

BoostUp!

EAST 2025

EIT Manufacturing Competition

BoostUp! East 2025

FINAL VERSION



Table of Contents

1. Call summary	3
2. General conditions	4
3. Call specific conditions	5
3.1 Call thematic and expected results	5
3.2 Budget and funding.....	6
3.3 Monitoring and Control related to the “BoostUp! East 2025” Financial Prize.	7
3.4 Reporting.....	7
4. Proposal preparation and submission	8
5. Proposal evaluation and selection process	10
5.1 Eligibility and admissibility check	10
5.2 Evaluation of proposals.....	10
5.2.1 Online evaluation and selection of finalists	10
5.2.2 In-person pitching event	12
5.3 Communication of results	13
5.4 Selected applicants and follow-up	13
6. Other terms and Conditions	14
6.1 Intellectual Property Rights.....	14
6.2 Right to activate audits	15
6.3 Withdrawal of the prize — Recovery of undue amounts.....	15
6.4 Data protection	15
6.5 Acceptance of the Guidelines	16
6.6 Confidentiality	16
6.7 Applicable Law	17

Disclaimer: this document provides the applicants with detailed information on the EIT Manufacturing Competition “BoostUp! East 2025”.

1. Call summary

BoostUp! East Main Features	
Dates	<p>Call opening: March 7th, 2025, 12:00 AM CET</p> <p>Call closing: April 4th, 2025, 23:59 CET</p> <p>Announcement of the finalists for the pitching event: April 15th, 2025</p> <p>In-person pitching event: May 9th, 2025</p> <p>Communication of results: a jury deliberation meeting will take place directly after the pitch session. Right after the jury decision is taken, the results will be announced publicly during the award ceremony of the event.</p>
Introduction	<p>EIT Manufacturing launches the “BoostUp! East 2025” call and pitching competition aimed at selecting and supporting mature startups from EU27 & Horizon Europe associated countries that are ready to internationalize and scale up their business across Europe. Finalist startups shortlisted from the 1st phase, will receive a “growth package” service support delivered by the Business Development & Innovation team of EIT Manufacturing. The up to 10 finalists will be invited to pitch in front of a jury composed by independent experts during the in-person event Manufacturing Day 2025 organized by EIT Manufacturing East, in Vienna, on May 9th, 2025.</p> <p>The winning startup, selected at the pitching event, will receive a financial award to support their European expansion strategy. The prize fund is as follows:</p> <ul style="list-style-type: none"> The winning prize: €5,000
Link to the submission portal	<p>https://eitmanufacturing.submittable.com/submit/f0cf13d6-7802-4d7a-a120-11ea62f96b4a/view</p>
List of documents to be submitted	<p>Application form available on the submission platform.</p>
Evaluation criteria	<ol style="list-style-type: none"> 1. Addressed market needs/customer pain points; 2. Product/service innovativeness; 3. Value proposition (product/solution); 4. Market and competition; 5. Team, expertise, and entrepreneurial drive; 6. Strategic alignment to the theme of the call.

2. General conditions

EIT Manufacturing puts Europe at the centre of a global revolution and boost manufacturing innovation in Europe by connecting people with skills, technologies with markets and innovators with investors. Technological progress is now exponential, and it is changing the industrial, social and competitive landscape faster than ever before. Our aim is not only to adapt to this revolution, but to lead it. To do so, we need to overcome value network fragmentation and bring stakeholders together. We need to make better use of our knowledge and our strengths to create value and deploy agile mechanisms to accelerate and steer innovation, shaping the future role of manufacturing in our society. With the needs, concerns and ideas of economy and society at its core, the mission of EIT Manufacturing is to empower its partners and stakeholders to fundamentally transform the manufacturing system and meet the global demands of present and future generations.

Primary objectives of the Business Development and Innovation team of EIT Manufacturing in 2025 are to support, scale and accelerate innovative ventures and small businesses into impactful powerhouses. In this context, we will foster activities supporting growth of scaleups and startups, taking them beyond the regional and national borders of the European ecosystems. In this context, scouting and branding activities of Business Development and Innovation operations will be leveraged by continuing the BoostUp!-Competitions with a variety of themes in different European locations.

The **“BoostUp! East 2025”** a call designed for mature startups from EU27 & Horizon Europe associated countries. It is an instrument for EIT Manufacturing to stimulate their ecosystem in order to scout and screen the most innovative solution providers.

3. Call specific conditions

3.1 Call thematic and expected results

TOPIC DESCRIPTION

“BoostUp! East 2025” is open to startups from EU27 and Horizon Europe-associated countries with solutions in the realm of manufacturing technologies. Given the energy-related challenges many manufacturing companies face, this edition of BoostUp! East is focused on the energy transition.

The goal is to identify and support innovative technologies and processes that enable manufacturing companies to adopt new energy solutions, improve efficiency, and reduce their environmental impact. The call is designed for startups that offer groundbreaking solutions in areas such as renewable energy integration, energy storage, efficiency optimization, and decarbonization strategies for the manufacturing sector.

Therefore, in particular, **submissions need to fit one of the following technology domains:**

- **Renewable energy generation & Storage, including:**
 - Hydropower
 - Solar and photovoltaic
 - On-shore wind
 - Green hydrogen
- **Energy storage, transport and distribution, including:**
 - Large scale batteries
 - Smart grids
 - Electricity and gas networks
 - Hydrogen transport, storage and distribution
 - Smart metering
 - Grid cybersecurity and resilience
 - Heating and cooling technologies
- **Energy sales and decentralised energy solutions, including:**
 - Heat pumps and associated technologies
 - Decentralised battery storage
 - Small-scale hydrogen production and storage
 - Photovoltaic and solar for B2B customers
- **Energy management & internet of energy (IoE), including:**

- Demand response and demand side management
- Smart lighting
- Energy monitoring and auditing
- Energy efficiency

- **Decarbonisation and circular solutions for industry, including:**
 - Carbon capture & storage
 - CO₂ management
 - Recycling solutions for batteries, photovoltaic, wind, and similar

APPLICANTS PROFILE

The applicants must meet the following conditions:

- the applying startup must be **registered** in EU27 & Horizon Europe associated countries;
- the company should not be older than 8 years
- applicants have to prove **revenue traction** (by providing revenues from existing reference customers);
- the **business development plans** (incl. financial aspects) shall be disclosed;
- the application shall provide a **complete application form**, pitch deck, logo, and company registration certificate;
- the submission needs to fit the thematic of this call;

3.2 Budget and funding

Applicants compete for the following award:

Up to 10 **finalist startups** shortlisted for the in-person pitching event will receive exclusive “growth packages” of dedicated Access-to-Market support services provided by the EIT Manufacturing Business Development and Innovation team that aims at supporting their internationalization strategy and fostering their innovation. Finalists will also obtain access to EIT Manufacturing's pan-European innovation network and thus enhance their visibility and international publicity through EIT Manufacturing's communication channels.

The prize fund is as follows:

- Financial prize: €5,000

Shortlisted startups shall participate in the in-person final event, where they will pitch their proposals to an expert jury panel for a chance to receive the award.

3.3 Monitoring and Control related to the “BoostUp! East 2025” Financial Prize

CONTROL / COMPLIANCE BEFORE PAYING OUT THE FINANCIAL PRIZE

Before EIT Manufacturing awards the prize money, the winning company must provide their banking details.

All shortlisted applicants participating in the pitching event must sign and submit during the application process a Declaration of Honour (see also section 6.8), which is annexed to these guidelines. If an issue is identified, EIT Manufacturing reserves the right to withdraw the award of the BoostUp! East 2025 prize.

3.4 Reporting

The prize winner must report one (1) month after final completion of support from EIT Manufacturing. This reporting must confirm that they received the “growth package” prize.

4. Proposal preparation and submission

All applications and supporting documents and material must be submitted in English using the application forms linked on the [competition website](#) – no paper submissions will be considered.

Applicants' representatives must register and validate the account if this is the first time accessing the platform. If applicants' representative has already created an account, the representative can proceed to log in. Once logged in, start a new application. During the application all compulsory fields must be filled.

The official language of the competition is English (i.e. all submission material must be submitted in English and representative of finalist companies selected to participate in the final event must pitch in English language).

The following documentation must be submitted by the applicants through the submission platform no later than the **call deadline April 4th, 2025, 23:59 CET**.

- Application Form
- Company Pitch Deck in Microsoft PowerPoint or PDF format and the following details shall be clearly outlined:
 - target markets and description of the main(s) applicative use case(s) addressed by the company offerings and technologies;
 - team and company organization;
 - existing business traction (recurring revenues from commercial activities);
 - business development plans (incl. financial aspects) and go-to-European-market strategy.
- Company logo in high quality graphic format (this will be used for the call promotional campaign)
- Company Registration Certificate

NOTE: Only applications submitted through the online link (as noted above) before the deadline will be accepted and considered. The organizers reserve the right to extend the submission deadline; any extension of the deadline will be communicated to the public on the Competition website.

Any documentation missing or considered as incomplete may be a reason for application rejection.

CALL CONTACT EMAIL

All applicants may contact EIT Manufacturing to ask questions and clarify any points on general or technical procedures and call content by sending an email message to

Mr. Mihail Stanev

Senior Manager Business Development & Innovation, EIT Manufacturing East
mihail.stanev@eitmanufacturing.eu

Mr. Maxim L. Mommerency

Business Development & Innovation Manager, EIT Manufacturing East
maxim.mommerency@eitmanufacturing.eu

5. Proposal evaluation and selection process

5.1 Eligibility and admissibility check

A submission will be considered admissible if:

Completeness	The submission is completed, submitted in time and via the submission tool, in English language, with all its mandatory sections and compulsory documents included (application form, pitch presentation, company logo, company registration certificate).
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Admissible submissions will be considered eligible if:

Applicant profile	The applicant's profile is in line with the requirements presented under point 3.1 "Applicants profile".
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Applications containing one or more inadmissible or ineligible elements will receive an official communication from EIT Manufacturing setting out the outcome of the eligibility and admissibility check and explaining why the proposal failed to meet the criteria.

5.2 Evaluation of proposals

The evaluation of all eligible startup applications will be conducted in two steps:

5.2.1 Online evaluation and selection of finalists

Applicants' submissions will first be reviewed online by a panel composed by three evaluators with the same weighting of scores:

- one member from EIT Manufacturing – Business Development & Innovation area (1/3)
- two external independent evaluators (2/3)

Each evaluator will have to score each application based on four standardised criteria: Excellence, Impact, Implementation, Strategic fit.

Evaluators will assess each evaluation criteria according to the following scores on a scale from 1 to 5:

Score	Description	
1	<i>Extremely poor or None</i>	The information provided is considered irrelevant or inadequate compared to the specific call provisions
2	<i>Bad</i>	The information provided lacks relevant quality and contains significant weaknesses, compared to the specific call provisions
3	<i>Average</i>	The overall information provided is adequate, however, some aspects are unclearly or insufficiently detailed, compared to the specific call provisions
4	<i>Good</i>	The information provided is adequate with sufficiently outlined details, compared to the specific call provisions
5	<i>Excellent</i>	The information provided is outstanding in its details, clarity and coherence, compared to the specific call provisions

The scores shall be given at criteria level are then summed together to come with a final score.

Thresholds apply to individual criteria and to the total score. The maximum score for a proposal is 20. The default threshold for individual criteria is 3/5 and the default overall threshold is 12/20.

Evaluation criteria	Excellence	Impact	Implementation	Strategic fit	TOT
	The application presents an innovative solution with potential of the product or service to improve manufacturing	The application is addressed to specific target group/s and/or market sector/s and the solution demonstrates a competitive advantage over existing offers in the market	The team/founders have the expertise, and entrepreneurial drive	The application contributes to the Competition areas	
Score	1 to 5	1 to 5	1 to 5	1 to 5	1 to 5
Pass threshold	3	3	3	3	12

The evaluators will assess each startup submission. The Submission Management System [SUBMITTABLE](#) will create an average score per application based on the individual evaluators' scorings and produce an Individual Evaluation Report (IER) per application (each application is evaluated 3 times).

The three evaluators will meet in a consensus meeting chaired by an independent rapporteur to discuss and build an agreement. The rapporteur will address any notable divergences between them and will develop the final Evaluation Summary Report of the 1st phase – evaluation of proposals.

Up to top 10 ranked applications (the finalists) will be shortlisted for in-person pitching event.

5.2.2 In-person pitching event

The finalist startups will be invited to attend in-person the “**BoostUp! East 2025**” final event. Shortlisted finalists will be evaluated by a jury panel composed by at least 3 external independent evaluators with the same weighting of scores. The jury panel will refer to the same evaluation criteria and scoring system of the 1st phase (section 5.2.1).

The format of the live pitch will be 5 minutes presentation by the applicants and 5 minutes questions from the jury panel. The final ranking of the successful applicants will be agreed by the jury members in a consensus meeting, which will be held right after the end of the pitching session and will be chaired by an independent rapporteur to discuss and build an agreement. The rapporteur will address any notable divergences between them and will develop the final Evaluation Summary Report

The “**BoostUp! East 2025**” event will be part of the Manufacturing Day programme and will take place in Vienna, on May 9th, 2025. The agenda for this in-person event will be announced on the [event website](#). It is the participants' responsibility to keep track of announcements and information on the Competition website. All shortlisted finalists will also receive an email with the detailed timing of the final pitching Competition sessions prior to the event.

IMPORTANT NOTE: shortlisted finalists which, for whatever reason, fail to attend the in-person final event at the given time and venue will be disqualified and will not be entitled to any award.

5.3 Communication of results

Online evaluation and selection of finalists: results will be communicated to the email of the applicant representative registered at the submission platform (Note: please, check your spam folder). Results will be communicated with a rejection letter or email message to non-qualified applicants or an invitation letter or email message to the pitching event of the evaluation process. Results will include the evaluations.

In-person pitching event: a jury deliberation meeting will take place during the final event immediately after the pitch session (section 5.2.2). The jury decision will be announced publicly during the event at the award ceremony. Individual scores and comments made by evaluators will remain confidential.

5.4 Selected applicants and follow-up

The finalists will receive the following awards:

- ✓ all up to 10 **shortlisted startups (the Finalists)** which attend the event and pitch in front of the jury panel will be offered a “growth packages” of dedicated business development support provided by the EIT Manufacturing Business Development and Innovation team. A dedicated Service Agreement will be signed between each startup and EIT Manufacturing.
- ✓ all **Finalists** will enjoy visibility and international publicity through EIT Manufacturing’s communication channels.
- ✓ the **winning startup (the Winner)**, as nominated by the jury panel during the final event will be offered a “growth package” of dedicated business development support provided by the EIT Manufacturing Business Development and Innovation team. A dedicated Service Agreement will be signed between each startup and EIT Manufacturing. Also, the winning startup will receive a financial prize to support their European expansion strategy. The prize fund is as follows:
 - Financial prize: €5,000

Applicants selected to participate in the pitching event will have to diligently collaborate to in the following steps that will be taken after closing the competition:

- Providing EIT Manufacturing with required banking and fiscal details (applicable to the winner only).
- Signature of a Declaration of Honour (see point 6.8) (applicable to Finalists and the winner).

- Signature of the Scaleup Service Agreement and/or Financial Prize agreement (the latter applicable to the winner only).
- Collaborate with the Business Development and Innovation team of EIT Manufacturing during the delivery of “growth package” support services.
- Within one month from the end of the Service Agreement or by no later than June 9th, 2025, whichever date comes first: signature of a Support Review Document (SRD) confirming:
 - i. the length and type of services provided by the Business Development and Innovation team of EIT Manufacturing and how such services contributed to the startup growth.
 - ii. the amount, type and source of financing received by the startup during the support period.

The template of such Support Review Document will be provided in due time by the Business Development and Innovation team and shall be signed by a legal representative of the startup.

6. Other terms and Conditions

6.1 Intellectual Property Rights

Participants retain full and exclusive ownership of their prior information and intellectual property rights. By submitting their application, participants affirm that they hold ownership or have legally secured the right to use all elements of the innovative product or service. Participants agree to indemnify and hold harmless EIT Manufacturing and/or any assignee or affiliate from any third-party allegations or claims of intellectual property rights infringement by the product or service of participants. Participants shall have the right to further develop, use, and license their intellectual property rights for creating, making, marketing, and distributing products, services and technology. By submitting their application, winners agree to the possible inclusion of their product or service in any media coverage by EIT Manufacturing and its partners, such as press releases or publications. Also, all winners and finalists agree that their personal data, such as their names and affiliations, pictures, videos, and sounds may be used for such purposes by EIT Manufacturing and its partners.

6.2 Right to activate audits

EIT Manufacturing retains the right to activate an audit on “BoostUp! East 2025” prize winners, in case of alerts and/or to confirm governance and proper usage of the financial prize.

EIT Manufacturing keeps the right to request any data related to the “BoostUp! East 2025” prize winners during 5 years after completion to ensure transparency and allow monitoring from EIT.

6.3 Withdrawal of the prize — Recovery of undue amounts

EIT Manufacturing may withdraw the prize after its award and recover all payments made, if it finds out that:

- false information, fraud or corruption was used to obtain it; or
- the prize winner was not eligible or should have been excluded or – the prize winner is in serious breach of their obligations under the Guidelines reported in this document.

6.4 Data protection

EIT Manufacturing ensures that any processing of personal data shall be performed in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and in accordance with Directive 95/46/EC (General Data Protection Regulation). As a data subject you have the right of access, the right to rectification, the right to erasure, the right to restrict processing, the right to data portability, the right to object and the right not to be subject to a decision based solely on automated processing. If you have a question about personal data processing or want to exercise your data subject rights, you can contact our Data Protection Officer on dpo@eitmanufacturing.eu. In the case of complaints, you can address them to the French regulator CNIL.

The collected personal data will be used solely for the procedure and assessment of the applications and the management, completion, organization, dissemination of information and publicity of the Competition. The data controller is EIT Manufacturing and/or its subsidiaries.

Personal data shall be deleted 5 years after the announcement of the Competition winners.

Participants have the possibility to indicate that EIT Manufacturing may grant access to parts of their submission to trusted investors and partners.

The application submission and evaluation process will be done via [SUBMITTABLE](#), an online Submission Management System by “Submittable Holdings Inc”.

YOUR CONSENT TO THE USE OF SUBMITTABLE AS SUBMISSION AND EVALUATION TOOL: By submitting your application within this challenge you implicitly state your consent to the [Terms and Conditions](#) as well as the [Privacy policy](#) of the Submission Management System SUBMITTABLE.

YOUR CONSENT TO THE USE OF PERSONAL DATA: By submitting your application within this competition you consent that EIT Manufacturing will collect, transfer, process, store and delete your data in accordance with the aforementioned conditions.

6.5 Acceptance of the Guidelines

By submitting the application form, the participant agrees to these Guidelines and its Annexes, which form part of the submission. Participants agree that they have no legal entitlement to a prize.

EIT Manufacturing reserves the right to make reasonable amendments to these Guidelines. Amendments and additions to these Guidelines shall be valid only if communicated in writing or otherwise made available to the participants on the [call page of the EIT Manufacturing website](#).

EIT Manufacturing also reserves the right to cancel or declare the Competition unsuccessful provided all applicants are informed and sufficient justification is given (for example no applications received, or all applications do not pass the default thresholds).

6.6 Confidentiality

EIT Manufacturing undertakes to use any Confidential Information shared by the applicants solely for the purposes of the BoostUp! competition. Confidential information shall mean data and/or information that is proprietary to, or possessed

by, the applicants and not generally known to the public, or that has not yet been revealed whether in tangible or intangible form, whenever and however disclosed and might also be included in the application form. Confidential information must be expressly labelled as such in the application form.

Applicants agree that EIT Manufacturing and its subsidiaries can disseminate, publish, and make use of non-confidential information regarding the call, to promote the activities of EIT Manufacturing or establish reports or other necessary documents for EIT.

The applicants agree that data and information in the application form not labelled as confidential may be disclosed in connection with the activities of EIT Manufacturing.

Considering the confidential nature of the data and information referred to above, EIT Manufacturing also undertakes to (i) not disclose them in any way and in any form, without prior written authorization of the company concerned; and (ii) not to use them for purposes other than those strictly necessary for participation in the BoostUp! Competition.

Confidential Information may be shared among EIT Manufacturing and its subsidiaries (e.g. CLCs) solely for the purposes of the BoostUp! Competition Activity. EIT Manufacturing undertakes to impose this confidentiality obligation on its employees and the employees of its subsidiaries and its collaborators, as well as on Rapporteurs and independent experts and all subjects who, by virtue of participating in the call for proposal as members of the Selection Committees or Jury, will take knowledge of or may have access to such confidential data and information.

6.7 Applicable Law

By submitting the application form, the participant agrees to the Rules and Regulations, which form part of the submission. Participants agree that they have no legal entitlement to a prize. EIT Manufacturing reserves the right to make reasonable amendments to these Rules and Regulations. Amendments and additions to these Rules and Regulations shall be valid only if communicated in writing or otherwise made available to the participants. Any deviation from these Rules and Regulations can only be made in writing and signed by an authorized representative of EIT Manufacturing and the participant. These Rules and Regulations are governed by the laws of Austria. Any disagreement or dispute which may arise in connection with these Rules and Regulations which cannot be settled amicably will be brought before the courts in Vienna, Austria. To the maximum extent permitted by law, under no

circumstances and under no legal theory whether in tort (including negligence) contract otherwise shall EIT Manufacturing, any of its Impact Centres or affiliates be liable for any special indirect, punitive, incidental, or consequential damages, including loss of profit. The liability of EIT Manufacturing shall in any case be limited to 1.000 EUR.