

STARTUPS 4 PEACE 2023

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I. 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;

- **Expert** support in **application** preparation phase.
- Opportunity for **networking** across Cyprus.
- Access to the **EU Incubator Hive** (<https://inovatif.eu/euincubatorhive/>)
- 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 members¹ from each business / entrepreneur. The participants in bootcamps may change if justified, however the “pitching battle” should be presented by bootcamp participants.

Female founders’ 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](#) and [Instagram](#).

Also, feel free to visit our Youtube channel for getting a feeling of Su4P 2021 and 2022 programmes:

- Su4P 2022 launch - <https://youtu.be/X4lj0MZ88HU>
- Su4P 2022 Bootcamp - <https://youtu.be/nZDyXFvCJ5c>
- Su4P 2022 Pitching Battle - <https://youtu.be/lsltuNI6jkl>
- Su4p 2021 launch - <https://youtu.be/hdt7L5bJ1iY>
- Su4P 2021 Bootcamps - <https://youtu.be/iwvP8CZxnUs>
- Pitching Battle & Reflection on Slush <https://youtu.be/NpEdzQuQVss>

¹ Please make sure to introduce the “team” members clearly in the application form.

II. PROGRAMME OUTLINE AND TIMELINE

ACTION	DETAILS	INDICATIVE DATES
<p>Application Period for Su4P 2023;</p> <p>including;</p> <ul style="list-style-type: none"> • Expert support in application preparation phase. • Opportunity for networking across Cyprus. • Information Sessions across Cyprus 	<p>Application form is available on the <i>Annex I</i> of this document.</p> <p>Only online applications will be accepted via info@inovatif.eu</p>	<p>1 June 2023 - 11 August 2023</p>
<p>Deadline for request for clarifications & response</p>	<p>Clarifications may be requested via info@inovatif.eu or +90 548 864 64 26.</p> <p>General questions will be responded as part of FAQ on the website.</p>	<p>28 July 2023 (Request for clarifications)</p> <p>1 August 2023 (response)</p>
<p>Deadline for Application</p>		<p>11 August 2023</p>
<p>Evaluation of the Applications</p>	<p>Applications will be evaluated based on the Evaluation Criteria identified under Sections V & VI of this document.</p>	<p>12 – 18 August 2023</p>
<p>Notification to applicants & confirmations</p>	<p>A notification e-mail will be sent to successful applicants and confirmation and (if required) clarifications will be expected within the deadline provided.</p> <p>A reserve list will be available. 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.</p>	<p>18 August-23 August 2023</p>

	Allocate mentors & share preliminary toolkits with participants.	
Startup Bootcamp 1 (Residential – one night accommodation and 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: <ul style="list-style-type: none"> • The Verbal Business Card; • Value Proposition Canvas; • Business Model; • Action Plan Canvas 	8-9 September 2023 (to be confirmed)
Mentorship & Market Discovery	Details under Delivery section below.	11 September – 21 October 2023
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: <ul style="list-style-type: none"> • Across Island Challenges/Opportunities • Finance • Pitching training • Case studies • Talks / meet the founder sessions 	20-21 October 2023 (to be confirmed)
Pitching Battle	Buffer Zone	27 October 2023 (to be confirmed)
SLUSH and discovery of startup ecosystem in Finland (Travel, meal, accommodation costs will be covered)	Winner teams Up to two individuals from each of the three winner teams.	Dates including 30 November & 1 December 2023

III. 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.

EU INNOVATIVE ENTREPRENEURSHIP

Participants will have chance to attend side events throughout the programme as well as activities organised by Innovative Entrepreneurship project team. All participants will have access to the EU Incubator Hive.

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:

In addition to the support provided at the application phase and 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

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.

IV. 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 will;

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

V. ESSENTIAL CRITERIA

The applicant must be;

1. an owner/founder of the startup; **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:

- Applications from previous Su4P programme winners (teams & individuals). ²
- Applications with business ideas that are not legal and above board.

² Priority may be given to those that did not participate in the previous Su4P Programmes.

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.

VI. EVALUATION CRITERIA

A. BUSINESS (60%)

Criteria	Weight
<i>"The business idea / business must..."</i>	
1. Be innovative	(Max. 10%)
2. Demonstrate a clear value proposition / clear benefit to the customer	(Max. 10%)
3. Have identified a target market and significant market opportunity	(Max. 10%)
4. Demonstrate growth potential	(Max. 10%)
5. Have a strong support network and have potential to create employment	(Max. 10%)
6. Ensure that the product/service is commercialised or is capable of commercialisation	(Max. 10%)

B. COOPERATION (40%)

Criteria	Weight
<i>"The business idea / business must aim cooperation across Cyprus and..."</i>	
Demonstrate the bicomunal 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%)

VII. HOW TO APPLY

Applicants are requested to submit the Application form which can be accessed online by clicking on this [link \(https://www.jotform.com/app/Startups4Peace2023/startups4peace-application-2023\)](https://www.jotform.com/app/Startups4Peace2023/startups4peace-application-2023) or quickly scan the below QR code by 11 August 2023.



For further questions, applicants can contact info@inovatif.eu or +90 548 864 64 26 until 28 July 2023. Please contact us if you do not receive the e-mail acknowledging the receipt within two working days.

Please note that the expert support provided during the application phase does not guarantee application's positive evaluation.