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WOMEN TechEU

3rd Open Call InfoDay Session

5 March 2025 16:00 CET

Housekeeping Rules

1. Your microphone should be muted while others are speaking.
2. Switch off your camera during presentations to preserve bandwidth.
3. This session will be recorded and the recording forwarded to participants, please leave if you are uncomfortable.
4. Post any questions in the chat or ask them at the end of the session in the designated Q&A time. If we cannot answer you in the allocated time, all questions will be noted and answered in the follow-up email sent to all participants, along with the link to the recording.

Welcome to our InfoDay!



Maria McKeever

AwakenHub

**WP 3: Programme execution and follow-on
funding**

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Agenda

- Introduction and Overview of Women TechEU Programme – Maria McKeever
- Current open call specifications and FAQs – Angele Giuliano
- How to Apply – Maja Horvat
- 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



Open Call Specifications and FAQs



Angele Giuliano

AcrossLimits

WP4 Leader : Dissemination & Communication

angele@acrosslimits.com

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Current Open Call Important Information

- **Deadline:** 17th March 2025 17:00 CEST (Brussels time)
- **Where to apply?:** Online application in Sploro platform accessible through our website 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?



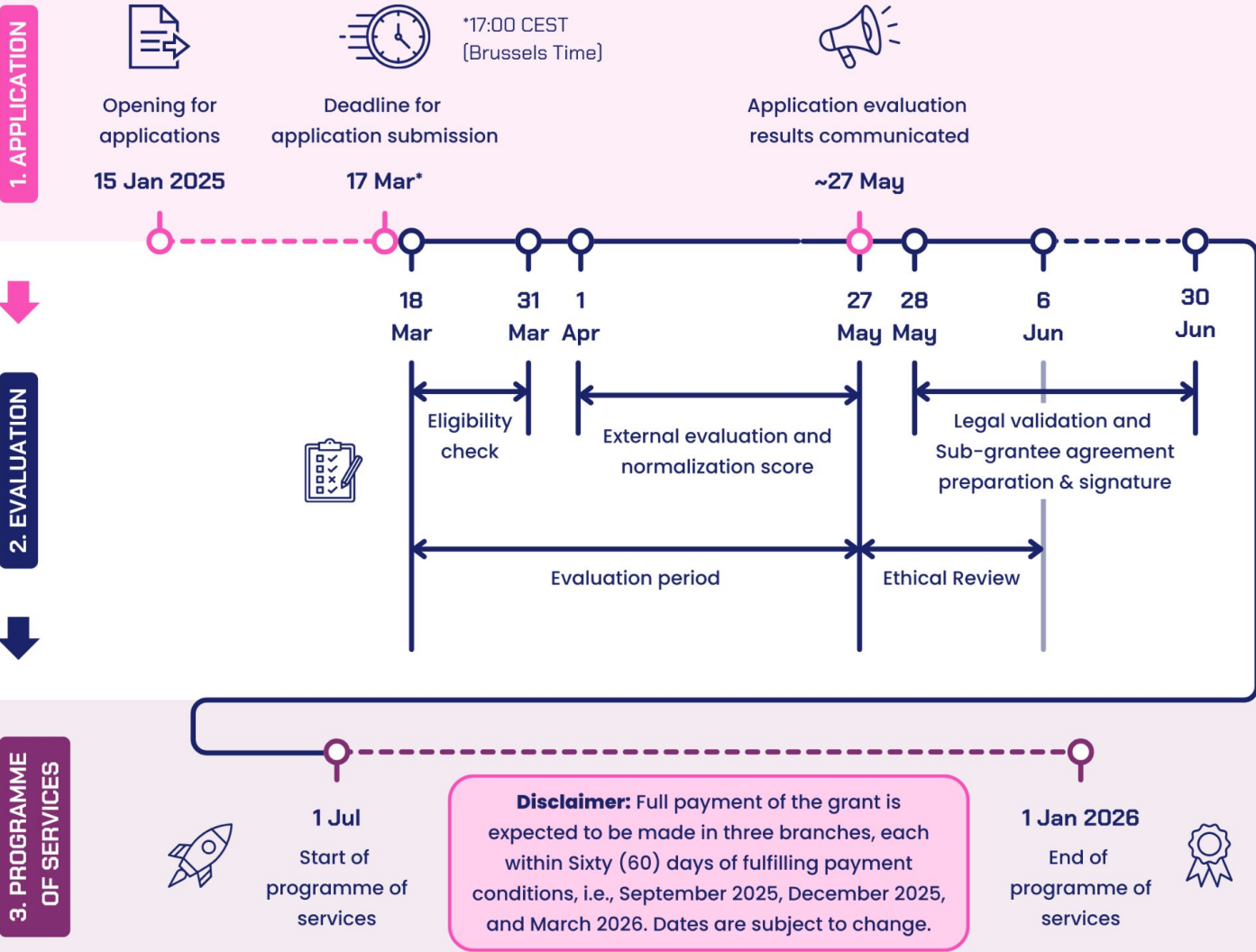
Is it between 6 months and 8 years old?



Are you based in the EU or Associated Member States?



Timeline of third call:



1. APPLICATION



Opening for applications
15 Jan 2025



*17:00 CEST
(Brussels Time)

Deadline for application submission
17 Mar*



Application evaluation results communicated
~27 May



2. EVALUATION



18 Mar

31 Mar

1 Apr

27 May

28 May

6 Jun

30 Jun

Eligibility check

External evaluation and normalization score

Evaluation period

Ethical Review

Legal validation and Sub-grantee agreement preparation & signature

3. PROGRAMME OF SERVICES



1 Jul
Start of programme of services

Disclaimer: Full payment of the grant is expected to be made in three branches, each within Sixty (60) days of fulfilling payment conditions, i.e., September 2025, December 2025, and March 2026. Dates are subject to change.

1 Jan 2026
End of programme of services





Women-Led Company:

- **A woman** is legally recognised as co/founder of the company and must currently **hold a top management position** (CEO, CTO, CSO or equivalent)
- Women need to make up **together 25%** of the company in **total**, but the woman co/founder does not need to hold all 25% herself.
- It has to be a **private company** - any other type of legal entity is **NOT** accepted.

IMPORTANT!

Women-Led Company:

We can only count the full **CAP** table. The 100% will be including institutions, banks, other shareholders, business angels etc.

The CAP table will ask you for gender (if applicable) of all shareholders listed.

Capitalization table

Clearly indicate the shareholding structure of the company especially the percentage owned by the woman. The first shareholder to be included must be the lead applicant.

1st

+ Add more

Shareholder (Required)

% shares (Required)

Gender ⓘ (Required)

Select...



Must be an early-stage start-up:



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



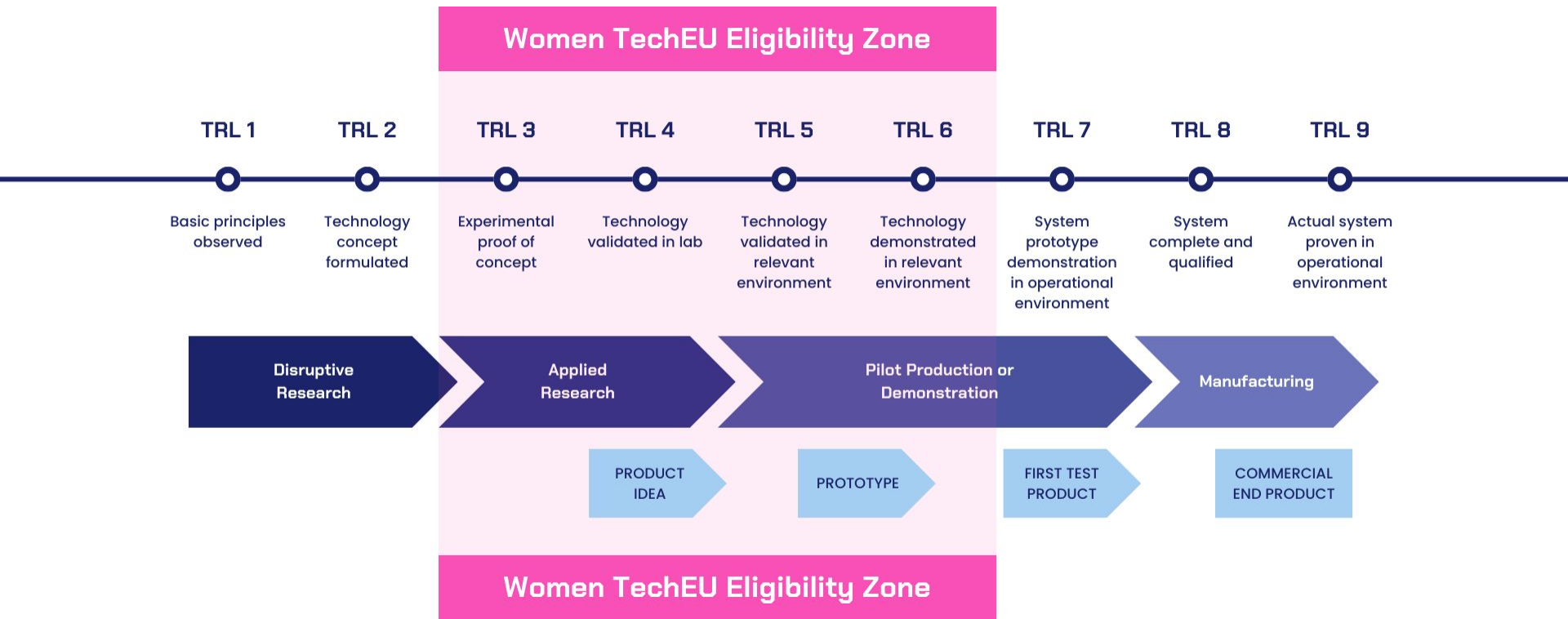
**BEFORE REACHING HIGH
FIDELITY MINIMUM
VIABLE PRODUCT
(TRL3-6)**



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

Before reaching MVP stage:

IMPORTANT!



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
- **Cash from Business Angels/VC** count to the 1M in equity
- Variations of **sweat-equity** are **NOT counted** towards the limit

Raised less than 1M€ in equity:

Be mindful of the question! The **ELIGIBLE** answer to this question in the application is “**YES**”.

5. Has your startup raised less than 1M€ in equity from external sources? [\[Clear\]](#) (Required)

Yes

No

a) How much equity has your start-up raised (do not include grants)? [\[Clear\]](#) (Required)

500,000



What is deep tech?

Building technology that doesn't exist... **YET!** This is **technology on the edge of science**. It's about pioneering extremely innovative products/services 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..

Refining the deep tech eligibility criteria:

The deep tech company



MUST be leveraging
**breakthroughs in
scientific fields**



MUST have its **core
technology based
on recent scientific
advancements** or
pushing boundaries
in established fields



MUST have **technology
with the potential to
disrupt the existing
markets** or create
entirely new ones



MUST have a **solution
that is genuinely
innovative and not just
an incremental
improvement**



Can ideally have its
technology scaled
efficiently and reach
a broad audience

*The deep tech **MUST be yours and not “borrowed”**

 Required

 Ideal but not required

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! **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, **not** the technology
- Gaming apps which use **industry standard components**
- Online information portals where **the news and articles** are the innovative component

We use/want to use AI applications in our company, that means we are deep tech, right?

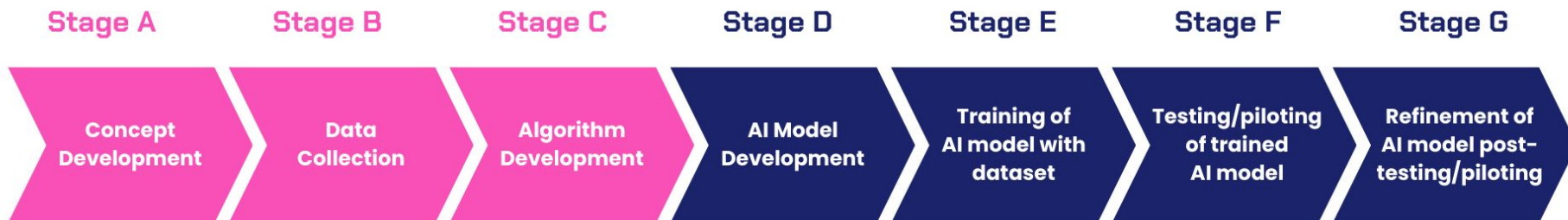
Not necessarily! You need to identify the stage you are in:



NON-ELIGIBLE



ELIGIBLE



IMPORTANT!

Eligible countries:

- **Not just the EU!**
- 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](#)
- For ease of reference, we have listed the eligible non-EU countries **in our FAQs**.

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 2021/695¹. 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 country². 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 action³.

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. Kosovo⁴
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 of the associated European partnerships)
12. North Macedonia
13. Norway
14. Serbia

¹ 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 12).

² Based on Horizon Europe Regulation article 22(5).

³ Based on Horizon Europe Regulation article 22(6).

⁴ 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)

What to include in your pitch deck

1
**WHY + WHY
NOW**

How clear is the market need? Why now? Is your solution needed (in that market, business model, segment)?

2
**WHY + WHY
YOU**

How clear is what you do, for whom and where?

3
**HOW DO YOU
MAKE MONEY**

Does your solution have a clear business model (i.e. distribution, revenue models, customers)?

4
**EXECUTION
CAPACITY**

Do you have the right team and resources to make it happen?

5
DELIVERY

Did you articulate a compelling story?

IMPORTANT!

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**
- **Financial Identification Form** identifying account funds will be transferred to
- **Bank statement** showing ownership of account

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 F&T portal

If **not validated**:

- Legal entity form
- VAT Number registration (if applicable)



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

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

Common mistakes in previous calls: **PROCRASTINATION!**



Common mistakes in previous call: **PROCRASTINATION!**

The deadline is the deadline. No exceptions will be made for **ANY** circumstance.

Plan your submission ahead of time (**minimum recommended 2 days**) due to technical or personal issues that may crop up.

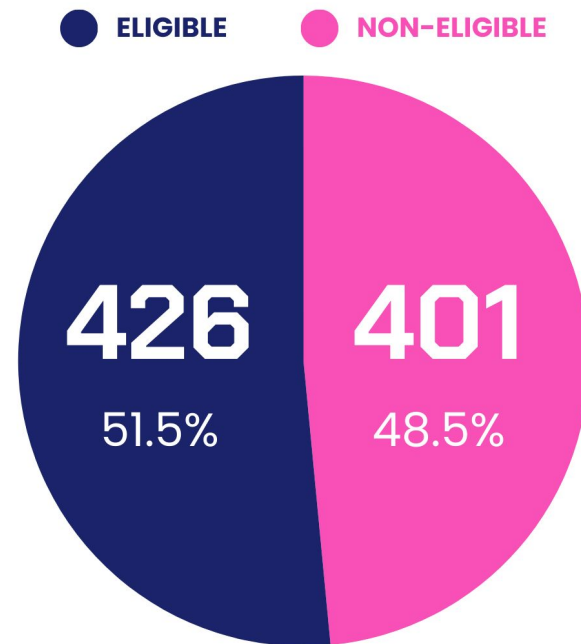
Reporting technical issues to the Helpdesk **after the deadline will not be accepted.**

Ineligible Applications From Each Call

A significant number of applications were **ineligible** due to **incomplete or incorrectly filled out forms**, and **not adhering to the guidelines**.

What to do?

Read the Guidelines thoroughly!



(Out of 827 total submitted applications)

Common mistakes in previous calls: **Trying to amend information PAST DEADLINE**

No information or additional documentation will be accepted or considered by evaluators that was submitted to the Sploro platform or to the Helpdesk past the deadline.

If **you** made a mistake, this **cannot** under any circumstances be amended.



Common mistakes in previous calls:



The video:

- **NOT** showing the woman co/founder and the company's personal story.
- Providing a **corporate video** instead of a recorded self-presentation.
- Past the **3 minute** cut-off.
- Uploaded onto **incorrect platforms** (see FAQs/Guidelines).

Common mistakes in previous calls: **Language!**



ENGLISH IS OUR WORKING LANGUAGE

All application, documents, deck, video **must be in English**. Video in another language is **NOT accepted**. English subtitles are accepted.



OFFICIAL DOCUMENTS IN YOUR LANGUAGE:

Permissible, but provide a translation.

Documents to always refer to:

- **Guideline Document :**

https://womentecheurope.eu/wp-content/uploads/2025/01/WomenTech_Guidelines-OC3_final.pdf

- **FAQs - contain more information and you can search by keyword on the website**

https://womentecheurope.eu/wp-content/uploads/2025/01/WomenTechEU-FAQ_OC3_final.pdf

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

<https://womentecheurope.eu/wp-content/uploads/2025/01/WTEU-Supporting-Documents.zip>

- **All can be found here:**

<https://womentecheurope.eu/upcoming-calls-and-programme-plan/>

The Helpdesk: helpdesk@womentecheuropa.eu.

- The **ONLY** dedicated support channel for prospective applicants.
- Our helpdesk staff are **NOT doing pre-evaluations** and we cannot tell you what to do! Being entrepreneurs means taking risks!
- Repeated harassment and unprofessional conduct **will potentially lead to applications' disqualification.**



The Helpdesk: helpdesk@womentecheuropa.eu.

- **Helpdesk** should be your **final point of contact**, not your initial one. Please read the **Guidelines and FAQs** thoroughly before contacting the Helpdesk.
- We regularly update our FAQs and have installed a search bar to facilitate information finding.



Evaluation & Appeal

- The appeal process will be streamlined via an online submission form on the Women TechEU website, which will be **available ONLY for the eligible 7 day period** post-results.
- Different opinions do not mean that you can appeal. The experts have been engaged to give us **their opinion** based on their extensive experience.
- Only if there are **factual errors in their evaluation** that you can send a proof of in the evaluation, then you can appeal (e.g. they refer to your company by a different name that is not yours)

IMPORTANT!

Evaluation & Appeal

- The evaluations are totally **independent between calls**.
- The score might be higher or lower depending on the competition in call.
- The evaluators opinions are **final**.
- Our selection process involves highly qualified experts whose assessments are crucial. Disagreements with evaluators opinions do not constitute grounds for an **appeal**.

IMPORTANT!

How to Apply



Maja Horvat

Sploro

WP 2

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Is WTEU not right for you? Other types of opportunities:

- [Other cascade funding opportunities](#)
- Over [40+ EU funded programmes](#)! Of particular relevance: Digital Europe, Horizon Europe, EU4Health, LIFE ... search all funding calls by keyword [here](#)
- [Eureka Programme - Eurostars](#)
- [EIC Accelerator](#) (for more advanced companies)
- Check out your **national R&I agencies and National Contact Points** for national or decentralised funding opportunities.

Do you have any questions?

Now is the time to ask!

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Thank you for your attention



womentecheurope.eu



helpdesk@womentecheurope.eu



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