Welcome to the CBRN CoE Pilot Competition for the SEEE region!

Dear Participants,

This pilot competition is organised as part of the EU CoE Initiative. Its aim is to strengthen the innovation potential and CBRN risks mitigation capacity in the SEEE Partner Countries. You have been invited to submit a project with market potential that will enhance capacity to respond to CBRN risks - in a win-win CBRN security partnership in the SEEE region countries.

The CBRN security paradigm is a "niche" area of international security, but it is also a domain to apply innovative technology-focused solutions aimed at reducing the risks of natural, accidental, or deliberate incidents involving CBRN materials and related processes, technologies and facilities.

Through a tailored preparation, Boot Camp training and tutorial follow-up, the participants will expand their knowledge and skills in pitch-making and attracting sponsors, thanks to the coaching they will receive from renown experts from the Fondazione A. Volta network. Our experts will help and teach competition participants, even those who will not be amongst the competition winners, how to pitch their outstanding projects to attract funding from international sponsors and investors, or in future editions of the EU CBRN CoE Competition.

So a warm welcome to this pilot competition, and I wish you much success – perhaps you will be among the finalists or, even better, one of the winners when the competition is closed!

Professor Maurizio Martellini
Secretary General, Landau Network Fondazione A. Volta
Project Team Leader

About this Information Circular

This circular contains general information for project teams and individuals who wish to enter the 2019 CBRN CoE Pilot Competition in the SEEE region. It has been prepared to help teams and individuals to get ready to complete an application form stage 1A (Preselection) and 1B (selection) in order to be selected for the stage 2 namely the Boot Camp.

The concept of this pilot competition as well as eligibility criteria, the application and selection processes, and the nature of the awards are explained in more detail in a separate document entitled "From networking to innovative capacity building".

Participants should also download the "Guidelines and Template for Applicants", to understand the way in which they can enter the competition and complete an application form (stage 1A and 1B see above) via the Pilot Competition Web Site for the documentation and the pilot competition Web Portal for the application.

The Web Site is reachable at http://cbrn-coe-compet.org and the Web Portal will be open for the completion of applications from March 25 to April 06 2019.

On the following pages, participants will find a brief description of the overall competition process, with additional detail on the first stage of the pilot competition (the screening and administrative review of the projects namely stage 1A and stage 1B), the Boot camp Acceleration Programme (stage 2A) and the Competition itself (stage 2B).

The circular then describes the types of projects that would meet the objectives and requirements of the pilot competition, and explains the scoring approach that will be used by our peer review team in screening the applications received.

Thereafter, it highlights what it is that participants are committing themselves to when they enter the pilot competition and fill in an application form. These conditions are mandatory - by completing an application form for the pilot competition, participants pledge to honour these commitments.

Finally, the circular gives a number of examples for how the competition prizes may be used by the winning teams or individuals.

Philippe Geffroy and Ralf Trapp
Technical team, Key Experts

Philippe Geffroy and Alain Kagan
Coaches for the Boot Camp

What is mandatory for participating in the pilot competition?

The most important condition for participation in the pilot competition is **the full commitment of the project leader to take part in all steps of the competition process.**

This will include:

- 2 days for the preparation of the slide deck (including any background research) also namely Concept Note. The call for submission of projects will be open from March 26 to April 7 2019, via the Web Portal. Teams should prepare their applications using the templates provided, in advance of that date.
- 6 days for teams selected in the peer review process as finalists, to participate in the boot camp to be held at TechPark in Tbilisi, Georgia, from 15 to 20 April 2019. This boot camp will be followed by
- 1 day of competition (April 22), to be held at the same location immediately after the completion of the boot camp.
- 2 days for the winning teams to attend the award ceremony at the 2019 CoE Meeting of National Focal Points, to be held on June 12 to 14 2019 in Belgium.

For finalists participating in the boot camp, and for the winners attending the NFP meeting, travel and accommodation will be offered by LNFV, together with a per diem.

A further condition is that the winning teams/individuals have created a legal entity – if not existing - at the latest by 1 July 2019. This is a precondition for the disbursement of funds.

Overall Process and Timeline

The pilot competition will be implemented in four discrete stages :

Stage 1 (**A and B**, both are part of the screening process) has already begun when you receive this document.

This stage includes both organisational steps ; promotion of the pilot competition, information dissemination, work with partner organisations in SEEE countries, and the development of pilot competition documents including a web portal and a dedicated Facebook page, and screening of potential proposals.

This screening will involve participants getting familiar with the pitch deck and the process of completing the application form, the opening of the call for projects as entries for the pilot competition, and a peer review of applications received. In this peer review, the finalists of the pilot competition will be selected and they will enter stage 2.

Stage 2 (A and B. (Acceleration and Competition) begins with the preparation of the finalists in an acceleration programme (stage 2A). This will include collective as well as one-on-one coaching sessions, resulting in the preparation of a pitch deck by each of the finalists. The acceleration programme will be conducted in the form of a boot camp at the TechPark in Tbilisi, Georgia, from 15 – 20 April 2019.

This is followed immediately by the pilot competition (stage 2B).

The competition itself (2B) - a pitch to a Selection Committee (SC) - will take place on 22 April 2019, also at TechPark in Tbilisi. Costs related to the attendance to the Boot Camp will be entirely covered by the Pilot Competition. _The Selection Committee will select up to three winners._

Stage 3 (Roadmap Preparation and Award), the selected winners will receive expert coaching to help them develop a roadmap (May 2019) for taking their project further to market. An official award ceremony will be organised in conjunction with the 2019 Meeting of CoE National Focal Points in Brussels, Belgium, June 11-12. The winners will receive the award and will be given an opportunity to address the CoE conference to present their experiences and lessons-learned.

For more detail on Stage 4dedicated documents should be provided

Stage 4 (Implementation of the Roadmap and Disbursement of Funds), begins in July 2019 and end in December 2020. During this period, the winners of the pilot competition will implement their roadmap, supported by experienced business coaches who will monitor their progress, help them adjust the roadmaps where necessary, and authorise the disbursement of funds as key milestones of the roadmap are reached.

For more detail on Stage 4dedicated documents should be provided

Stage 1 (A&B) – Call for Projects and selection

Stage 1 of the pilot competition involves the call for projects, the screening of potential competition entries and administrative review, the completion of application forms by the participants via the pilot competition web portal, the peer review of the applications received, and the ranking of the applications to select the pilot competition finalists.

The National Focal Points of the EU CBRN Centres of Excellence Initiative in the SEEE region disseminate information on the call for projects to their national stakeholders. This includes guidelines for applicants and the template to be used for completing an application for entering the Pilot Competition via the Web Portal once open for applicants on 25 March.

Further information on the competition process will be available to potential applicants at the Pilot Competition Facebook Page and on the Web Site http://cbrn-coe-compet.org. Teams that wish to participate in the pilot competition are requested to register at this Facebook Page, which will serve as the communications platform for the pilot competition. Individuals or teams that wish to request additional clarification on certain terms, conditions and requirements of the Pilot Competition, as well as on the guidelines and the template for the application form, may use the Facebook Page to submit such requests. Registered participants will receive further information and notifications via Facebook.

During Stage 1A, participants will prepare a deck of three slides to describe their project and how they intend to move it closer to market. Stage 1B Application form follows immediately for the pilot competition). They will be using the guidelines and template provided in a separate circular (1A and 1B), as well as on the Pilot Competition Facebook Page and the Web Site. The same templates will also be the format used in the application form (both stages 1A&1B) for the Pilot Competition that will be made available via the Web Portal.

Competition entries (1A&1B) are to be submitted via the Pilot Competition Web Portal (the web portal address will be circulated via the Pilot Competition Facebook Page and individually sent to the applicants). The portal will be open to applicants **for Stage 1A (Concept Note)** in Georgia, Montenegro and Serbia from **27 March 2019 to 01 April 2019** then **for stage 1B (Application form)** from **02 to 07 April 2019.** The portal will be open to applicants in Ukraine **from 02 to 07 April both for Concept Notes and Application form** (due to technical constraints).

All applications received will be peer reviewed by 08 April 2019 at the latest. Both the application will be ranked separately in accordance with a scoring table stage 1A and stage 1B. Each of scoring table is a separate document namely scoring table 1A and scoring table 1B. Up to ten individuals and teams will be selected as finalists and move to Stage 2 of the pilot competition – the boot camp followed by the competition itself.

You will be informed immediately after the completion of the peer review process whether you have been selected as finalist, and will be attending the boot camp.

For more detail on Stage 1 A&B dedicated documents are provided.

Stage 2 (A&B) – Boot Camp and Competition

Stage 2 of the pilot competition involves the Boot Camp (2A) and the competition itself (2B).

During the stage 2A, three main activities will take place at Tbilisi TechPark

–   **"New to entrepreneurship" Accelerated Programme**

The overall objective is to provide operational know-how on startup building prior to pitch deck training. Training will focus on problem solving and results. The training package contains a chain of master class modules on every aspect of a startup building process. Most modules end by a pitch exercise on lessons learned to allow to work as learning by doing.

The master class titles are as follows:

- The BRL Method : a method for assessment of start-ups project and start-ups in development stage with a roadmap for risk mitigation during the growth
- Pitching investors slide deck (Kawasaki method in detailed) with examples
- Market Address: What problem are you solving, for whom and how big is it ? (also namely « the pain point)
- Go to Market Strategy : How are you going to deliver your value proposition to your customer
- Competition: What is your competitive advantage? Why other won't take it away?
- Revenues stream : how you will make money (Business Model)
- Team: Who is on your team and why should we care ? How introducing a team.
- Ask: how much money do you need for what and when ? (the financial roadmap with disbursement)

–   **One on One coaching – Slides deck contents, speech/narrative and behavior**

This stage helps applicants to pitch before the selection committee. During this stage a dedicated coaching method (BRL© Method) will be used. The BRL© Method provides visual indicators allowing following up progress, a roadmap with deadlines and KPIs with financial amount needed to be disbursed for the next stage.

–   **Pitching Investors training**

During the one on one coaching stage, applicants will pitch every day based on a pitch investor model (Kawasaki method).

During the stage 2B, applicants will take the floor for pitching selection committee composed of 6 neutral experienced members.
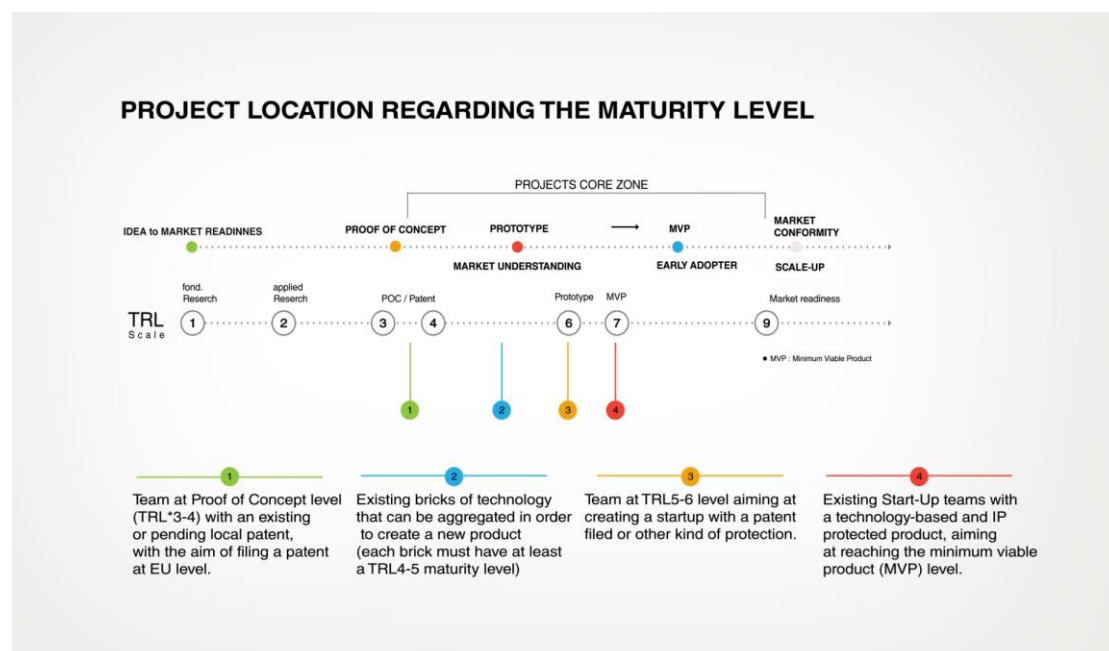
For more detail on stage 2A&B, dedicated documents are provided

Typology of Projects that may be entered for the Pilot Competition

There are different types of projects that are eligible to be submitted to the Pilot Competition. Successful applicants will have developed a product or solution that has application in CBRN risk mitigation either directly (such as for agent detection, protection, decontamination or medical treatment), or indirectly (for example, as an enabling or platform technology that together with other building blocks provides a solution to a CBRN risk mitigation problem). Furthermore, successful applications will meet one of the following descriptions with regard to their maturity:

1. The product/solution has reached the proof of concept stage (technology maturity level TRL3-4, see below). An existing local patent protects the intellectual property, or the award of a local patent is pending. The team aims at filing a patent at the EU level.

2. The product/solution aggregates existing bricks of technology in order to create a new solution. Each of the technology bricks used must at least meet the TLR4-5 maturity level.

3. The product/solution has reached the TRL5-6 maturity level. The team aims at setting up a start-up, and it has filed a patent or another form of IP protection.

4. The product/solution is technology based and the intellectual property has been protected. The team is an existing start-up and aims at reaching the minimum viable product (MVP) level.

The following graph shows the types of projects eligible for participation in the Pilot Competition on the TRL scale:

"MVP" stands for Minimum Viable Product. This is a product that has just enough features to satisfy early customers, and that is sufficiently mature to enable customers to provide feedback for future product development.

Some examples for how the Prize can be used

First of all, we would like to stress that **all teams** participating in this Pilot Competition will be winners, whether or not they will be among the finalists or receive a prize.

All participants will have gained *some* knowledge and skills about how to assess the maturity of their projects, how to identify the needs of their potential clients, how to determine what needs to be done to take their product closer to the market, and how to address potential sponsors and investors.

Participants selected as finalists will take home the new skills they have acquired during the boot camp, and of course they are free to use the presentations they have devised at boot camp (structured pitch decks that explain their product/solution, and lay out to potential sponsors how it can be taken forward to practical application and the market) to approach investors and sponsors in the future.

Finalists will receive both a financial award (€50,000; €30,000, and €20,000) and in kind support in the form of coaching in the development and implementation of their roadmap to take their product to market.

The financial award can be used in many different ways, depending on the specific needs of the project team.

Examples are:

- Funding the creation of a local start-up, thereby strengthening the local innovation ecosystem
- Financing international development activities, thus compensating for the lack of financial resources to fund international promotion of their product and the conduct of business development activities abroad
- Financing the application for an EU-level patent to protect their intellectual property beyond the borders of their home country.
- Other, taking into account the EU regulation in term of