**STARTUPS 4 PEACE 2022**

***GUIDELINES***

***&***

***APPLICATION FORM***

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1. **ABOUT**

The Startups for Peace (Su4P) programme brings the communities of Cyprus together and provides the motivation, the knowledge and the means to build and grow new business ventures. Su4P will provide much needed support to new and fledgling businesses through the delivery of;

* Series of ‘**one-to-many’ workshops** as part of **two residential bootcamps**;
* **‘One-to-one’ mentoring sessions** tailored for responding the needs of the startups;
* “**Digital** **Market Discovery**” opportunity for professional development of each startup, and;
* A “**Pitching battle**” where startups will compete with their business ideas to impress an independent jury which is formed of business professionals.

Su4P programme participation will be limited to 16 businesses with maximum of two (2) individuals/ team members[[1]](#footnote-1) from each business / entrepreneur. The participants in bootcamps may change if justified, however the “pitching battle” should be presented by bootcamp participants.

**Female**, **rural** and **youth** participation is particularly encouraged and collaborative startups from **across Cyprus** will have advantage in the evaluation process.

There will be a formal and competitive application process to identify up to 16 startups across the island. The programme will be open to all sectors. Please see the following sections for further details.

You can find up-to-date information on “Startups for Peace” programme on <https://www.startups4peace.eu/>

and [Facebook](https://www.facebook.com/search/top?q=startups4peace) and [Instagram](https://www.instagram.com/startups4peace/?utm_medium=copy_link&fbclid=IwAR2FDua3cbqQRTKv4pz4utWdBje--SwrS-lYwMmPkoFGz-NL15MK-Dbr8mA).

Also, feel free to visit our Youtube channel for getting a feeling of Su4P 2021 programme:

* Su4p 2021 promotional video - <https://www.youtube.com/watch?v=hdt7L5bJ1iY&t=14s>
* A glimpse into the Su4P 2021 Bootcamps - <https://www.youtube.com/watch?v=iwvP8CZxnUs>
* Pitching Battle & Reflection on Slush <https://www.youtube.com/watch?v=NpEdzQuQVss&t=21s>

2. **PROGRAMME OUTLINE AND TIMELINE**

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| **ACTION** | **DETAILS** | **INDICATIVE DATES** |
| **Launch of Su4P 2022** | Home for Cooperation  20:00-22:00  Everyone is welcome! | **4 July 2022** |
| **Deadline for request for clarifications** | Clarifications may be requested via [info@inovatif.eu](mailto:info@inovatif.eu) or +90 548 864 64 26 | 15 August 2022 |
| **Application period** | Only online applications will be accepted via [info@inovatif.eu](mailto:info@inovatif.eu) | **4 July - 19 August 2022** |
| **Deadline for Application** |  | **19 August 2022** |
| Evaluation of the Applications | Applications will be evaluated by IE and the mentor team.  A reserve list will be enabled. | 19 - 30 August 2022 |
| Notification to applicants & confirmations | A notification e-mail will be sent to successful applicants and confirmation on participation will be expected within the deadline provided.  In case of no response within the deadline or negative response, the reserve list will be invited for participation. The priority for participation will be given to the startup(s) that send response(s) first.  Allocate mentors & share preliminary toolkits with participants. | 31 August-2 September 2022 |
| **Initial Diagnostic Sessions** | Participants will need to undertake a baseline assessment / initial diagnosis with their allocated business mentor. | Week of 9 September 2022 |
| **Mentorship**  **&**  ‘**Market Discovery Sprint’** | Details under Delivery section below. | **12 September – 21 October 2022** |
| **Startup Bootcamp 1**  **(*Residential* – one night accommodation, meal expenses will be covered)** | Detailed agenda will be shared with confirmed participants. Bootcamp 1 will cover the areas listed below but not limited to:   * The Verbal Business Card; * Value Proposition Canvas; * Business Model; * Action Plan Canvas | **Week of 12 September 2022** |
| **Startup Bootcamp 2**  **(Residential – one night accommodation, meal expenses will be covered)** | Detailed agenda will be shared with confirmed participants. Bootcamp 2 will cover the areas listed below but not limited to:   * Across Island Challenges/Opportunities * Finance * Pitching training * Case studies * Talks / meet the founder sessions | **Week of 17 October 2022** |
| **Pitching Battle** | Buffer Zone | **Week of 24 October** |
| **SLUSH in Finland**  (Travel, meal, accommodation costs will be covered) | **Winner teams**  Two individuals from each of the three winner teams. | Dates including  **17 & 18 November 2022** |

1. **DELIVERY**

Delivery will be through a blend of physical and appropriate digital platforms. The language of the programme will be in English.

The **two two-day Bootcamps** will be organised on a residential basis in Cyprus which will require one night accommodation. Applicants must hold necessary documentation to travel across Cyprus. Expenses of accommodation for one night and meals will be covered for each participant.

Team building activities will be organised as part of community building efforts. This may include startup talks, “meet the founder” sessions within local and global context.

Although not envisaged at the moment, the programme may be delivered online due to pandemic conditions.

Participants will have chance to attend side events throughout the programme.

**One-to-one mentoring sessions** will help participants develop their startups with the support of experts.

**Digital Market Discovery** opportunity will be given to each startup:

Teams will move through a ‘*Market Discovery Sprint’*, which will include the key elements of the Bootcamp (Value Proposition, Business Model Canvas, Assumptions Mapping, Action Plan), then move onto the Digital Testing and Market Discovery elements.

In addition to the support provided at the Bootcamps, our experts will deliver additional mentoring and direct support on a remote basis which will include but not be restricted to the following:

* Digital Market Discovery and Digital Market Testing using a suite of online Digital Tools
* Support on both one to one and group basis to maximise the use of well-known Digital Tools such as LinkedIn and Facebook to assist with the identification of potential customers, partners and competitors etc.
* Support on both one to one and group basis on the individual or collective use of other very effective digital tools such as Quora, Reddit, Rocket Reach, Uber Suggest, Buzz Sumo, Google Keyword planner in the Market Discovery and Market Assumptions Testing process.
* Support with general marketing and market development activity.
* Creating and Maximising the impact of a Website landing page
* Managing online surveys – use of Survey Monkey and other relevant tools

The **pitching battle** where startups will present their business ideas in a limited time (strict 5 mins) will be organised at the Buffer Zone and all presentations will be evaluated by a jury of independent professionals.

1. **PRIZES**

All participants will have a chance to benefit from mentorship by the experts from Northern Ireland as well as **Digital** **Market Discovery** opportunity as detailed under Delivery section.

Pitching Battle Winners Number 1, 2 and 3 will;

Participate at **SLUSH** (travel, per diem and accommodation expenses will be covered for up to two [2] individuals from each startup.

1. **ESSENTIAL CRITERIA**

The applicant must be;

1. an owner/founder of the business; **OR**,
2. an entrepreneur at pre-startup stage and must demonstrate they have a viable business idea; **and,**
3. Participant(s) must be over 18 years of age; **and,**
4. Participant(s) must have a good level of English language; **and,**
5. The startup / applicant must be based in Cyprus; **and,**
6. Applicant/participant(s) must hold necessary documentation to travel across Cyprus.

Exclusion criteria

The following applications will be ineligible for evaluation:

* Participants of winner team(s) and individual(s) of previous Su4P programmes[[2]](#footnote-2).
* Applications with business ideas that are not legal and above board.

**Important Note:** Applicants/participants are expected to attend both Bootcamps. Those who do not attend Bootcamps will neither have chance to participate/present business idea at the Pitching Battle nor attend Slush.

1. **EVALUATION CRITERIA**
2. **BUSINESS (60%)**

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| **Criteria**  *“The business idea / business must…”* | **Weight** |
| 1. Be **innovative** | (Max. 10%) |
| 1. Demonstrate a clear **value proposition** / clear benefit to the **customer** | (Max. 10%) |
| 1. Have identified a target **market** and significant market opportunity | (Max. 10%) |
| 1. Demonstrate **growth** potential | (Max. 10%) |
| 1. Have a strong support network and have potential to create **employment** | (Max. 10%) |
| 1. Ensure that the **product/service** is commercialised or is capable of commercialisation | (Max. 10%) |

1. **COOPERATION (40%)**

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| **Criteria**  *“The business idea / business must aim cooperation across Cyprus and…* | **Weight** |
| Demonstrate the bicommunal nature of the project. The business follows the objectives of increasing co-operation between the Turkish Cypriot and the Greek Cypriot communities, joint business ideas and taking into consideration opportunities of operating in a cross-community environment. | (max. 40%) |

1. **HOW TO APPLY**

Applicants are requested to fill in the Application Form provided in the next section (not exceeding 5 pages) and send to [info@inovatif.eu](mailto:info@inovatif.eu) by 19 August 2022.

For further questions, applicants can contact [info@inovatif.eu](mailto:info@inovatif.eu) or +90 548 864 64 26 until 15 August 2022. Please contact us if you do not receive the e-mail acknowledging the receipt within two working days.

Please note that we cannot provide advice to applicants, nor can we assess the application outside of the formal evaluation.

**Annex I - APPLICATION FORM** *(Max. 5 pages)*

**APPLICANT DETAILS**

|  |  |
| --- | --- |
| First name |  |
| Surname |  |
| Date of Birth |  |
| Address |  |
| Email Address |  |
| Mobile Phone Number |  |
| Have you participated in the previous Su4P programmes?  If yes, please indicate the year. | *“Yes, year xxxx” or “No.”* |
| “*I confirm that the business/business idea I am applying for is based in Cyprus*” | **☐** |
| ***“****I confirm that I hold necessary documentation to travel across Cyprus”* | **☐** |
| Please check box to confirm that;   * the level of English of the applicants is good and sufficient for participating at Su4P * You are not ineligible as per the exclusion criteria below: * Participant teams and/or individuals of previous Su4P programmes. * Applications with business ideas that are not legal and above board. * You have read, understand and agree that: * Applicants/participants are expected to attend both Bootcamps. Those who do not attend Bootcamps will not have chance to participate/present business idea at the Pitching Battle (nor attend Slush). |  |

**BUSINESS / BUSINESS IDEA DETAILS**

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| **Business Sector** |  |

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| ***What is your business idea that you are submitting an application for Su4P 2022?***  *Please describe briefly in one sentence.* |
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| **Has your business been already established?** |
| YES ☐ |
| NO ☐ |

If selected “yes” above, please complete the table below. If selected “no”, please fill in only *if applicable*.

|  |  |
| --- | --- |
| **Startup Name** |  |
| **Address** |  |
| **Business Registry Date / Expected business start date** |  |
| **Website, Social Media links** |  |

1. **BUSINESS (60%)**

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| 1. **INNOVATION** 2. What is *innovative* about your product/service? 3. How will the business idea be different from that already in the market? |
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| 1. **VALUE PROPOSITION**   a)What problem does the proposal solve?  b) Who is the *customer*? |
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| 1. **MARKET** 2. What market research has been conducted to validate the market opportunity? 3. Provide a list and assessment of the main competitors. |
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| 1. **GROWTH**   a)Where is your *market* and what size is the market?  b) Provide estimates of numbers etc. |
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| 1. **TEAM & EMPLOYMENT** 2. If appropriate introduce a list of team members or identify your support network including their background/experience and roles/commitments for the business idea proposed. 3. Demonstrate how your business will create employment. |
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| 1. **PRODUCT / SERVICE** 2. Describe your product development plan. What progress have you made already and what do you intend to do going forward? *(E.g. prototype developed, ready for market etc.)* 3. What are the main challenges and risks facing you in developing your product offering and winning new business? |
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1. **COOPERATION (40%)**

Please provide details of the peace & bi-communal elements of your business idea.

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| 1. Demonstrate that your business idea includes elements that addresses include markets, partnerships, all-island opportunities, mentoring possibilities, shared experiences across Cyprus. |
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| Please add any additional information / photo / link you find relevant to your application. |
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|  |  |
| --- | --- |
| **Name-Surname:** |  |
| **Date:** |  |
| **Signature:** |  |

1. Please make sure to introduce the “team” members clearly in the application form. [↑](#footnote-ref-1)
2. Priority may be given to those that did not participate in the previous Su4P Programmes. [↑](#footnote-ref-2)