



Training Programme " JRC-Rotary Coaching for Entrepreneurship"

Call for Proposals 2019

The newly established Competence Centre for Technology Transfer of the JRC managed by unit JRC.I.4 is inviting JRC researchers to apply for a training programme on "Coaching for Entrepreneurship", carried out in collaboration with the Rotary Club International - Sezione Lombardia Nord **2042**.

Although not a formal obligation, the Programme focuses in particular on JRC research staff with temporary contracts seeking opportunities for their future careers.

The training programme is based on the existing Rotary [Virgilio Programme](#) (VP) that offers support to budding entrepreneurs through mentors and coaches, who are qualified professionals with extensive business, legal and technical experience. The Rotary coaches work pro-bono within the VP framework.

The aim of the training programme is to support JRC researchers who wish to explore the possibility of creating a spin-off that could license JRC technology.

The technology is expected to have high maturity: it needs to be fit for demonstration, low scale production or development of associated business applications of tested and validated products/technologies.

The JRC recognises the importance to support aspiring entrepreneurs with qualified support, so to minimise mistakes in the early set-up phase of a new business, and to maximise the success potential of new spin-offs.

The successful applicants will participate to tailor-made training sessions, and will receive personalised coaching in the critical phases of the conception of a new company, including how to manage its finances, raise capital, design market entry strategies and cement its organizational structure.

The coaches will target their training sessions and their advice based on the type of technology/company, the specific needs of individual entrepreneurs, and the time necessary to achieve intended objectives. The aim of their guidance is to foster the business confidence of the future entrepreneur, and boost his capacity to identify ideas, formulate possible solutions and decide on the correct course of action. The duration of the coaching is set, indicatively to twelve months. The coaches do not formally operate as consultants, they do not take a formal position at the company, and they don't replace the entrepreneur in decision-making, or assume responsibilities and risks in lieu of the entrepreneur.

The intent is to maximise the societal impact of the JRC's activities and support the EU agenda on young entrepreneurship. It provides financial resources to JRC teams willing to transform research results into a product/process/service suitable for commercialisation or for adoption by non-commercial entities (e.g. Member State authorities, NGOs...). The target is to disseminate, via licensing or spinoffs, JRC research results to stakeholders or industrials in Europe.

1. Eligible Projects

Eligible projects must

- have a clearly defined objective with concrete deliverables (prototypes validated in lab or in their relevant/operational environments)
- have a clearly defined product/process/service with identified applications (commercial or non-commercial)
- must have identified markets and customers for the product/service
- provide evidence for the availability of competent personnel to carry out the project within the proposed time frame¹
- provide evidence for commitment of the personnel involved to support the further exploitation of the invention after termination of the coaching programme.
- must have identified potential competitors and competitive products
- expect to obtain to launch the spin-off within 18 to 24 months and provide evidence that assistance through the CfE instrument would constitute a significant leverage effect or added value (optional???)

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Examples of eligible projects are (the list is not exhaustive)

- industrial prototype ready for the market and/or already licensed to 3rd party
- beta or commercial version of a software

Feasibility studies, including marketing studies, as well as clear view of a portfolio of potential clients are all advantageous.

There is no restriction on the scientific/technological area in which projects are proposed.

2. Evaluation Criteria

The proposals will be assessed according to the following criteria:

- Degree of TRL
- Robustness and clarity of the business plan and the roadmap to commercialisation
- Appropriateness of methods, quality and competence of personnel proposed
- Benefit vs. cost for the potential customers (optional)
- Possibility to protect / patent the product/service (optional)

Following the submission, the applicants will be invited to meet the president of the Virgilio Programme and the responsible programme officer from unit I.4. This will be the opportunity for the applicants to discuss their projects in more details.

3. Training sessions

The format of the coaching includes collective training sessions to be held in the JRC as well as one-to one sessions with the mentor/coach, including skype sessions, mentor's visits to the JRC and possible visits of the researchers to the mentor's own premises.

¹ A letter of support from an appropriate directorate representative stating that the personnel listed in the proposal will be made available should the proposal be selected is acceptable.

- The coaching/mentoring will open with a collective training session to be organised in Ispra. Unit I.4 will manage all the administrative procedures for the invitation of the expert and for the request for a collective training.
- The one-to-one sessions would need to take place outside JRC core hours, and no reimbursement cost should be expected, when/if the researchers wish to travel to the mentor's premises.
- The projects can be presented by a team of researchers.

4. Proposal Specifications

The proposal should not be more than 6 pages A4 in length (not including annexes; 12 point letter size, double spaced, 2 cm margins).

The application form needs to be filled in all its relevant sections. Failure to do so will result in disqualification.

It must include all the following information, in the suggested order:

1. Name of the Author/s
2. Name and Acronym of the Unit/s
3. Associated Project Browser project number
4. Summary of the proposal (maximum 1/2 page A4)
5. Reference to own previous work and commercial experience
6. Annexes to be included (qualifications of project personnel as evidenced by CVs).
7. Management of project (including GANTT chart, itemised cost statement, measures to ensure quality) (optional)
8. Business Plan for commercial exploitation (applications of expected results, market potential, proposed exploitation including intellectual property rights, customer value proposition) (optional)
9. Competitive intelligence analysis (optional)

5. Deadlines

- Proposals must be submitted by **December 31, 2018**. The training will commence at the beginning of 2019.

6. Contacts

Please submit your proposal, or questions, by e-mail only to:

Annarita FERRERI
Competence Centre on Technology Transfer
E-mail: JRC-TechTransfer@ec.europa.eu

7. Follow-up of Selected Projects

Participating researchers will be asked to present **one-page** monthly reports **to unit I.4** on their activity, **that can be shared with the Rotary**. The assigned I.4 programme manager will participate to some of the training and/or coaching sessions, as well as conducting timely interviews with participants and mentors. These **monthly** would assist in the redaction of the final evaluation report.