

Application and Programme guidelines



1. Introduction

The present document defines the Fit 4 Start Application and Programme guidelines (hereafter the 'Guidelines'). It describes the terms and conditions related to application and functioning of the Fit 4 Start Programme (hereafter the 'Programme').

2. Definitions

The 'Initiator': the Ministry of the Economy is the initiator and financial support of the Programme.

The 'Organiser': LUXINNOVATION, GIE Economic Interest Grouping, registered with the Luxembourg Trade and Companies Register under number C16 (LUXINNOVATION), having its registered office at L-4362 Esch-sur-Alzette, 5 avenue des Hauts Fourneaux, organises and manages the functioning of the Programme.

The 'Partners': Technoport S.A. and the Luxembourg-City Incubator (LCI) collaborating and providing support to the Programme.

The 'Applicants': individuals, innovative project owners or duly authorised persons representing a young innovative company applying to take part in the Programme.

The 'Participants': are Applicants selected to participate in the Programme.

The 'Pitching Day': event organised with the objective of granting every pre-selected Applicant a pitch presentation as well as Q&A with the Jury. At the end of the Pitching Day the Jury will select start-ups that will be admitted to participate in the Programme. Their number is determined by the Organiser together with the Initiator for each edition.

The 'Graduation': based on Participants goals achievement, attendance of coaching sessions and commitment to the Programme, the Jury decides whether to graduate Participants or not. Being graduated is one of the key requirements allowing Participants to have access to the additional EUR 100.000 public grant.

The 'Steering Committee': monthly meeting with the Jury, Organiser and Initiator representatives as well as Internal Coaches (cf point 9B) to review Participants pitches and monitor progress.

3. Eligibility

The Programme is open to innovative projects or young innovative start-ups from around the world that meet all the following criteria:

- A. Company active in the sector(s) referenced in the Fit 4 Start call (such as ICT, Health Tech or any other sector of interest jointly agreed by the Initiator and the Organiser).
- B. Company meeting the small enterprise ('SE') criteria as defined by the European Commission (as referred to in Article 2 of the annex to Recommendation 2003/361/EC).
- C. There is no prerequisite for Applicants to have incorporated a company at the application stage.
- D. If the Applicant already incorporated a company, this should be not older than 5 years before the time of their Programme application.
- E. The Applicant team must be composed of a minimum of two people, with at least one person working full time on the project during their participation in the Programme.
- F. Applicant may be any early-stage and/or more advanced start-ups/projects. Although it is not necessary to have a minimum viable product ('MVP') at the application stage. For the HealthTech domain, products or services in preclinical POC or MVP will be preferred.
- G. Participant: to be at least 18 years of age or older as of the starting date of the Programme.

4. Application Period

Applications must be submitted before the official entry submission deadline as mentioned on the Luxinnovation website (www.fit4start.com). All submissions received after the deadline will not be accepted.

5. Registration Process

The Applicants need to submit their complete application via the Organiser's online registration platform (the 'Registration Platform'): www.fit4start.com. All personal information will be treated according to chapter 16 of this document.

The application must include:

- A. Responses to all mandatory areas included in the application file, which also includes the acknowledgment of the present Guidelines
- B. Elevator pitch: max. 1 minute pitch video (addressing problem, solution, etc.).

Applicants should submit only one application. In case of fraudulent methods, false/misleading information or other attempts to circumvent the Guidelines, the Organiser retains the right, at its sole discretion, to reject an application.

6. Pre-selection Process to Pitching Day

- A. All applications are carefully reviewed by the Organiser and Partners to perform a first selection of Applicants for the Pitching Day.
- B. The applications will be pre-selected for the Pitching Day based on the following selection criteria:
 - a. Project readiness
 - b. Innovative/disruptive technology or approach
 - c. Existing traction
 - d. Scalability
 - e. Quality of the team
 - f. Interest and relevance of the project within the Luxembourg economic and societal context
- C. All Applicants will receive an answer by email within the deadline provided in the website at application. The answer includes pre-selection to the Pitching Day, placement on the waiting list or rejection.

In case of pre-selection to the Pitching day, a confirmation is requested from the Applicant the latest at the deadline indicated in the email. In case of absence of answer of the Applicant within this deadline, the Organiser reserves the right to invite Applicants from the waiting list.

D. The rejected Applicants can ask for feedback on their application.

7. Pitching Day

A. Upon receiving the Applicant's confirmation to attend the Pitching Day, the exact date and location of the event will be communicated in due course.

B. It is mandatory for the Applicant to be present in person in Luxembourg during the Pitching Day.

C. The Pitching Day is a public event.

D. The chronological order of the pitches will be decided by the Organiser.

E. The Organiser will provide the technical equipment (computer, microphones, etc.) required.

F. The pitch deck:

- presentation in English (the timing may be adjusted freely by the Organizer, for each sector. Also, time will be strictly monitored and pitches beyond the fixed time will be interrupted).
- Q&A session.

G. Following completion of the pitches of all the Applicants, the Jury (see chapter 8 for details) will meet to make a decision.

H. At the end of the Pitching Day, the Jury will announce the name of the Applicants selected to participate in the Programme.

I. Each Participant will receive an email confirming their selection and an electronic version of the present document. The Participant will be required to return this document duly signed within the specified deadline. This signed document will be considered as an agreement (the "Agreement") with the Organiser in order to confirm their participation to the Programme and comply with the Guidelines thereof.

J. The acceptance of the Guidelines constitutes Participant's consent to the Organiser and Partners of the Programme to use the Participant's project information communicated in the context of Fit 4 Start for purposes of advertising in any media without further request. This includes movies, pictures, and interviews of the Applicants/Participants.

K. If one of the Participants does not reply to the email within the required delay from the Programme, the Organiser will grant the right of participation to the next Applicant on the waiting list established by the Jury.

8. The Jury

A. The Jury is composed of independent experts from the private and public sector with relevant business experience who are selected by the Organiser and the Initiator. All Jury members are required to sign a code of ethics managing potential situations of conflict of interest in relation to the selected projects and to guarantee non-disclosure of any project information obtained during their role as Jury.

B. The role of the Jury is:

- to select the Participants at the conclusion of the Pitching Day (cf point 7H);
- in view of the different projects' potential, to set them during the first Steering Committee different goals and objectives, together with the Internal Coaches and Participants;
- to monitor them by judging their performance during the Programme, on a monthly basis through Steering Committees. The monitoring is based on Participant pitches and their progress on graduation goals.

- C. At the end of the Programme, the Jury decides on Graduation of the Participants, based on agreed achievement of goals, Participants' attendance to coaching sessions and commitment to the Programme.

9. Coaches

- A. The Coaches are divided into two different categories:
- Internal Coaches (the 'Internal Coaches'), individually supporting and accompanying the Participants throughout the whole Programme.
 - External Coaches (the 'External Coaches'), giving specific trainings on topics of joint interest for the Participants. They usually intervene for one-day sessions during the Programme.
- B. The Internal Coaches are lean start-up experts with high entrepreneurial knowledge and expertise in the field of start-up ventures.
- C. The External Coaches are selected based on relevance of their expertise for the respective cohort of Participants.
- D. Each Participant will be coached by at least two Internal Coaches during the Programme. However, at the beginning of the Programme, one lead coach (the '**Lead Coach**') is assigned to each Participant. This Lead Coach will be the main reference/contact for the assigned project during the Programme.
- E. The Internal Coaches report to the Organiser and Jury on the Participant's progress and evolution.

The Internal and External Coaches are required to sign a service contract. The contract contains obligations and procedures on their role, including a non-disclosure agreement guaranteeing the confidentiality of the information received during coaching sessions.

10. Grant access and conditions

The Programme supports the Participants in getting started in Luxembourg by giving access to a grant up to EUR 150.000 made available by the Initiator in accordance with Regulation (EU) No 1407/2013 on the "The minimis aid".

- A. This grant is divided into two tranches, with a first tranche payment of EUR 50.000 and a second tranche payment of EUR 100.000.
The second tranche is only paid to those Participants that have both successfully graduated from Fit 4 Start, and managed to raise at least EUR 50.000 of private equity (justified by a notary deed). The graduated Participant has 6 months after the Graduation date to raise capital and submit a demand for the second tranche. Please note that no grant application will be accepted after this deadline.
- B. How to obtain the first tranche of the grant?
The Participants need to have their company established in the Grand Duchy of Luxembourg and obtain their business permit, meaning:
- For start-ups which are not yet incorporated in Luxembourg at the time of their selection: create a commercial company with a minimum issued capital of EUR 10.000 (contributions in cash, fully paid-up). The company has to be incorporated by the end of the Fit 4 Start Programme.
 - For start-ups which are already incorporated in Luxembourg at the time of their selection: the commercial company must have a minimum issued capital of EUR 10.000 (contributions in cash, fully paid-up) and be able to demonstrate a minimum of EUR 10.000 of cash available to the company to develop its activities.

Detailed information on how to create a company in Luxembourg is available on the website www.guichet.lu Furthermore, it is strongly recommended to get in contact with the [House of Entrepreneurship](#) as soon as possible, which is providing personalised support and advice to companies from around the world looking to establish their business in Luxembourg.

- a. Please note that the duration of incorporation may be longer if a specific licence that is granted by other competent authorities and governed under specific regulatory frameworks is required.
- b. In the process to access the EUR 50.000, it is required to fulfil requirements in 10. B. above and to submit a duly completed and signed aid application form to the Ministry of Economy in accordance with Art. 29.c of the amended law of 5th June 2009 relating to the promotion of research, development and innovation. Please note that among other documents, a copy of the business permit and company articles of association will be required for the application process and therefore need to be obtained beforehand.
- c. Please note that from an accounting point of view, the grant is usually considered as an extraordinary income.

11. Other Fit 4 Start benefits

- A. A 16-week Programme of intensive coaching, including:
 - a. One-to-one sessions by Internal Coaches;
 - b. Group coaching sessions held by External Coaches;
 - c. Monthly follow-ups and feedback sessions from the Jury during Steering Committee.
- B. Free access to the co-working space of the business incubators (“Technoport” and “The Luxembourg-City Incubator”)
- C. Free access to the co-working space of the business incubators (“Technoport” and “The Luxembourg-City Incubator”)
- D. The Programme also offers many opportunities in terms of visibility within the market, and opportunities to benefit from networking facilities of the whole ecosystem that supports start-ups in Luxembourg.

12. Programme & Monitoring

- A. Participation is free of charge. However, Applicants and Participants will be responsible for covering their travel, food and accommodation costs.
- B. The Participants must ensure physical attendance to all coaching sessions (i.e. one-to-one as well as group sessions) and Steering Committee meetings.
- C. Objectives are agreed on between Participants, Internal Coaches and Jury at the beginning of the Programme according to their respective project development stage and needs.
- D. Participants need to provide regularly progress reports to the Internal Coaches and to the Jury to inform them about their progress during the Programme.

13. Exclusion

Any failure by a Participant to meet any of the abovementioned commitments will lead, by decision of the Organiser, to its exclusion.

The Participant will first receive two written warnings by e-mail, before being officially excluded from the programme. The exclusion will be notified to the participant by registered mail.

The exclusion automatically leads for the participant to:

- the immediate termination of the programme.
- the loss of eligibility for the grant, if it has not yet been paid when the exclusion is notified, or the obligation to reimburse the grant, if it has already been paid.

14. Communication

- A. The official language of the Programme for the application, pitching, communication and reporting is English.
- B. All communication before the Programme start will be conducted via electronic mail.
- C. During the Programme, the interaction between the stakeholders (Participants, Coaches, Initiator and the Organiser) will be done via a dedicated digital platform owned by The Organiser.

15. Intellectual Property Rights

Applicants and Participants are fully responsible at all time for the protection of their intellectual property within the framework of their participation in the Fit 4 Start programme.

16. Image rights

Without expecting compensation or other remuneration, now or in the future, the Applicants and Participants give their consent to the Organiser, its affiliates and agents, to use their image and likeness and/or any interview statements from them in its publications, advertising or other media activities (including the Internet). This consent includes, but is not limited to :

- (a) Permission to interview, film, photograph, tape, or otherwise make a video reproduction
- (b) Permission to use their name
- (c) Permission to use quotes from the interview(s) (or excerpts of such quotes), the film, photograph(s), tape(s) or reproduction(s), in part or in whole, in its publications, in newspapers, magazines and other print media, on television, radio and electronic media (including the Internet)

All the above rights shall be granted worldwide and for a period of 24 months from the selection date.

17. Responsibilities and liabilities

The Organiser reserves the right, at its sole discretion, to disqualify any Applicant or Participant who engages in immoral/ non ethical / illegal activities including attempts to tamper with the entry process or/and violates the Guidelines of Fit 4 Start. The Organiser has the right, at its sole discretion, to maintain the integrity of the Programme. If any activity by any Applicant or Participant that may be in violation of criminal and civil laws adversely affects or undermines the legitimacy of the Programme, the Organiser reserves the right to seek damages to the fullest extent permitted by law.

18. Data confidentiality and personal data

- A. The Organiser does not collect personal data other than that which Applicants voluntarily provide on the website (the 'Website') or Registration Platform (i.e. name, first name, contact details including the email address, function and organisation, texts, altogether the 'Personal Data'), neither when they pre sign up for the Programme nor submit their application.
- B. Personal Data collected on the Website or Registration Platform will be processed by the Organiser for the following purposes:
 - a. communicate with the Applicants and provide them with the information requested
 - b. processing of access, rectification and opposition requests, and other rights with respect to Personal Data;
 - c. claims and litigation management.
- C. The processing of the Applicants' Personal Data is necessary for the Organiser to provide them with the services they requested, as well as to enable the Organiser to fulfil its public service

missions. These purposes constitute the legal basis for the data processing carried out by the Organiser.

- D. Applicants' and Participants' Personal Data will be processed internally by duly authorised persons, within the limits of their respective attributions.
- E. Personal Data may also be communicated to the Organiser's data processors (including IT service providers) and external services providers such as web designers, marketing solutions providers, communication agencies, to the strictest extent necessary and subject to the existence of contractual guarantees to ensure the security and confidentiality of the data.
- F. Applicants' Personal Data will be processed by the Organiser as a data controller, in compliance with the applicable data protection legislation (i.e. for the time being the Law of 2 August 2002 covering the protection of individuals with regards to the processing of personal data, as amended, and Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, – the GDPR -, which entered into force on 25 May 2018, as well as any other subsequent regulation).
- G. The Organiser undertakes to implement technical and organisational security measures to ensure the protection of Applicants' Personal Data against the risks associated with the use of information systems.
- H. The Organiser applies generally accepted security standards to help protect Applicants' Personal Data. However, no method of transmission over the Internet, or of electronic storage, is 100% secure. Therefore, the Organiser cannot guarantee the absolute security of the Personal Data.
- I. Personal Data is kept for a period of three years from collection by the Organiser or the last contact from the Applicant or Participant.
- J. In accordance with the current data protection legislation, the Applicant/Participant or, as the case may be, his beneficiaries who can prove they have a legitimate interest, are entitled to obtain, free of charge:
 - a. access to the personal data concerning the Applicant,
 - b. confirmation that the Applicant Personal Data is or is not being processed,
 - c. information concerning at least the purposes of the processing, the categories of data to which the processing relates and the recipients or categories of recipients to whom the data is communicated,
 - d. communication, in an intelligible form, of the data being processed, as well as any available information on the origin of the data.
- K. The Applicant/participant (or, as the case may be, his beneficiaries) also has a right to rectify his/her personal data and a right to object to the collection and processing of such data, on the basis of compelling legitimate grounds.
- L. These rights may be exercised by an email addressed to the following address: dpo@luxinnovation.lu. As of 25 May 2018, the Applicant is entitled to request the erasure of all or part of the data or a restriction of the processing, object to the processing or make use of its right to data portability, within the limits provided by the applicable rules. In the event of a breach of the data protection rules, the Applicant may also lodge a complaint before a supervisory authority such as the National Commission for Data Protection (CNPD).
- M. The documents and information submitted with the application and will only be submitted to the co-initiators of the Programme, the Jury and the Coaches solely in the context of the Programme and will be treated by them as confidential information.

19. Applicable Law

The general rules and conditions of the Programme are governed and construed in accordance with the Law of Grand Duchy of Luxembourg.

20. Guidelines updates

The Organiser reserves the right to update the Guidelines at any time. All updates will be posted on the Organiser's website: www.fit4start.com.