



# STEP Call 4 future 2021

## Application guidelines

### SUMMARY

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The team of innovators/start-ups willing to participate to the STEP-IN Acceleration program may submit their application by filling the [application form online](#). All the documents submitted may be written either in Italian or in English.

All information marked with an asterisk [\*] are mandatory in order to finalize the application.

The application form consists of **5 sections**:

## 1. BASIC INFORMATION

Fill the basic information regarding the start-up/project:

- Name;
- Brief description (as a LinkedIn bio);
- Start-up equity breakdown as the example below. In the case the start-up has not been funded yet, please fill the box with the hypothetical division of the shares once it will be established, specifying that it is a hypothesis;

Startup equity breakdown \*

Greta Thunberg 35%  
Boyan Slat 29%  
Genesis Butler 25,8%  
Peter Thiel 10,2%

- Incorporated company;
- Foundation year.

## 2. TEAM

Fill the information regarding the team members:

- Name;
- Surname;
- Role in the project;
- LinkedIn personal profile.



For each member upload the **curriculum vitae** and indicate if the member is full-time commitment on the project as in the example below.

Please rename the file to be uploaded for each member with CV NameSurnameMember.

Full time on the project\*:  Yes  No

An unlimited number of members may be added by clicking the “Add team member” button.

### 3. ENVIRONMENTAL IMPACT

Fill the information regarding the environmental impact of the proposed solution by clarifying which is the positive impact in terms of CO2 emissions and/or on one or more planetary boundaries compared to the solutions currently in use.

As you know STEP goal is reducing 5 million tons of CO2eq emissions in 5 years. For this reason, STEP evaluates the **positive impact on emissions**, in terms of **kg captured from the atmosphere** or emissions avoided, favoring solutions with a higher positive carbon footprint.

To complete the section related to the environmental impact, it is necessary to upload a file that favors STEP carbon footprint evaluation of the proposed solution.

Rename the file to be loaded with EnvironmentalImpact Start-up/projectName.

To quickly verify the assumptions regarding the CO2 impact of the solution, the document to be uploaded is ideally a spreadsheet completed with sources.

Below there are two examples with hypothetical solutions showing how the file should be structured:



## Example #1: solution aimed at encouraging virtuous behavioral practices for workplace mobility

\* assumptions considered and evaluation conducted  
 \*\* assumptions considered to determine TAM  
 \*\*\* assumptions considered to determine SAM  
 \*\*\*\* assumptions considered to determine SOM

### AS IS state

|  |                     |   |
|--|---------------------|---|
| Daily km covered by car by an average user                                 | 30 km/d             | * |
| CO2eq released per km by an average car                                    | 0,25 kg/km          | * |
| Number of days on average per year of car usage car for workplace mobility | 150 d               | * |
| <u>Annual CO2eq released for workplace mobility</u>                        | <u>1125 kg/year</u> |   |

### Impact of proposed solution

|   |                    |   |
|---|--------------------|---|
| Number of effective annual days during which the car is replaced by bike for workplace mobility | 100 d              | * |
| CO2eq per km released by the proposed solution  | 0 kg/km            | * |
| <u>Annual CO2eq released for workplace mobility</u>   | <u>375 kg/year</u> |   |

### Recap solution

|   |                         |      |
|---|-------------------------|------|
| Annual CO2eq saving for single application  | 750 kg/year             |      |
| Cost of user acquisition, solution creation and maintenance for each application applicazione | 20 €/year               | *    |
| <u>CO2eq saving potential considering TAM</u>   | <u>2,25E+08 kg/year</u> | **   |
| <u>CO2eq saving potential considering SAM</u>   | <u>7500000 kg/year</u>  | ***  |
| <u>CO2eq saving potential considering SOM</u>   | <u>750000 kg/year</u>   | **** |

## Example #2: solution aimed at improving the efficiency of heating systems for large urban buildings

\* assumptions considered and evaluation conducted  
 \*\* assumptions considered to determine TAM  
 \*\*\* assumptions considered to determine SAM  
 \*\*\*\* assumptions considered to determine SOM

### AS IS state

|  |                 |   |
|--|-----------------|---|
| Annual Sm3 of fossil fuel used to heat a typical building        | 9500 Sm3        | * |
| CO2eq coefficient released for Sm3 of the fossil fuel considered | 0,001956 kg/Sm3 | * |

### Impact of proposed solution

|  |       |   |
|--|-------|---|
| Percentage of efficiency thanks to the proposed solution | 30% d | * |
|--|-------|---|

### Recap solution

|   |                        |      |
|---|------------------------|------|
| Annual CO2eq saving for single application  | 5,5746 kg/year         |      |
| Cost of user acquisition, solution creation and maintenance for each application applicazione | 20 €/year              | *    |
| <u>CO2eq saving potential considering TAM</u>   | <u>39022,2 kg/year</u> | **   |
| <u>CO2eq saving potential considering SAM</u>   | <u>19511,1 kg/year</u> | ***  |
| <u>CO2eq saving potential considering SOM</u>   | <u>3902,22 kg/year</u> | **** |

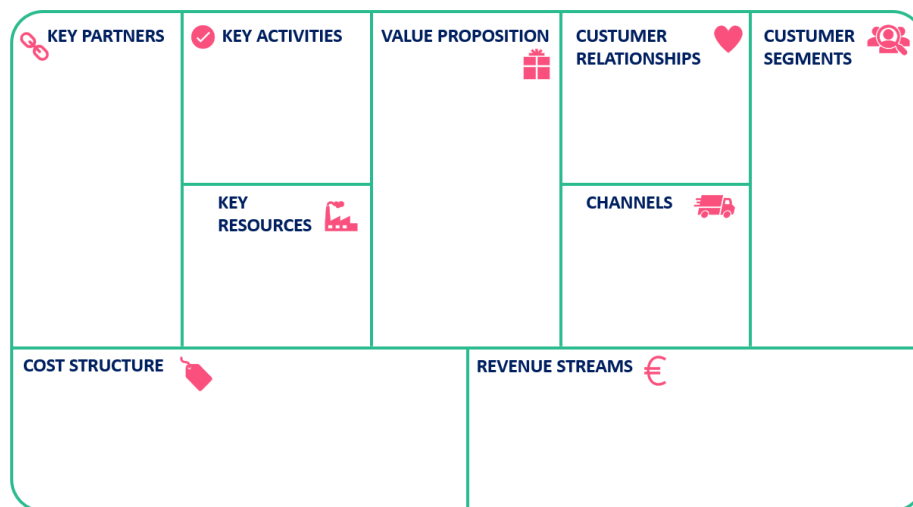


#### 4. BUSINESS POTENTIAL

Attach the document with the start-up/project business model.

Rename the file to be loaded with *BMC Start-up/projectName*.

It is strongly recommended to use the **Business Model Canvas format** as in the example below:



Fill the information regarding the business potential of the solution with:

- Potential customers: in the case of a B2C model fill with ideal **buyer personas**. *Buyer persona* is a typical buyer of a certain product defined with specific personal and socio-demographic characteristics. customers in the case of a B2B model fill with **potential corporate customers** (e.g. ENEL, ABB, Aquafil, Fater, Schneider, Marzotto). It is mandatory to fill in at least one of the two fields relating to potential customers;
- Competitor: such as name, website or LinkedIn page address and main difference compared to the proposed solution. It is mandatory to enter at least two competitors. It is possible to complete the competitive scenario with further information in the box below;
- Idea validation: indicate how the business idea was validated with the ideal customer. Specify which **tool** was used for the validation (questionnaire, interview, landing page) and the **sample** number that validated the idea.
- MVP stage: indicate the current stage of the product or service. If possible, express the stage using the following **TRL** (Technological Maturity Level) scale.



| TRL   | Description  |
|-------|--|
| TRL 1 | Basic principles observed  |
| TRL 2 | Technology concept formulated  |
| TRL 3 | Experimental proof of concept  |
| TRL 4 | Technology validated in lab  |
| TRL 5 | Technology validated in (industrial) relevant environment                            |
| TRL 6 | Technology demonstrated in (industrial) relevant environment                         |
| TRL 7 | System prototype demonstration in operational environment                            |
| TRL 8 | System complete and qualified  |
| TRL 9 | System tested in operational environment (competitive production, commercialization) |

Fill the following table with the historical data regarding the start-up turnover (optional) and the provisional turnover (mandatory) in euros (€).

Revenues - Historical data:

2018  2019  2020

Revenues - Financial projections\*:

I year (2021)\*  II year (2022)\*  III year (2023)\*

## 5. INTRODUCE YOUR START-UP

It is mandatory to upload the **pitch presentation**, preferably in ppt format.

Rename the file with *Pitch Start-up/projectName*.

Below there are some items that should possibly contain the presentation:

- Starting problem
- Product
- Business model
- Market (TAM, SAM, SOM)
- Buyer persona (B2B, B2C, specify any industrial customers)
- Competitors
- Project roadmap
- Financial projections
- Total investments needed and activities where fund would be spent (only if needed)
- Team (names and roles)
- Start-up contacts



It is possible to support your application with an **Elevator pitch** in **video format** of up to **3 minutes** uploaded online (platforms such as YouTube and Vimeo or other repository platforms such as Drive) whose link must be entered in the appropriate box as in the example below. If the video viewing is password protected, provide the access code.

**Elevator pitch URL:**

Is encouraged to include in the application an elevator pitch in video format. The video of maximum 3 minutes must be uploaded online (YouTube; Vimeo; Drive).

**Elevator pitch URL password:**

If the video viewing is protected please provide the password below.

Finally, report how you learned about STEP Call 4 Future 2021, agree to the **privacy policy** and send your application by pressing the **"Send" button** as in the example below.

How did you hear about the Call 4 future 2021?\*

Search Engine



I have read the [privacy policy](#) and I consent to the treatment of my dat

SEND CALL



If you have problems in finalizing the application due to large attachments, compress everything in a zip file and upload the folder in the box as in the example below.



If the sum of your attachments are bigger than 35MB, please compress everything in a zip file and upload the folder [here](#)

STEP Teck Park retains the right from now on, if necessary, to modify the method to submit applications and to extend delivery terms, informing through [STEP Tech Park website](#) and social channels.