



Call for Expression of Interest

Looking for innovative start-ups in EER labelled regions

Join corporate innovators in the MTB Paris Scale-up Summit

1 – 15 December 2021

The European Entrepreneurial Regions (EER)¹ project partnership aims to foster the development and implementation of concrete collaborative action plans that will support the development of practical collaboration between regions to help entrepreneurs scale across the Single Market. More details about the project here: https://ec.europa.eu/growth/smes/sme-strategy/european-sme-week/sme-regional-policies_en

Engaging start-ups and SMEs in corporate **open innovation** challenges has been a priority for EER regions, as part of their efforts to scale-up the regional entrepreneurial ecosystems.

Opportunity for EER start-ups

If your company is registered in one of the EER regions², this opportunity is for you!

Within the project, we are offering the opportunity for up to 20 start-ups to participate in the Mind the Bridge Paris Scaleup Summit and pitch their business to corporates. More details below.

We are accepting applications until 15 November 2021.

The MTB Scaleup Summits are highly curated, invitation only, matching activities hosted by the most prestigious Stock Exchanges, where corporates, investors, and scaleups operating in specific industry verticals can do business and spot technology trends.

More details on the 2021 Paris Scaleup Summit are at [this link, including the agenda and other opportunities from the MTB ecosystem.](#)

Corporate topics include Industry 4.0, New Energy, Mobility, Circular Economy, Waste Management, Construction Tech, Digital Marketing, Retail etc.

¹The EER regions are granted a label from the European Committee of the Regions and European Commission for showing outstanding entrepreneurial policies (more info:

<https://cor.europa.eu/en/engage/Pages/european-entrepreneurial-region.aspx>)

² Catalonia, Île-de-France, Lower Austria, Marche, Lombardy, Western Greece, Central Macedonia, Flanders, North Brabant, Northern and Western Ireland, Asturias, Valencia, Navarra, Helsinki-Uusimaa, Malopolska, Pomorskie, Gelderland and Northern Ireland.



Organizers :

What's in it for start-ups:

- Qualified **business and strategic opportunities**
- Discuss potential **POCs, procurement, licensing, M&As, Investment** potential deals with senior corporate decision makers.
- Opportunity for **15+ selected meetings**
- Get recent **trends and data** about your vertical of interest
- Brand visibility

How can you participate in the MTB Scaleup Summit?

1. Eligibility criteria:

This event is for you if you fulfil the following criteria:

- Have a registered company in the EER labelled regions
- Is legally incorporated
- Can show a growth strategy and potential to scale
- Has already raised at least 100 k EUR in the past 5 years, including grants (but excluding team's own investment); or has secured several rounds of funding; or can show rising turnover trend in the past three years.
- Has a committed and experienced management team
- Wants to answer to corporate investors' innovation challenges in one of the verticals of the summit

2. Selection procedure

The selection process will be conducted by the Mind the Bridge team, who will review and select successful applications based on the above – mentioned eligibility criteria. Due to the high volumes of applications, feedback may not be available.

3. Application process

Companies that fill in all the above criteria should apply by sending a pitch (of no more than 10 slides) as well as an executive summary in English **through the form** [at this link](#).

Please make sure that in your deck, you properly highlight:

- Your product / service and the targeted market must be clearly explained: development stage, customer value proposition and validation, intellectual property rights
- Management: covering the skills and experience of the CEO, main management team (CSO, CFO, COO, HR) and the management board
- Market and business: business model and distribution, go to market strategy
- Investment: cash flow position until series A funding, financial soundness and attractiveness, amount sought and intended use
- Client references

Application deadline: 18th of November 2021 (end of COB)