



CAPSELLA

COLLECTIVE AWARENESS PLATFORMS FOR ENVIRONMENTALLY-SOUND LAND
MANAGEMENT BASED ON DATA TECHNOLOGIES AND AGROBIODIVERSITY

Deliverable 6.1

Incubation Design and Implementation Plan

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CAPSELLA (Collective Awareness PlatformS for Environmentally-sound Land management based on data technoLogies and Agrobiodiversity)

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1. Introduction

A fundamental shift in the perception of innovation principles and tools has taken place during the last decade. In this new Open Innovation era the pre-existing boundaries in the innovation funnel - from ideation to commercialization- have been removed. The innovation cycle has been opened to the crowd and broader societal groups have the opportunity to contribute to this process (e.g living labs and fabrication labs).

To facilitate this new massive and open innovation perception, new tools have to be deployed. Innovation platforms, like the CAPSELLA platform, have to be constructed in a way to serve innovation aggregators and innovation contests have to be organized as optimal tools to leverage the platform's innovation capabilities.

Hackathons, the most well-known innovation contest form, have already become massive events which have achieved to bring together people with diverse backgrounds to co-create tomorrow's products and services, effectively raising public awareness on selected topics and sectors. In CAPSELLA, hackathons will serve a dual aim: (a) as a bottom-up requirements collection and solutions seeking process, and (b) as an innovation creation contest.

In deliverable 6.1 the process of harnessing the results of the work completed in the all other CAPSELLA Work Packages and in the CAPSELLA Hackathons already conducted in WP4 in order to facilitate Start-Up creation through the CAPSELLA Acceleration Program will be described, providing all the required material (contests, modules, services, agreements, processes, etc).

2. General Description and Connection to CAPSELLA work and results

The CAPSELLA Acceleration Programme, namely the framework incorporating all WP6, facilitates the co-creation of disruptive and breakthrough solutions, business ideas and opportunities for supporting innovative, diversity-based, quality and health-centered food systems in Europe.

The CAPSELLA Acceleration Programme builds on the previous results of the CAPSELLA project. The CAPSELLA infrastructure will be used as a stimulus for the innovation process initiated in the Programme, acting as a tool to facilitate data access and utilization. The networks and connections already developed through the previous activities of the project will be utilized to spread the word on the open call for participants – talent and innovative ideas contest ([stage 1](#)), while new audiences will be reached to further develop the CAPSELLA community, giving thus a sustainability perspective for the future of CAPSELLA activities. During [stage 2](#), the Talent and Innovative Ideas Contest the CAPSELLA pilots will act as inspiration starting point for the development of the contest challenges. At [stage 3](#) participants are going to be trained on the use of the CAPSELLA infrastructure, and agro-related topics CAPSELLA already highlighted through the other CAPSELLA activities. Finally mentoring will be offered to participants in the boot camp and incubation activity offering them guidance on CAPSELLA related issues.

The Programme aims to strengthen the ongoing transitions to agro ecological, biodiversity based and organic practices and systems by opening up the innovation cycle and bringing together people from diverse backgrounds to co-create tomorrow's products and services, in the sustainable agriculture sector that is continuously growing despite the harsh economic environment. Thus, a bottom up approach for the development of data driven solutions that will contribute to a greener and fair future with efficiency and transparency in the ecological, biodiversity based, organic agriculture sector, is proposed.

The creation process will be fueled by the support of the CAPSELLA communities. These will be encouraged to generate and make sense of data, fostering informed decision making and solutions that assist farmers in improving their production and competitiveness. The solutions generated by CAPSELLA aim to empower policy makers in implementing strategies for meeting the UN Sustainable Development Goals and the UNFCCC Paris Agreement while opening up the discussion on open data in agriculture and decision making.

The CAPSELLA Acceleration Programme aims to promote innovation for diversity-based food systems in European agriculture, supporting the development of innovative solutions and applications that utilize agriculture-related big data, solutions that create new tools for farmers and propose new business models for land data governance. It is a programme designed to facilitate Open Innovation in the agrifood sector, to create new technologies, applications, platforms, and processes that will allow the upgrade of tools and methods that are implemented nowadays in the ecological, biodiversity based, organic agriculture sector. This actively contributes to the provision of improved services and experiences to the CAPSELLA stakeholders and communities, and to all

European citizens interested in sustainably produced, tasty and nutritious food (#AgriTech #Agri-food Technology).

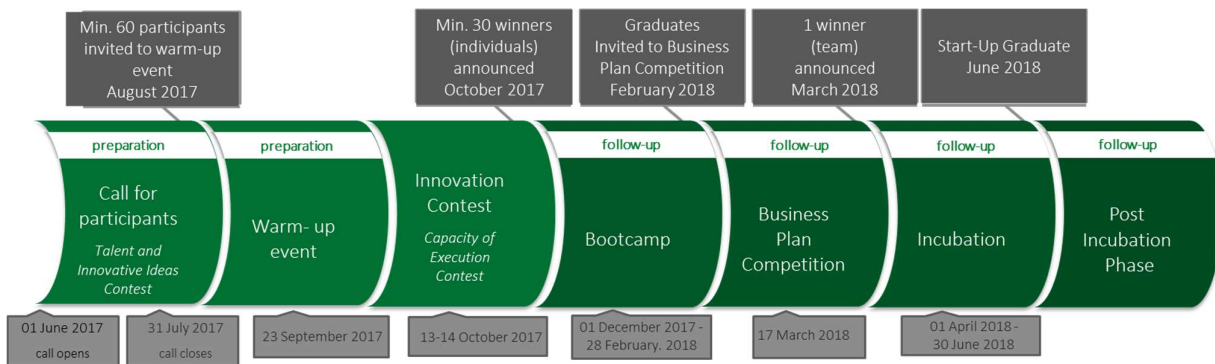
The CAPSELLA Acceleration Programme is open to anyone older than 18 years, with any level of education and from any scientific/professional background without imposing any restrictions. It is addressed to undergraduate and postgraduate students, young scientists, agriculturists, developers, programmers, designers, engineers, finance experts, communication experts, marketers, business women/men, farmers, entrepreneurs, entrepreneurs-to-be etc., as well as new technology enthusiasts, those excited by the development of innovative tools, solutions, applications, processes and new business models and those willing to participate in sustainable agri-food development. The CAPSELLA co-creation process is also open to all related European Innovation partnerships, NGOs, other CAPS projects, Citizen Observatories and maker projects, that are invited to become part of the CAPSELLA community.

Participants are invited to freely choose among cutting edge CAPSELLA challenges using their creativity and inspiration and with the guidance of the CAPSELLA Acceleration Programme, mentoring and training they will be encouraged to develop their own disruptive ideas that will shape the future of ecological, diversity based agri-food value chains.

3. Overall Design of the Programme and Planning

The CAPSELLA Accelerator Programme is a complete innovation journey that will excite and reward the participants.

The ultimate goal of the CAPSELLA Accelerator Programme - «Creating innovative solutions for boosting the transition to ecological, diversity based, organic agriculture», is not only realized through a competition which will culminate on Friday 13.10.2017 and Saturday 14.10.2017. It includes a warmup event on 23.09.2017 to contribute to building stronger teams and deep understanding of CAPSELLA Acceleration Challenges, and continues after the competition by supporting the selected winners with a targeted growth program that includes training, mentoring and incubation to achieve the transformation of ideas into mature solutions.



CAPSELLA Acceleration Programme Overall Design and Planning

PREPARATION

CALL FOR PARTICIPANTS/ TALENT AND INNOVATIVE IDEAS CONTEST:

Responding to an open call participants will be granted a ticket to the CAPSELLA Acceleration Journey based on their talent and obsession to build a startup.

WARM UP EVENT:

A warm-up event will be organised to facilitate networking among selected participants, team creation, information provision and knowledge exchange, and to kick off the preparation for the Innovation Contest.

THE INNOVATION CONTEST

Participants will compete in teams, combining complementary skills and backgrounds in order to provide the most innovative solutions to the challenges provided by the CAPSELLA Innovation Contest.

CONTEST FOLLOW-UP

BOOTCAMP:

A 3 month period of unconditionally free training on a) how to foster entrepreneurship (idea generation, management, marketing, etc), b) agriculture and related sustainability threats and c) how to use the CAPSELLA platform will be offered to the winners of the innovation contest.

BUSINESS PLAN COMPETITION:

Business Plan Competition among the graduates of the CAPSELLA Training Bootcamp will decide which of them will proceed to incubation.

INCUBATION:

The Winner of the Business Plan Competition will receive a 3-month incubation prize, which includes housing, a cash prize and further business training, industry mentoring, services, and fund-raising aid in the most prominent incubator in Athens, Greece.

IMPORTANT DATES AND PLACE

CAPSELLA INNOVATION CONTEST PREPARATION

Innovation Call [Phase 1]:	01.06.2017-31.07.2017
Invitation of Participants to Warm-up [Phase 1]:	31.08.2017

CAPSELLA INNOVATION CONTEST

Warm-Up Event [Phase 2]:	23.09.2017
Contest Days [Phase 2]:	13.10.2017-14.10.2017

CAPSELLA INNOVATION CONTEST FOLLOW UP

Bootcamp [Phase 3]:	01.12.2017-28.02.2018
Business Plan Submission [Phase 4]:	07.03.2018
Business Plan Presentations Day [Phase 4]:	17.03.2018
Incubation [Phase 5]:	19.03.2018-30.06.2018

Phase 2, the warm-up event and the innovation contest itself will be located in the a2-innohub, Kifissias Ave. 44, Monumental Plaza-Building C, GR-15125 Maroussi, Athens, Greece. Phase 3, the bootcamp will be offered online through the Corallia Moodle Training Platform. Phase 4 will be held in the a2-innohub, Kifissias Ave. 44, Monumental Plaza-Building C, GR-15125 Maroussi and online. The incubation in phase 5 will be offered in the most suitable incubator in Athens.

4. Stage 1: Call for participants/ Talent and innovative ideas contest

4.1 Description

An open call will be addressed to general audience to attract the people that will be part of the CAPSELLA Innovation Process. Applicants will be of diverse backgrounds to create a multidimensional environment for innovation generation.

4.2 Call/EoI documents

Individual applicants responding to an open call will be selected based on talent and obsession to build a Start-Up. To apply they will have to fill in some basic personal information regarding their educational and professional background, upload their CV and describe their current status (what are they up nowadays), major achievements and motives to participate in the Programme and building as Start-Up. Participants who have an idea that could act as a basis for start – up creation and would like to share this idea are our case”Different application types will be available for applicants with business/marketing, programming/ design, agro-food sector expertise background. Participants will have to indicate in their application that they accept the terms and conditions of participation, which will be publicly available through the project website under the following [link](#).

4.3 Selection criteria and guidelines

The evaluation process is based only on the Evaluation Criteria and the data entered into the application form by. Each application will be evaluated by 2 evaluators from the CAPSELLA consortium using a standardized evaluation form. Each evaluator evaluates all the evaluation criteria. If the divergence of the final evaluation score of the 2 evaluators is greater than 30% a third evaluator is called to evaluate the application.

The evaluation criteria for the assessment of the applications will be:

- The existence of a strong technological, scientific or business background (based on application type)
- The existence of an innovation spirit.
- Motivation of the applicant to engage into the CAPSELLA Innovation Process.
- Desire to build a Start-Up.

The evaluation committee consists of members of the consortium with a business, technical, or agri-food sector background, that will be called to assess the different types of applications. If the number of applications will exceed the capacities of the consortium, the assistance of third parties will be requested.

4.4 Induction and onboarding

At the end of the evaluation process, on the 31st of August 2017 selectees will be invited to the Warm - Up Event to get to know each other and initiate team building and real work on the CAPSELLA Innovation Contest Challenges.

4.5 Success metrics and indicators

At least 100 applications should be received to indicate success in this phase.

4.6 Timeline

The call for participation will be open for two months period, namely from 01.06.2017 to 31.07.2017. In case the desired number of applications is not being reached in the aforementioned period a fifteen day extension to the application deadline till 15.08.2017 is foreseen.

5. Stage 2: Capacity of execution contest

5.1 Description

Teams with complementary skills and backgrounds, compete to prove their capacity and execution capability by providing the most innovative solutions to the challenges of the CAPSELLA Innovation Contest.

5.2 Evaluation criteria and guidelines

The evaluation process is based only on the Evaluation Criteria, the Final Presentations of the Teams and their answers to the Jury's Questions.

Each jury member is selected to have a diverse background in order to cover all areas of interest, business/entrepreneurship, technical and agri-food sector expertise. They use a standardized evaluation form and evaluate all the evaluation criteria after the presentation and question session of each group.

Upon completion of the presentation the jury deliberates, ranks the teams based on their score in the CAPSELLA Innovation Contest criteria and announces the winners.

Evaluation criteria for the CAPSELLA Innovation Contest winners selection are only the following

- Relevance of the idea with the agri-food sector.
- Innovativeness of the idea.
- Aptitude for commercial exploitation.
- Team completeness and complementarity.
- Maturity level of the idea to be converted into an application, product service, platform, method or process.

5.3 Success metrics and indicators

At least 60 persons must participate in this innovation event, of whom 30 will proceed to the next stage, the bootcamp.

5.4 Timeline

Friday 13 October 2017	
14:30 - 15:30	Participants arrival and registration- Team Formation Completion - Teams submit the challenges they are going to compete on
15:30 - 16:30	Welcome speech by organisers - Keynote Speeches - Presentation of the Contest and its schedule

16:30	Work starts
16:30 - 18:00	Teams organise their ideas
18:00 - 20:00	Meetings with Mentors
20:00 - 21:00	Dinner
21:00 - 24:00	Work continues
Saturday 14 October 2017	
00:00 - 08:00	Work continues long into the night
08:00 - 09:00	Breakfast
09:00 - 11:00	Work continues
11:00 - 13:00	Meetings with Mentors
13:00 - 14:00	Lunch
14:00 - 15:30	Meetings with Mentors
15:30 - 16:30	Finalisation of presentations and oral preparation
16:30	Participants submit their presentations
16:30 - 18:30	Pitching of the ideas and questions from the jury
18:30 - 19:30	Deliberation by the jury
19:30 - 20:30	Announcement of Winners and Awards Ceremony
20:30	Party

4. Stage 3: Training bootcamp (Pre-incubation)

4.1 Description

The selected individuals will undergo a three month period of unconditional free training to support them to turn their initial concept into a start-up. The aim of this phase is not only to provide the participants with the needed educational background in order to innovate in the agri-food sector and succeed as entrepreneurs, but also facilitate their interaction giving participants the chance to play, create, learn, to mentor and invent, thus preparing them in the best possible way for the business plan competition.

4.2 The bootcamp modules

Three types of training will be provided during this phase: a) training on how to use the CAPSELLA platform,

b) training on how to foster entrepreneurship (idea generation, management, marketing, etc), and

c) thematic training on agriculture and related sustainability threats (pilots training).

The bootcamp will cover the following themes:

The start of the entrepreneurship journey (idea generation etc), Project management, Business Plan Development, Elevator pitch, Marketing, Sales and Communication, Intellectual Property Management, Financial Management and Investment Management, Going international.

4.3 Induction and onboarding, feedback and progress assessment

The bootcamp will be initiated with a kick-off event where the detailed introduction on the process to be followed will be offered. During this meeting participants are going to sign the accession agreement to this stage, which is based on the standard Corallia Accession to Bootcamp agreement. The Corallia Moodle Training Platform will be used for the provision of feedback and the assessment of progress.

4.4 The e-learning platform

The bootcamp will be offered online through the Corallia Moodle Training Platform. The Corallia Moodle Training Platform will also act as a meeting and interaction points for the bootcamp participants.

4.5 Success metrics and indicators

Participation rate of each individual will be monitored using the technological capabilities of the Corallia Moodle Training Platform.

4.6 Timeline

The offered three month Bootcamp will start at the beginning of December 2017 (01.12.2017) and end at the end of February 2018 (28.02.2018).

5. Stage 4: Business plan competition

5.1 Description

Graduates of the CAPSELLA Training Bootcamp will compete in a Business Plan Competition to win a ticket to the CAPSELLA Incubation and further awards.

5.2 Business plan contest call/EoI documents

Teams will have to create a business plan which must include the following sections: executive summary, the concept, the team, the product, the market, the competition, the business model, the schedule, funding and revenues and if needed an appendix. The maximum length of each document should be ten pages.

5.3 Selection criteria and guidelines

The evaluation process is based only on the Evaluation Criteria, their submitted Business Plans, the Final Presentations of the Teams and their answers to the Jury's Questions.

The evaluation committee consists of at least 3 jury members, accredited professionals, academics and investors, with deep knowledge of the agro- biodiversity sector.

Each jury member uses a standardized evaluation form and evaluates all the evaluation criteria after the initial submission of the business plans and after the presentation and question session of each group.

Upon completion of the presentation the jury deliberates, ranks the teams based on their score in the CAPSELLA Business Plan Competition criteria and announces the winners.

Evaluation criteria for the CAPSELLA Business Plan Competition winners selection are only the following

- Relevance of the plan with the agro- biodiversity sector.
- Does the plan tackle major problems of the CAPSELLA communities and/or major agro-food and sustainability related challenges?
- Innovativeness of the plan.
- Aptitude for commercial exploitation, giving the opportunity to enter a local or international market of a sufficient size.
- Team members have complementarity and the necessary skills, knowledge and abilities, as well as the required profile for the successful materialization of the plan.
- A reasonable and realistic preliminary action plan is in place, which must be materialized within nine and up to eighteen (9-18) months, in order to establish the feasibility and/or the value

of the business plan (proof of concept/proof of value) and convert the idea into an application, product service, platform, method or process.

5.4 Success metrics and indicators

At least five (5) quality business plans must be submitted to indicate the success of this stage, with one final winning team proceeding to the next stage.

5.5 Timeline

The business plans should be submitted at least 10 days before the business plan competition, them via email. Submission deadline for the business plans is on 10.03.2018.

The highlight of the business plan competition will be the final presentations day on 17.03.2018.

6. Stage 5: Incubation

6.1 Description

The winning team of the business plan competition will be offered during this phase a fully-fledged 3-months incubation with further mentoring, training and extra services, customized to match with the background, strategy, implementation plan and the real needs of the team.

Incubation space

Up to five (5) members of the team will be incubated for free in a collaborative space in Athens during the incubation period for free. More specifically the following services will be offered for free:

- Up to five (5) workstations (desk-seat).
- Wireless internet connection.
- Maintenance and cleaning services for the office space.
- Reception and security services for the office space on a 24 hour base.

Except for the above offerings of the Programme following services are available to participants on an extra fee (which will be defined from the at that point current pricelist):

- Phone line, Data Storage, Cloud Services και Teleconferencing
- Use of meeting rooms
- Parking slots
- Catering services & use of the InnoCafé.

The participating team will have to acquire any extra technological equipment (i.e. laptops), software or services that serve the specific needs of their operation on their own.

6.2 Services offered

Mentoring is an integral part of this phase. The mentoring services (mentoring) will be provided from established professionals with experience and business background in the industry.

Meetings with the mentor will be conducted on a regular basis, at least once a month, either in person or by distant-by any appropriate mean. Communication between meetings can be done via email or phone.

The needs of the participating team will be defined and practical tips will be proposed to create conditions for growth and improvement in climate confidentiality and cooperation.

Training sessions will be provided in order to cover issues related to the specific needs and short-ages of the Team Members aiming at achieving a more successful professional development and career.

6.3 Induction and onboarding, feedback and progress assessment processes

A kick off meeting of this activity will be done with the Corallia team. The winning team will sign the accession agreement to this stage, which is based on the standard Corallia Accession to Incubation agreement. At least one meeting per month will be conducted by Corallia team/ mentor, during which feedback will be given and progress will be assessed.

6.4 Success metrics and indicators

To indicate the success of the phase the winning team should have a high quality – ready for implementation business plan approved by their mentor and the Corallia team.

6.5 Timeline

The incubation period will span from March 2018 (19.03.2018) to June 2018 (30.06.2018).