



CALL FOR THE SELECTION OF INNOVATIVE START-UPS TO BE ENROLLED AT THE AOSTA AND PONT-SAINT-MARTIN INCUBATORS

10 December 2018

The Pépinières d'entreprises

Through its two business incubators of Aosta and Pont-Saint-Martin, the Aosta Valley region offers interesting development opportunities as well as cross border collaborations in an innovative and dynamic environment.

The Pépinières d'entreprises of the Aosta Valley region enable young, innovative and technologically advanced businesses to successfully manage the critical start-up phase. The main objective is to support every new entrepreneurial idea favoring the creation of innovative start-up generation providing centralized business support services at competitive prices.

The **Pépinière of Aosta**, active since 2004, is located inside the industrial park Espace Aosta near the city centre, and can host 20 enterprises in a surface of more than 2,000 sqm.

The **Pépinière of Pont-Saint-Martin** is active since 1997 and is located inside the industrial park former Ilssa Viola. It can host 12 start-ups in 2,400 sqm.

From 1st April 2017, the Aosta Valley region has assigned the management of the two Pépinières to a private consortium constituted by Giacomo Brodolini Foundation and Lattanzio Advisory SpA according to public procurement procedures.

The [Giacomo Brodolini Foundation](#) is a not-for-profit organization operating at European level in the development and employment policies sector. It significantly contributes to the creation of urban innovation and incubations labs, acting as facilitator and accelerating innovation in local ecosystems. Furthermore, it connects different local ecosystems on a transnational level developing networks and platforms to enable the exchange of knowledge, technologies, financing and talents.

Lattanzio Advisory, owned by [Lattanzio Group](#), is leader in public sector consulting in Italy. It operates to support change processes of public administrations and businesses.



Pépinières and Mountain Technologies

The Aosta Valley region has declined its own mid-long term strategy relatively to Research and Innovation (Smart Specialization Strategy – S3) in three specific mountain-based sectors, namely “Smart Mountain”, “Excellent Mountain” and “Green Mountain”. Accordingly, the Pépinières are specialized in these fields of application and contribute to the creation of a new and more competitive “Aosta Valley ecosystem” focused on mountain technologies. The following chart describes both the Aosta and Pont-Saint-Martin positioning inside the Regional Smart Specialization Strategy (S3).

Pépinières specialization	Technologies
The Smart Mountain technologies characterize the development of both business incubators	• Broadband, Wi-Fi, IoT, public digital services; • Territorial monitoring and security; • Networking and smart city-communities
The Pépinière of Aosta has as second specialization Green Technologies	• Renewable energies and energy-saving; • Agriculture-tourism integration; • Sustainable construction and bio-construction; • Agri-food production and timber industry; • Public utilities, waste, environmental monitoring
The Pépinière of Pont-Saint-Martin has as second specialization Excellent Mountain technologies	• Mountain related production • Highly technological manufacturing; • Development of ski compounds; • High Mountain Routes excursions and alpine refuges network

Who we are searching for

We are looking for yet to-be-established start-ups or from maximum 5 years established start-ups from the call participation. Participants should submit innovative entrepreneurial projects focused on the following technological fields coherent with the Specialization Strategy:

- Energy: applications and systems of distributed generation, the cogeneration/generation of energy, especially in the biomasses and mini and micro-hydro field for the sustainable management of natural resources; technologies for the distribution and energy storage; bio-processes of pre-treatment of biomasses and energy production (biofuels); implementation and management of advanced technology systems for the reduction of energy intensity of productive activities; energy management services; technology for auto-configuration facilities.
- Sustainable construction and bio-constructions: application for the sustainable construction, creation of low energy consumption buildings and their restructuring with energy saving and efficiency techniques; bio-construction, bio-climatic architecture and innovative materials, building automation and intelligent services installation and facilities configuration



- “Green” production: innovation in high quality agri-food production; producers’ networks, networks between producers and reception facilities.
- Environment and ecosystems: technologies for air, water, soil and fauna protection; advanced technological systems for environmental protection in relation to productive activities; technologies for the requalification and conversion of industrial contaminated sites and fragile urban areas.
- Security and territorial monitoring: monitoring networks and sensors and biosensors systems; technologies for the automatic data and information collection and for the remotely sensed data, diagnostic techniques for infrastructures control and sensors networks; wireless communication networks for safe communications; early-warning systems.
- Ski compounds: systems and applications for mobile devices for ticketing and access control, information and ski resorts bookings, operators networks.
- High Mountain Routes excursions and alpine refuges network: systems and applications for mobile devices for hikers and for the control and protection of naturalistic areas.
- Public digital services systems and applications.
- Specialized mountain-based production.
- Mechanic and electromechanic productions.
- Special steels productions.
- Automotive components and products.
- Electronic and microelectronic equipment.
- ICT devices and IoT.

What we offer

1. Establishment/Installment at the incubators of Aosta and Pont-Saint-Martin for 3 years

The start-ups will settle in the available lots ranging from 50 to 350 sqm at Pépinières. The monthly premium for the services provided is ca. 12 € per sqm and it will be annually aligned to ISTAT figures. If both the requirements exist and after having presented the receipt of expenditures, the selected start-ups could access to a non-repayable component of 70% of the consideration paid. The grants will be provided by the Autonomous Region of Aosta Valley and provided on a quarter basis from “Vallée d’Aoste Structure”, company owning the Pépinières, after the control procedures are run and after the approval of the documents submitted.

The monthly premium includes the following logistic services provided by Vallée d’Aoste Structure: disposal of a dedicated space or co-working space; reception and administrative office, heating and air-conditioning of the assigned space and common areas; water supply to the assigned space and to the common areas, provision of optical fiber, disposal of conferences and video-conferences room as well as meeting rooms,



lighting and cleaning services of common and outer areas, coffee-corner disposal, waste disposal of common areas, unsupervised parking areas, outer parking area, video surveillance service, ordinary and extraordinary maintenance.

2. Value of the incubation program: 50,000 €

The incubation program has the objective of supporting start-ups in their growth turning entrepreneurial ideas into businesses able to compete on the market with tested products and services and with a solid and sustainable business plan. The enterprises will be accompanied in the acquisition of the necessary tools to consolidate the development and growth phase in order to reach both financial sustainability and business scalability. The incubation consists in the following services:

a) Training and tutoring program:

The incubation process relies on several training and tutoring activities with the aim of providing tools useful for businesses' growth. The single incubation program modules will be provided through a variety of workshops, which will highlight the concrete aspects of the start-up development. Different workshops will be organized in relation with selected projects specificities, such as: how to develop your own idea (design thinking or value proposition design); customer wants and needs (javelin board and out of the building); how to structure a business idea (business model canvas); development planning (business planning); market and competitors analysis; how to improve the positioning; learn how to deal with strategic evaluation tools (Swot, Porter Value Chain, BCG Matrix); the financial planning; the lean start-up method; specific legal and fiscal issues; funding sources (calls, banks, investors); branding and visual identity; team management; management control and budgeting; growth strategies; pitching and storytelling techniques.

b) Dedicated mentorship

The second fundamental component of the incubation program is represented by the mentorship. Each start-up will be assigned a mentor according to the business competences, experience and objectives. During the incubation program, the Mentor will be in charge of supporting the team facing different decisions and evaluations, defining growth objectives and in the search for the competences and experiences necessary for development.

c) Networking and internationalization

An important part of the incubation program consists in the promotion and development of the incubated enterprises. This is possible through the matching between the start-ups and formal and informal networks, which can contribute to their growth. Apart from establishing relations with players of Aosta Valley and the national territory, the start-ups will be supported in the research of



transnational collaboration opportunities, even through the participation at fairs and international events in order to foster their internationalization and scalability.

d) Pépinières activity plan

The Pépinières will host a variety of divulgation and dissemination events centred on contents related to innovation and directed to incubated start-ups as well as a wider audience. The start-ups can participate for free at meetings with entrepreneurs and further start-ups founders, thematic and networking events.

e) Personalized strategic consultancy

If the training modules do not solve the different managerial and operational issues, the Incubation Team (IT) will provide a tailored consultancy service. This service will cover the main functional business areas, such as legal; taxes and administration; financial; managerial; marketing; communication. The service is activated according to the program of personalized support agreed with the Mentor or after a request from the company followed by verification and acceptance from the tutor.

3. Support services for the acquisition of financial resources

The installed start-ups will be given support throughout the research for funding dedicated to entrepreneurial projects growth. More specifically, FBG and Lattanzio Advisory will support the start-ups through:

a) Support in the submission of funding applications for the Aosta Valley region

The chart depicts the regional measures in favour of business development. The Region has foreseen several policy measures in support of start-ups, young entrepreneurs, businesses investing in R&D and businesses, which have concluded the incubation phase and need capitals to enhance their growth and development.

Law	Beneficiaries	Financial resource	Amount
14/2011 – Regional measures for innovation	Start-up	Grants	Up to 150,000 €
3/2009 – Regional measures for youth entrepreneurship	Individual companies Enterprises and Cooperatives	Grants	Up to 60,000 €
84/1993 - Regional measures for Research and Development	Industrial enterprises Research consortia Enterprise networks	Grants	Up to 500,000€



	Research centres		
D.G.R. 681/2016 Help for Innovation	Industrial and artisans SMEs	Grants	Up to 70% of eligible costs

b) Support in the identification of opportunities related to European funds

The incubated start-ups may be assisted in the research for funding opportunities through the participation at European tenders with direct access (ex: Horizon 2020, Cosme, Easi).

c) Organization of meetings with private investors

The incubated start-ups will be able to participate at Investor days during which they can engage with venture capital funds, business angels, banks and industrial enterprises to raise financial resources. The meetings will be adequately prepared and investors will be provided with confidential start-ups dossiers/files. Intense follow-up activities will be dedicated to the relations between start-ups and interested investors.

Application and enrollment procedures

To apply for the program, the interested subjects have to fill in the application form published on the Pépinières website (www.pepinieresvda.eu/en/) attaching the following documents:

- **CV of each team component** (maximum 2 pages long)
- **The last Budget adopted with notes to the financial statements** (if available)
- **Business Plan**
- Any other file relevant for the evaluation

If considered necessary, the Pépinières managers can request further clarifications or details to the candidates.

The applications must be submitted **from the 10th December 2018** and **no later than 27th January 2019** on the Pépinières website.

The applications will be examined on a first-come-first-served basis by the Evaluation Commission composed by 3 experts of FGB and Lattanzio Advisory with relevant skills in projects evaluation, economic-financial evaluation and innovative projects evaluation based on development of new technologies development and/or characterized by high-tech production.

The evaluation process will be declined in two phases: a first screening phase will assign points based on the following criteria:

- Project feasibility and business plan sustainability (max 20 points)
- Team competences (max 20 points)
- Degree of innovation (max 15 points)
- Scalability and/or replicability (max 15 points)



- Coherence with the eligible fields of application (max 15 points)
- Market trends intended as relevant market potential, strategic business positioning and patents presence (max 15 points)

The Commission will proceed with the evaluation of the latter communicating the result to the applicant no later than 29th January 2019. The Commission's decision cannot be contested and is without appeal.

The projects that will score at least 60 points in the first phase will be admitted in the second phase based on an interview of the project team with the Evaluation Commission. At this point, the Commission will evaluate into depth the project description, its critical success factors analysis and comprehension, the argumentation supporting the initiative validity and the team motivation to pursue to project objectives.

The interviews will take place in the business incubator on 4th February 2019 (and following if required), according to a timetable that will be communicated to the candidates with a week of warning.

On that occasion, the candidates will carry out a site visit among the centres of the Pépinières with the purpose to verify the availability of a lot that satisfies the demands of his/her own enterprise. The visit can be developed, on request of the candidates, before the expiration of the call, by contacting the management of the two incubators prior appointment by sending e-mail to info@pepinieresvda.eu or by phone at the +39 0165 305534.

Within 5 working days from the interview, the Commission will provide its non-contestable final decision communicating it to the applicants.

The applicant has to enrol after maximum 15 days from the notification of the grant eligibility with a written notice.

Other dispositions

In case of successful application, the to-be-established start-ups have to commit themselves to constitute their business. The enrolled start-ups at Pépinières commit/engage themselves to:

- Conclude a contract with Structure Vallée d'Aoste Srl;
- Actively participate to the incubation program purposed by Giacomo Brodolini Foundation and Lattanzio Advisory;
- Continuously use the spaces;
- Participate to the events offered by the structure, even the promotion events;
- Give visibility to the Pépinière logo on the occasion of every public and image communication occurrence (newspapers, conferences) including each form of digital communication (business or project website, social network, blog, forum, etc..).

