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# WOMEN TechEU

**1st InfoDay Session**

9th of April 2024 11.00-12.00 CEST

# Housekeeping Rules

1. Your microphone should be muted while others are speaking.
2. Switch off your camera during presentations to preserve bandwidth.
3. Post any questions in the chat or ask them at the end of the session in the designated Q&A time.
4. This session will be recorded, please leave if you are uncomfortable.

# Welcome to our 1st InfoDay!



**Clare McGee**

**AwakenHub**

**WP 2 Leader: Programme execution and  
follow-on funding**

**WOMEN**  
TechEU



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# Agenda

- Introduction and Overview of Women TechEU Programme – Clare McGee
- 1st open call specifications and FAQs – Angele Giuliano
- How to Apply – Marta Fernández
- Round of questions
- Conclusion

# Overview of Women TechEU



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## What is Women TechEU?

A 2-year EU-funded project supporting women leading **deep tech startup companies** from Europe and Associated Countries.

Our mission is to create a more **gender-balanced** entrepreneurship ecosystem. Diversity drives innovation, and we are here to provide women in deep tech with more opportunities, resources, and support to thrive.

The project will launch **4 calls** for applications over the span of 2 years which, following a rigorous evaluation process, will result in a total of **160 beneficiaries**.

## Funds and Services

€75000 per startup, plus:



Female mentors



Investor outreach and  
pitch preparation



Investor and Export  
Readiness Check



Soft skills training



Sales strategy  
and Execution



Environmental impact  
assessment



Corporate access

# Who are we?

Coordinator



Experience in providing services for women entrepreneurs

Expertise in cascade funding management

Largest network of business angels in Europe



Women-focused hubs & associations

High impact on networks





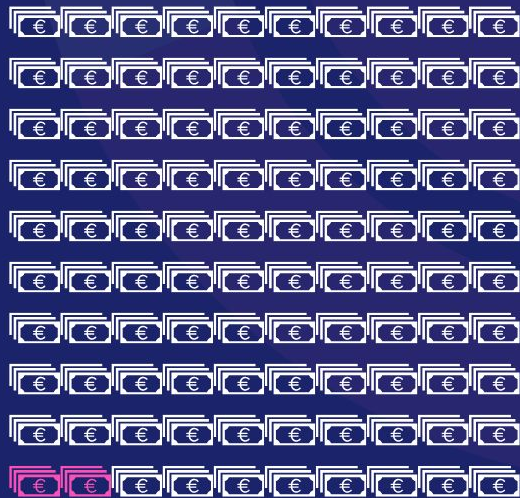
## Why is the programme needed?

Currently,

**LESS THAN**

**2%**

of investment in deep tech innovation within the EU goes towards **women-led companies**.



**WOMEN**  
TechEU

provides women with  
**equal opportunities,**  
**resources,** and **support**  
to thrive.



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# 1st Call Specifications and FAQs



**Angele Giuliano**

**AcrossLimits**

**WP4 Leader : Dissemination & Communication**

[angele@acrosslimits.com](mailto:angele@acrosslimits.com)

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## First Call Important information

- **Deadline:** 20th May 2024 17:00 CEST (Brussels time)
- **Where to apply?:** Online application in Sploro platform accessible through our website [www.womentecheurope.eu](http://www.womentecheurope.eu)
- **How many will be chosen?:** 40 winners

# Main eligibility criteria\* at a glance

Is your company women-led?



Is it a startup in deep tech?



Is it between 6 months and 8 years old?



Are you based in the EU or Associated Member States?



# Timeline of first call:

## 1. APPLICATION

  
Opening for  
applications  
18 March 2024

 \*17:00 CEST  
(Brussels Time)  
Deadline for  
application submission  
20 May\*

  
Application evaluation  
results communicated  
~5 Jul

## 2. EVALUATION



20 May  
Start of  
evaluation  
period

Eligibility  
check

24  
May

26  
May

External evaluation and  
normalization score

3 Jul  
Ethical  
Review

5 Jul  
End of  
evaluation  
period

8  
Jul

Legal validation and  
Sub-grantee agreement  
preparation and signature

13  
Sep

## 3. PROGRAMME OF SERVICES



16 Sep 2024  
Start of  
programme of  
services



15 March 2025  
End of  
programme of  
services

## Women-Led Company:

- **Women** legally recognised as founders or co-founder of the company must currently **hold a top management position** (CEO, CTO, CSO or equivalent) within the **same company**
- Women should hold at least **25%** of the shares in the company.
- We can only count the full **CAP** table. Women need to make up **together 25%** of the company in **total**. The 100% will be including institutions, banks, other shareholders, business angels etc

## Must be an early-stage start-up:



**BETWEEN  
6 MONTHS - 8 YEARS  
FROM SUBMISSION**



**BEFORE REACHING HIGH  
FIDELITY MINIMUM  
VIABLE PRODUCT**



**RAISED LIMITED FUNDING  
(UP TO 1 MILLION EUR IN  
EQUITY AT SUBMISSION)**

## Raised less than 1M€ in equity:

- Keeping focus on **emerging Startups**
- Grants and other national non-dilutive subsidies are **excluded** as long as not previous Women TechEU grants, EIC Accelerator or similar cascade funds like Empowomen
- **1M€ in equity** to be strictly against purchased shares by external parties
- **Convertible loans** are considered **equity** if money is available
- The participation of public bodies as shareholders is considered for the equity pool if they are in the CAP table
- Variations of **sweat-equity** are **NOT counted** towards the limit
- **Cash from Business Angels/VC** count to the 1M in equity





## What is deep tech?

Building technology that doesn't exist... **YET!** This is **technology on the edge of science**. It's about pioneering solutions that have never been seen before to solve societal problems.

Not bound by sector but some sectors we tend to see deep tech work in include:

- Life sciences
- Greentech
- Biotechnology
- And more..

# My company uses technology in the delivery of its goods / services, am I eligible to apply?

Using technology and being a deep tech company are **very different concepts**. Just because one is adopting industry standard technologies or slightly modifying content, materials, integration of existing components etc, does not make the company a deep tech one.

For way of example, **the following are NOT deep tech**:

- eLearning platforms where the content is the innovative part and **not** the technology;
- eCommerce apps where the innovation is the business model/pricing and not the technology
- Gaming apps which use industry standard components
- Online information portals where the news and articles are the innovative component
- Etc. etc...

# Eligible countries:

- **Not just the EU!**
- Association agreements are currently under negotiation with a number of third countries.
- The applicable list is the one published by the European Commission at the time of opening of call, [linked in the FAQs and Call Guidelines](#)

EU Grants: List of participating countries (HE): V2.9 - 21.03.2024

**List of Participating Countries in Horizon Europe**

**Third countries associated to Horizon Europe**

Association to Horizon Europe is governed by the Horizon Europe Regulation 2021/695<sup>1</sup>. Legal entities from the EU Member States, unless specific limitations or conditions are laid down in the work programme and/or call/topic text. Such measures could include the limitation of participation in certain actions to legal entities established in the EU alone, or in the EU and specified non-EU countries, in order to safeguard the EU's strategic assets, interests, autonomy or security. Limitations or conditions may also be attached to the participation of legal entities established in an eligible country but which are controlled directly or indirectly by an ineligible country<sup>2</sup>. The eligibility will be clearly defined in the work programme. There could also be criteria on the place of establishment of the legal entity to take into account specific policy requirements or the nature and objectives of the action<sup>3</sup>.

All sixteen non-EU countries associated to the previous programme, Horizon 2020, have also expressed interest to become associated to Horizon Europe. Other third countries have also expressed an interest in association.

The association agreements with the following countries have now started to produce legal effects (either through provisional application or their entry into force) *(listed in alphabetical order)*:

1. Albania
2. Armenia
3. Bosnia and Herzegovina
4. Faroe Islands
5. Georgia
6. Iceland
7. Israel
8. Kosovo<sup>4</sup>
9. Moldova
10. Montenegro
11. New Zealand (associated to Pillar II 'Global Challenges and European Industrial Competitiveness') as from the Work Programmes 2023 onwards, including for the institutions established European partnerships)
12. North Macedonia
13. Norway
14. Serbia

<sup>1</sup> Regulation (EU) 2021/695 of the European Parliament and of the Council of 28 April 2021 establishing Horizon Europe - the Framework Programme for Research and Innovation, laying down its rules for participation and dissemination, and repealing Regulations (EU) No 1290/2013 and (EU) No 1291/2013 (OJ L 12.5.2021, L 129).

<sup>2</sup> Based on Horizon Europe Regulation article 22(5).

<sup>3</sup> Based on Horizon Europe Regulation article 22(6).

<sup>4</sup> This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.

1

## Age of Company:

- The age of the company is determined by **the date of its registration** in the national company register of the country it is registered in.
- This date needs to be **greater than 6 months and less than 8 years** at the date of the submission of the application
- Even if there was a **period of inactivity**, this time is still counted in the age of the company

## What can be funded by the EUR 75,000 grant?

It is up to you!

Choose how you plan to allocate funds towards activities that will accelerate the development, growth and sustainability of ***your*** business.

Independent experts will assess whether the proposed activities are most appropriate and required to support your company's growth and development .



## Documents and attachments required at application stage:



ONLINE  
APPLICATION  
FORM



CV OF WOMAN  
FOUNDER &  
TEAM (PDF)



INVESTOR  
PITCH DECK  
(PDF)



3 MINUTE  
VIDEO  
(ONLINE LINK)

## Documents required IF selected for funding (1)

- **ID Number & scanned copy** of the signatory (irrelevant personal details may be covered)
- The **power of attorney** of the person who will sign the Sub-grantee agreement.
- **SME declaration form**
- **Balance Sheet and P&L accounts** for the last 2 closed years .
- Most recent **CAP table**

## Documents required IF selected for funding (2)

For entities that are already **validated** by the European Commission's Funding and Tenders Portal:

- PIC Number
- Screenshot of their type of organisation from the Funding and Tenders portal

If **not validated**:

- Legal entity form for private companies, and public law bodies necessary for the awarding of EU funding
- VAT Number registration (if applicable)





**Failing to provide requested  
data and  
documents in due time will mean  
the funding **will not be awarded!****

## Language:



### **ENGLISH IS OUR WORKING LANGUAGE**

All application information, documents,  
video must be in English  
Programme & services will be in English.



### **OFFICIAL DOCUMENTS IN YOUR LANGUAGE:**

Permissible, but provide a  
translation.

## Documents to always refer to:

- **Guideline Document :**

[https://womentecheuropa.eu/wp-content/uploads/2024/03/WomenTech\\_Guidelines-OC1\\_v4.0.3.pdf](https://womentecheuropa.eu/wp-content/uploads/2024/03/WomenTech_Guidelines-OC1_v4.0.3.pdf)

- **FAQs:**

[https://womentecheuropa.eu/wp-content/uploads/2024/03/WomenTechEU-FAQ\\_v2.pdf](https://womentecheuropa.eu/wp-content/uploads/2024/03/WomenTechEU-FAQ_v2.pdf)

- **Supporting Documents (including application form copy!):**

<https://womentecheuropa.eu/wp-content/uploads/2024/03/Women-TechEU-Useful-Documents.zip>

## Hints and Tips for a **great** application

- **Be authentic.** When creating the video, we are not after professional style but we want to hear your voice and your passion
- **Why you?** Tell us how you are advancing your area of science, how you are helping society and why we should give you this opportunity
- **Show commitment.** To the cause you believe in, to your company and to advancing women's role in deep tech
- **Don't use AI.** We know what ChatGPT sounds like, we want to hear YOUR voice and not what an algorithm thinks you should say

## I am still unsure ....

- **Ask us:** [helpdesk@womentecheuropa.eu](mailto:helpdesk@womentecheuropa.eu)
- **When in doubt?** Apply ! Our expert evaluators are **the only ones** that can decide if your company fits our scheme or not.
- Our helpdesk staff are **NOT doing pre-evaluations** and we cannot tell you what to do! Being entrepreneurs means taking risks!

# How to Apply



**Marta Fernández**

**Sploro**

**WP 2**

**WOMEN**  
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# Active, Past and Upcoming Calls/ Programmes

Women TechEU is a two-year EU-funded project funding and supporting women leading deep tech startup companies from Europe. Across the two years, the consortium will launch a total of **four calls** for applications. Applicant startups will undergo a rigorous evaluation and a total of 160 winner startups will receive €75k in non-dilutive grants as well as a personalised business development programme including mentoring, coaching and training.

Below you will find application links (when open) and full details relating to active, past, and upcoming calls for applications (for both startup companies and evaluators) and the corresponding runs of the programme:

## Call #1 – Open for

|| sploro-my.sharepoint.com está compartiendo tu pantalla.

Dejar de compartir

Ocultar



**Do you have any questions?**

**Now is the time to ask!**

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# WOMEN TechEU

Thank you for your attention



womentecheurope.eu



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