regards,
The Start For Future Team**

Start For Future
Match & Start Phase



We employ the Start For Future innovation process with the following objectives:

Empowering students to think entrepreneurially



Develop innovative solutions to current global challenges in line with UN SDGs



Development of new B2B co-creation projects & business models for the transformation of economies

During the Match & Start SPRINT Programme,

PHASE 2

Match & Start



You are here!

Enlarged and newly formed international teams work on their concepts and develop prototypes, which could be further developed into real businesses.

Input and various feedback sessions are provided by industry experts, business coaches as well as relevant startups and industry partners. Business concepts of international teams are matched with the most suitable incubators in the partner network for further support in development, incubation (virtual and physical) and market entry.



Start For Future Match & Start phase



Talents, teams and start-ups who are selected for the Match & Start phase through the open call applications & phase 1 selections, jointly enter this phase 2, wherein:

Teams and start-ups can find new team members



Talents can find other talents and create their own teams



Finalized teams are matched with sparring partners



Teams are matched with SFF incubators for subsequent incubation, including 750 Euros of Prototyping funding



Teams should be pitch ready for the Start For Future Final Pitch Day in which all teams present in front of a judges panel

Start For Future

ROLES

As a team or talent, you will interact with Start For Future team members, fulfilling the following roles. Each of these roles contribute to your entrepreneurial progress in a specific area

Business Sparring Partner

Each team will get one experienced entrepreneur to be available for weekly check-ins and to guide the general business development of the team and their idea

Industry Experts

Alongside the sparring business partner, each team will be matched with an industry expert coming from a regional ecosystem or industry partner from SFF or from EIT (European Institute of Innovation and Technology). This expert can provide more technical insight into specific vertical industry segments

Mentors

Individual talents are matched with SFF mentors to coach them in preparation for the Team Formation Dating session – when they have to choose or create a team



TOPICS

Manufacturing



With AI advancement and Industry 4.0, we are seeing an increase in the use of robots and digitalised value networks. Manufacturing can be transformed into a more waste-free system with the use of additive manufacturing and advanced technical skills.



Mobility

Mobility plays a fundamental role in achieving the 2030 agenda. Our current means of transportation must be improved to meet these sustainability goals. In this context, we focus on safe, affordable, accessible and sustainable transport systems for all.



Circular Economy



This topic focuses on rethinking our current linear economy and creating a circular one. How can we use our waste to build capital rather than to reduce it? By rethinking ownership, creating new and sustainable materials and rethinking our current operating systems, we can come steps closer to the goal.

Food

Food is part of our culture and our everyday lives. With an increasingly growing population, we must find ways to sustainably produce and supply healthy food to all. With the support of technology and collaboration with industry stakeholders, it is possible to achieve this goal.



Health



Understanding the means to improve the overall health status of everyday citizens is an essential aspect of the future. With recent events, it has become a topic we must face and analyze to better understand the increasing complexity of this field.

Energy



The question of energy is the challenge of our years. Developing sustainable energy innovations that provide the industry with risk free, disruptive new technologies that reduce energy costs, increase system performance, decrease greenhouse gas emissions, create jobs and support overall decent life conditions for citizens in Europe is the task of our time.

Start for Future 2023

Programme Schedule

OVERVIEW

February 4th

March 31st

Team Formation

Proof of Concept Development & Validation

Roadmap & Incubation

Sessions

04.02. Kick-off Event & Introduction
07.02. Startup Culture & Dream Team
09.02. Speed Dating for Talents & Teams
16.02. Customer Discovery:
Getting Out There! (Part 1)

Sessions

23.02. Prototyping in Hardware & Software
27.–28.02. Incubator Introductions
02.03. Business Modelling
09.03. Selling Yourself & Your Idea

Sessions

13.–16.03. Pitching to Incubators
23.03. Customer Discovery:
Getting Out There! (Part 2)
27.–28.03. Pitch Rehearsals
31.03. Final Event

Develop & Co-Create

Incubation Ready
teams continue to
Phase 3 in their
selected Incubator
programme

Sparring Programme: Teams check in weekly with Sparring Partner

Mentorship Programme for Talents

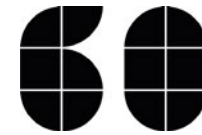
Access to Industry Experts:
Teams meet biweekly with industry expert

startforfuture.academy backbone: Team members complete 7 online course modules



Find access data for online events [here](#)

Team Formation



In order to form and reinforce teams, two weeks are reserved for Team formation, consisting of the following core activities:

Kick-off event

04.02.2023 – 13-16 CET

Existing teams, start-ups as well as individual talents pitch their ideas or skillset and receive the curriculum for the entire phase



Talents “apply” to join existing teams or form their own team with like minded individuals



Teams have 1-on-1's with the applicants and decide to extend their team

Cut off Date February 26th

Each talent and team has a 1-on-1 session with a Start For Future coordinator to discuss status & advance into the 2nd phase

Talents without a team will be released from the Programme



Important Deliverables

19.02.

Existing Teams submit commitment letters

26.02.

All talents have joined a (new or existing) team prior to their 1-on-1 session, and have submitted a commitment letter

Team Formation Online Sessions



During the two weeks of Team formation, these online sessions are organized for all participants.

- 04.02.2023** — **Start For Future Kick-Off Event**
14:00 – 17:00 CEST
- 07.02.2023** — **Startup Culture & Dream Team**
Alex Grots, 15:00 – 17:00 CEST
- 09.02.2023** — **Speed Dating for Teams & Talents**
15:00 – 17:00 CEST
- 16.02.2023** — **Customer Discovery: Getting out there! (Part 1)**
Dr. Bettina Maisch, Mara Doukidi & Alan Armstrong
15:00 – 17:00 CEST



Sessions in **Blue** are mandatory for all participants.
Find access data for online events [here](#)



Proof of Concept — Development & Validation Sparring Support

SUPPORT

Regular sessions

Weekly & bi-weekly check-ins

Every team has access to:

Weekly sparring partner check-in:

- Team presents their up-to-date status, progress made,
- Sparring partner feedback, pointers and guidance

Bi-weekly industry expert alignment:

- Team sends questions & info well ahead of meeting
- Industry expert provides deep technical industry insights

One-off sessions

SFF Incubator Presentations — February 27th – 28th

All SFF Incubators will present their programme offer, incentives, ecosystem partners and support available for incoming teams in phase 3.

Please review the incubator brochure prior to the presentations. Teams are expected to list their top incubator choices and will get the chance to audition to get accepted in their programme.

Throughout this phase, teams will develop their business
concepts and prototypes

Proof of Concept Development & Validation Online Sessions

DATES

During the first 2 weeks of Development & Validation, these online sessions are organized for all teams.

- 23.02.2023** — Prototyping in Hardware & Software
Alex Grots & Max Mirho 15:00 – 17:00 CEST
- 27/28.02.2023** — Incubator Introductions
- 02.03.2023** — Business modelling workshop
Steve Stevens & Bettina Maisch 15:00 – 17:00 CEST
- 05.03.2023** — Choice of preferred Incubators Made & Communicated.
Team Progress check.
- 09.03.2023** — Selling yourself and your idea
Nick Fannin & Peter McLean 15:00 – 17:00 CEST



Sessions in **Blue** are mandatory for all participants.

Light Blue events signify an important deliverable.

Find access data for online events [here](#)





Roadmap & Incubation Online Sessions

INCUBATION

During the final two weeks of the programme, we focus on pitching and creating a match with one of our incubators, to allow progression to phase 3 of our innovation process: Develop & Co-Create.

- 13.03.2023 – 16.03.2023** — Pitching to incubators
Separate sessions
- **23.03.2023** — **Customer Discovery: Getting Out There! (Part 2)**
Dr. Bettina Maisch, Mara Doukidi & Alan Armstrong
15:00 – 17:00 CEST
- 27.03.2023 – 28.03.2023** — **Pitch rehearsals with Start For Future teams**
Both days 15:00 – 17:00 CEST
- **29.03.2023** — **Final pitch deck for the final pitch day submitted**
- **31.03.2023** — **Start For Future final pitch day**
All teams 14:00 – 17:30 CEST



Sessions in **Blue** are mandatory for all participants.
Light Blue events signify an important deliverable.

Find access data for online events [here](#)

Final Pitch Day Teams – Incubator Matching

PITCH

Start For Future Final Pitch Day
31.03.2023

Welcome by the Start For Future community



Inspirational talk by an entrepreneur



Team pitches



Jury evaluation



Announcement of team – incubator matches



Winners of most innovative, most impactful
and most progress made



Networking



Phase 3 Develop & Co-create

OUTLOOK

International Open Incubator

Graduated teams of Match & Start can audition to join one (or more) of our 16 international incubators from all over Europe. The chosen incubators will support your team for the duration of the Develop & Co-create Programme (6 months, April – October) in their local ecosystem, with the goal to get your team and concept market ready.

Some incubators offer coaching & on demand support, others fully fledged virtual or physical programmes. You can also ask for Co-incubation, and receive support from multiple incubators at once.

Make sure to audition for the ones that fits your start-up goals and target market best!

Check out the official SFF Incubator Brochure [here](#)

Explore the European Market

Selected teams in the Develop & Co-create programme enjoy the below benefits:

- A €750 prototype voucher, paid by the chosen Incubator
- 3 Inspirational Sessions on advanced start-up techniques:
 - Co-creation with Industry
 - Financing & Funding in the SFF network
 - Follow-up Opportunities & Programmes
- A chance to win a Mobility Voucher worth €2500. This money can be spent on a 1-2 week trip to explore other incubators, markets & meet new customers or partners.



Co-creation @ the SFF Summit

Advanced teams can participate in our B2B Matching and Co-creation event – the Start For Future Summit at the end of 2023.

This is an international event with industry partners from all over the Start For Future network. It's focus is on finding potential partners, customers, and landing pilot projects.

An Open call for Co-creation will be published mid of July 2023.

Operational Matters & **TECHNICALITIES**

And one more thing... or more...

Maximum capacity — 75 participants with 60:40 ratio teams:talent

—

The entire process is conducted virtually through Zoom

—

Pitch Days will be a virtual event

—

Choice of incubators: teams will nominate 1–3 incubators with included rationale. This will be presented to incubator managers for a decision.

—

Jury panel: people outside the Start For Future community
(business angels, industry partners, EIT, ...)

This will be a blast, enjoy!

Admission Team for Start For Future Teams

Admission/evaluation of Teams & Talents will be done by a board of selected Sparring Partners & Mentors that will also participate in the programme itself.

Core coordination team is:

Andreas Wauters

Pavlina Vujovic

Julia Dorsch

Giorgi Japaridze

Feel free to reach out for any support.



ΟΙΚΟΝΟΜΙΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

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Bright Red Triangle



University of Economics Varna Accelerator



International Burch University



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SCIENCE DISCOVERY ZONE



KING'S INCUBATOR
Innovate | Create | Impact



KING'S COLLEGE
architecting future



Contamination Lab Pisa



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universidade de aveiro incubator
pci-creative science park



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STRASCHEG CENTER FOR ENTREPRENEURSHIP



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Universitat Pompeu Fabra
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INCUBADORA



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START YOUR FUTURE YOUR WAY

Ask more questions.

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