EIT HEI Initiative Call for Proposals 2024
KPI Expectations

INFORMATION SESSION FOR THE CALL FOR PROPOSALS 2024

15 October 2024

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Agenda

- KPI criteria in a nutshell

- STOP/GO decision phase and timeline for achieving the KPIs

- How will the KPIs be monitored?

- Importance of selecting the KPIs

- Get Inspired: KPI success stories

- Questions & Answers

EIT HEI Initiative

01
KPI Criteria in a nutshell

General KPIs information

The KPIs should be achieved by the consortium as a whole - not organization specific

All KPIs selected targets should be achieved within the project funding period

In your application, you will be asked to indicate a year in which the KPIs will be achieved.

EIT KPIs and EIT Core KPIs

EIT KPIs: all KPIs are mandatory | EIT Core KPIs: minimum one KPI must be selected

Annex 5.2 and 5.3 of the Call For Proposals 2024

Please note that in the context of this call, when reading the KPI descriptions in the table, 'KIC' refers to the EIT HEI Initiative project; the project must implement/deliver on these activities.

EIT KPI Criteria

KPI Code KPI	Description	Minimum Target Phase 1	Minimum Target Phase 2
EIT HE03.1	Number of start-ups and scale-ups supported by the KIC for at least 2 months in year N, provided the KIC's services contribute to the company's growth (including potential growth)	4	At least double the Phase 1 target
EIT HE08.1	Number of successful participants in EIT professional development courses, online training courses and other education/training activities delivered or in a process of delivery (by country and type of programme), including data on country of citizenship and gender. Only participants, who successfully finished the programme, will be counted. For this KPI, only those education and training activities which have clearly defined learning outcomes, and which carries out competency assessment method are applicable.	350 Students 50 Academic Staff 50 Non-Academic Staff	At least 30% increase of Phase 1 target
	Number of successful participants in additional mentoring related to the training programmes.	35 Students 15 Academic staff 15 Non-Academic Staff	At least 30% increase of Phase 1 target
EIT HE19.1	Number of new and/or improved structures and mechanisms established in or mobilized by HEIs participating in the EIT HEI Initiative with an objective to support innovation and / or entrepreneurship	2 (One of these must enhance diversity and inclusion, such as a new structure supporting female entrepreneurs)	At least double the target of Phase 1 (Two of these must enhance diversity and inclusion, such as a new structure supporting female entrepreneurs)
EIT HE20	Number of new partnerships established as a result of the EIT HEI Initiative.	2	At least double the target of Phase 1 target

EIT KPI Criteria

KPI Code KPI	Description	Minimum Target Phase 1	Minimum Target Phase 2
EIT HE01.1	Number of innovative products, processes and methods & <u>Intellectual Property Rights (IPR) applications</u> resulting from KIC activities.	-	2
EIT HE04.1	<u>Number of start-ups established</u> in year N as a result / based on the output(s) of KAVA(s), or start-ups created for the purpose of an innovation project to organize and support the development of an asset.	-	2

EIT HEI Initiative

EIT Core KPI Criteria

*Furthermore, the IVAP must select and deliver on <u>a minimum of **ONE** of the following EIT Core KPIs</u>, to be achieved by the end of the project funding period:*

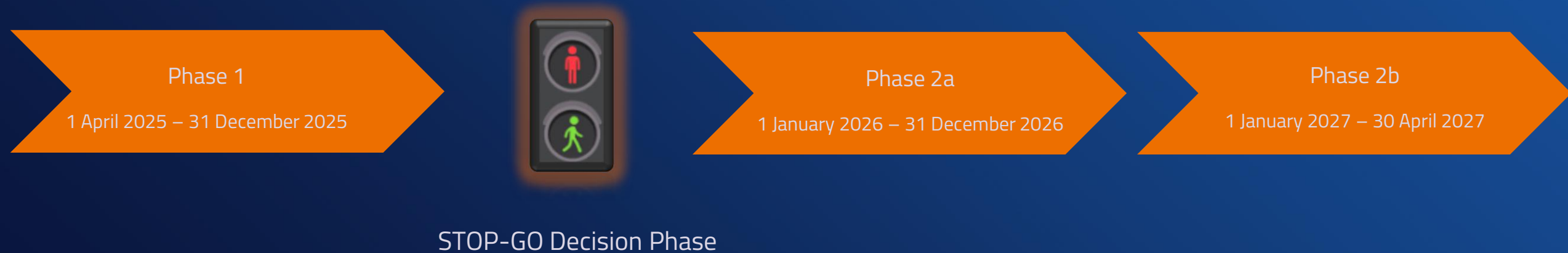| KPI Code KPI	Description	Minimum Target Phase 1	Minimum Target Phase 2
EIT HE02.4	<u>Number of innovations introduced on the market</u> during the KAVA duration or within 3 years after completion <u>with a sales revenue of at least 10,000 EUR documented.</u>	-	1
EIT HE04.4	<u>Number of start-ups established</u> in year N as a result / based on the output(s) of KAVA(s), or start-ups created for the purpose of an innovation project to organise and support the development of an asset <u>having financial transactions of at least 10,000 EUR</u> for services/products (result of the KIC KAVA [EIT HEI Initiative project]) sold to customers <u>or at least 200,000 EUR raised via private investment into start-up equity.</u>	-	1
EIT HE06.1	<u>Total EUR amount of private and public capital attracted in year N by supported startups/scale-ups</u> (per country) that have received KIC business creation services support or EIT HEI Initiative project support for a total duration of at least two months	-	No minimum value, to be set by the project

02

STOP-GO Decision Phase and timeline for achieving the KPIs

KPI achievement and STOP-GO decision phase

Phase 1

1 April 2025 – 31 December 2025

STOP-GO Decision Phase

Phase 2a

1 January 2026 – 31 December 2026

Phase 2b

1 January 2027 – 30 April 2027

Before continuing to Phase 2, projects must satisfactorily complete Phase 1.

All KPIs targets laid out in your IVAP for the relevant period must be met by the end of the Phase (Phase 1, Phase 2a, Phase 2b)

Before continuing to Phase 2, projects must satisfactorily complete Phase 1.

Projects will participate in a Phase 1 Review process which will lead to a STOP-GO decision for the project regarding its progression into Phase 2. This STOP-GO decision will be based on the fulfilment of the following criteria

1 *Delivery and validation of the Phase 1 EIT KPIs included in the IVAP.*

2 *Achievement of key milestones and deliverables in Phase 1 (as set forth in the proposal's submitted application content attachments), in order to achieve institutional change in Phase 2.*

3 *Submission of an updated IVAP - the information on how the EIT HEI Initiative has impacted project's efforts around specific domains will be collected as part of the Phase 1 Review.*

03

How will the KPIs be monitored?

1 — **Progress meetings with the Project Officers**

Monthly updates and checking the project implementation, progress and monitoring

2 — **Performance reporting Phase 1**

The structured data and supporting documents for KPIs validation will be collected. Please be advised that not providing sufficient documents may cause a rejection of a KPI.

3 — **Performance reporting Phase 2**

The structured data and supporting documents for KPIs validation will be collected. Please be advised that not providing sufficient documents may cause a rejection of KPI.

4 — **Annex 5.2 and 5.3: KPIs required documents**

Please check it carefully before selecting the targets of the KPIs/choosing the EIT Core KPI.

Example 1: Annex 5.2

- EIT KPI definition
- Structured data to be provided (non-exhaustive list)
- Supporting evidence
- Please check the minimum target for each KPI!

EIT KPI Code (for KICs internal use only)	EIT KPI name	EIT KPI definition (as per EIT Impact Framework)	Required structured data (as per EIT Impact Framework; non-exhaustive list)	Supporting evidence (as per EIT Impact Framework and HEI Initiative requirements)	Phase 1 (minimum KPI target)	Phase 2 (minimum KPI target)
EITHE03.1	# Of start-ups/scale-ups supported	Number (#) of start-ups and scale-ups supported by KICs for at least 2 months in year N, provided the KIC's services contribute to the company's growth (including potential growth). KICs should justify that the provided services contribute to the company's growth (including potential growth). Examples of such services are mentoring, consultancy on access to finance and markets, product/service marketing, legal advice, internationalisation, match-making, etc. The services should be provided for a total period of at least two months. Start-ups and scale-ups will be reported by country of registration of the venture.	Structured data to be provided: • Year of reporting • Company name • Company registration number • Country of registration • Gender of the CEO • Reference to a specific KIC KAVA • Was the company supported through the EIT HEI Initiative?	The projects will be asked to provide a company registration certificate (Only for the KPI(s) reached in Phase 1. This supporting evidence will not be required in Phase 2.).	4	At least double the target you set for Phase 1 *E.g., if you set your target as 6 in Phase 1, your Phase 2 target must be minimum 12, etc.*

Example 2: Annex 5.3

- EIT KPI definition
- Structured data to be provided (non-exhaustive list)
- Supporting evidence
- Please check the minimum target for each KPI!

EIT Core KPI Code (for KICs internal use only)	EIT Core KPI name	KPI definition (as per EIT Impact Framework)	Required structured data (as per EIT Impact Framework; non-exhaustive list)	Supporting evidence (as per EIT Impact Framework and HEI Initiative requirements)	Phase 1 (minimum KPI target)	Phase 2 (minimum KPI target)
EITHE04.4	# Start-ups created	Number (#) of start-ups established in year N as a result / based on the output(s) of KAVA(s), or start-ups created for the purpose of an innovation project to organise and support the development of an asset (but not later than three years after the completion of KAVA) having financial transactions of at least 10 000 EUR for services/products (result of the KIC KAVA) sold to customers or at least 200,000 EUR raised via private investment into start-up equity	Structured data for the KPI: • Year of reporting • Company name • Company registration number • Country of the company registration • Gender of the company CEO • Link to the specific KAVA • Was the company created through the HEI CB Initiative? • Was the company created through a cross-KIC project?	• Registration certificate of a start-up established in year N • Description of the start-up and its core business • Document such as an invoice or an online sales record certifying financial transactions of at least 10 000 EUR for services/products (result of the KIC KAVA) sold to a customer or a proof of private investment of at least 200,000 EUR into start-up equity	0	1 (if this EIT Core KPI has been selected by the Consortium)

04

Importance of selecting the KPIs

Before selecting the KPIs

- It is crucial to check the KPI Annex 5.2 and 5.3 of the Call for Proposals 2024
  - Check the supporting documents required.
  - Check the targets for the phases and make sure that the project duration is realistic for achieving those targets.
- We encourage projects to be ambitious but also realistic when choosing the targets.
- Selected KPIs should align with the activities proposed in IVAP.

Two-Strand Approach

Strand A

- Innovation and entrepreneurship capacity building at HEIs (without any specific thematic focus but still connecting with KIC strategic objectives)

Strand B

- Innovation and entrepreneurship capacity building at HEIs for the enhancement of Deep Tech.

- Focus on deep tech talent training should be described in detail with specific reference to the EIT KPI 08.1. The KPIs should be reflecting the deep tech enhancement-driven activities of your IVAP.

05

Get Inspired:
KPI Success Stories

Get Inspired:
KPI 3.1 Startups and scaleups supported

KPI 3.1 Startups and scaleups supported

- The startup must be already registered

- Support must contribute to company's growth (including potential growth)

- Duration:
  - Minimum of two months

- Structured Data
  - Year of reporting
  - Company name
  - Company registration number
  - Country of registration
  - Gender of the CEO
  - Reference to a specific KIC KAVA
  - Was the company supported through the EIT HEI Initiative

KPI Targets

Phase 1:

- Minimum 4 startups/scaleups

Phase 2:

- Two times more than phase 1 (i.e. minimum 8 startups/scaleups)

Supporting Documents

- Registration Certificate (phase 1 only)

KPI 3.1 Startups and scaleups supported

Support Format

- Project Development & Finance:
- Business & Market Strategy:
- Technical & Specialized Support:
- Marketing & Scaling:

KPI 3.1 Startups and scaleups supported

Success story

- Startup success because of the training program.
- Tested business model in a simulated environment.
- Accessed mentorship to refine pitch.
- Secured funding and successfully launched within months.

KPI 3.1 Startups and scaleups supported

Challenges

Identifying potential startups

Tailoring the service

Scalability

Get Inspired:
KPI 8.1 Participants Trained

KPI 8.1 Participants Trained: Main Requirements

- Only participants who **successfully finished** the programme will be counted

- Trainings must have **clearly defined learning outcomes**

- Need for a **competency assessment method**

- **Duration**:
  - Students: minimum **50-60 hours study time** or **2 ECTS**
  - Staff: minimum **10 delivery hours**

- **For Deep Tech Strand**
  - Deep tech trainings to students of any academic programme
  - I&E trainings to deep tech fields students

KPI Targets

Phase 1:

- Students : 350 (of which at least 35 mentored)

- Academic Staff: 50 (of which at least 15 mentored)

- Non-Academic Staff: 50 (of which at least 15 mentored)

Phase 2:

- Students : 30% more than Phase 1

- Academic Staff: 30% more than Phase 1

- Non-Academic Staff: 30% more than Phase 1

KPI 8.1 Participants Trained: Best Practices

Get management and faculty support

Partner up with business

Design a good comms strategy

Choose the right training format

Leverage the cross-partner collaboration

Assess for continuous improvement

Get Inspired:
KPI 19.1 Number of new and/or improved structures and mechanisms established

KPI 19.1 Structures and mechanisms

- KPI Description: Number of new and/or improved structures and mechanisms established in or mobilized by HEIs participating in the EIT HEI Initiative with an objective to support innovation and / or entrepreneurship.

- Explain how the EIT HEI Initiative has contributed to establishing, improving and/or mobilizing these structures.

- E.g. innovation testbeds, units, programmes, spaces, infrastructures, etc.

KPI Targets

Phase 1
- 2 (1 of these must enhance diversity and inclusion, such as a new structure supporting female entrepreneurs)

Phase 2
- At least double the target you set for Phase 1
- 2 of these must enhance diversity and inclusion

KPI 19.1: Best practices

Engage with local stakeholders

Adapt to the context
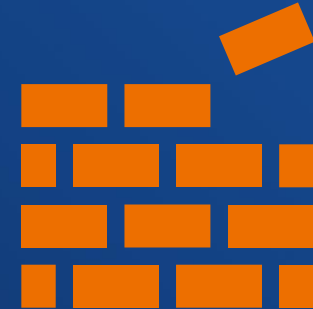
Institutionalise the structure

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Funded by the European Union

Get Inspired:
KPI 20 Number of new partnerships established as a result of the EIT HEI Initiative

KPI 20 Number of new partnerships established as a result of the EIT HEI Initiative

- KPI description: This indicator has two sub-indicators, for which only one sub indicator needs to be fulfilled:

  - [KPI 20.1] # New partnerships established by participating HEIs and businesses, research organisations, other actors
  - [KPI 20.2] # and % of HEIs which participate in other activities of the KICs

- Strengthen the connection and integration of the project and its partners with other innovation and entrepreneurship (I+E) actors and/or initiatives.

- E.g. partnerships established between participating HEIs and business partners or Research and Technology Organisations (RTOs), or between consortia partners and local/regional government bodies

- E.g. partnerships between project consortia partners and one or more of the EIT KICs, the project's participation in other KIC activities and/or EIT Community initiatives (Cross-KIC), etc.

KPI Targets

Phase 1
- 2

Phase 2
- At least double the target you set for Phase 1

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**Get Inspired:
KPI 2.4 – Innovation introduced on the market with
10k in sales**
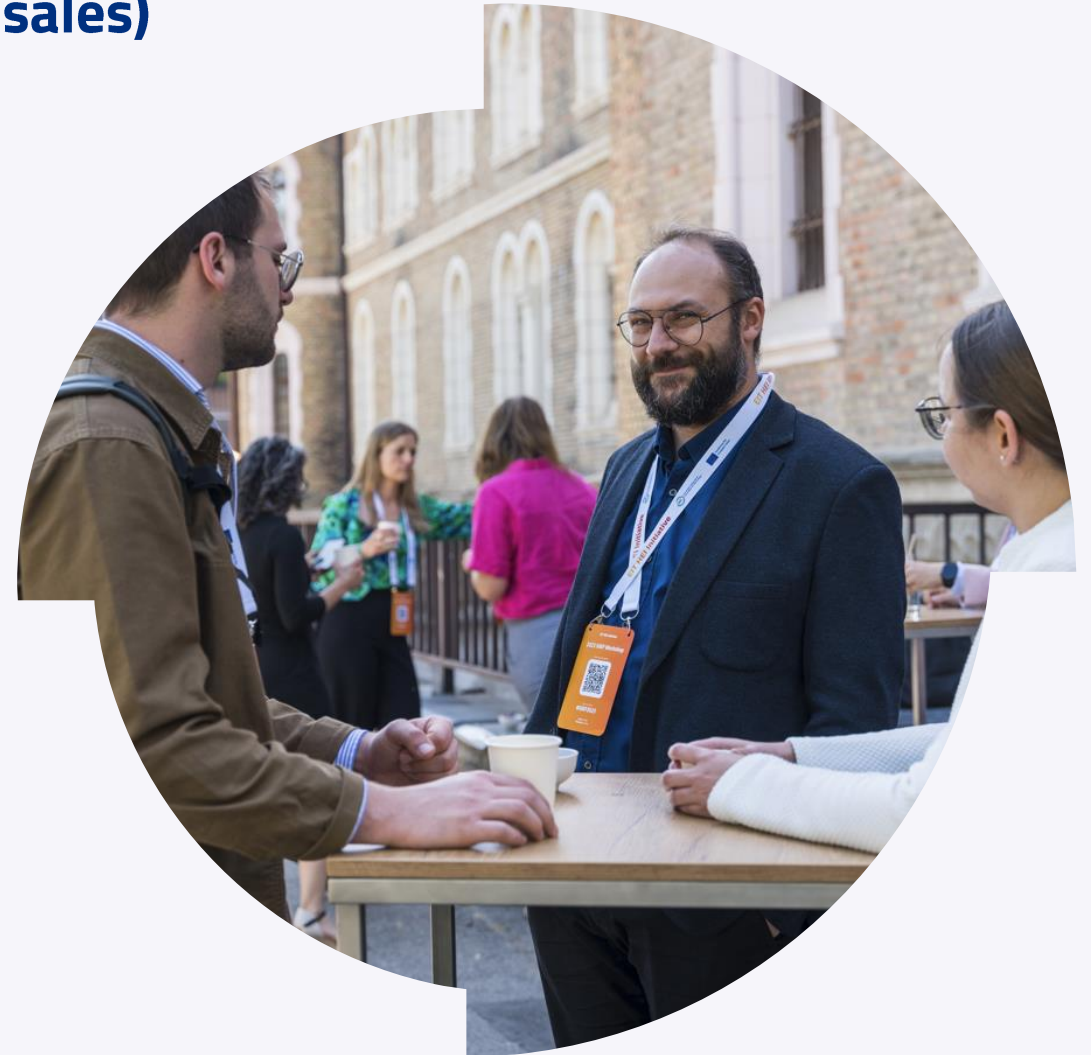
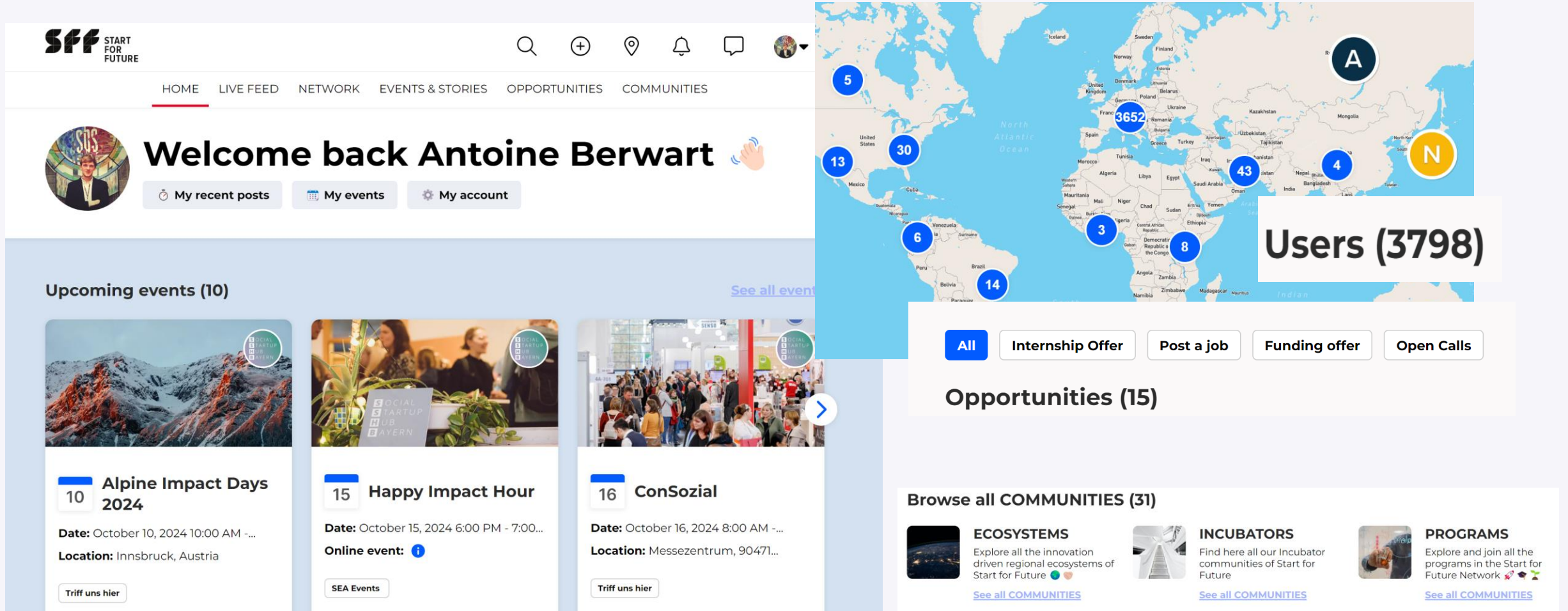## KPI 2.4 – Innovation Introduced on the Market (10K sales)

Main requirements:

1. Innovation introduced on the market **during the project´s duration**

2. Innovation with a **documented sales revenue of at least 10.000€**

3. The innovation must be **directly linked with your project**

Supporting evidence required to validate the KPI:

I. **Description of product or process** with specified performance characteristics / physical parameters / functionalities demonstrating the novelty of the product/process *(template provided)*

II. **Declaration** demonstrating the link between your HEI project and the development of the innovation, including the project´s investment in the innovation *(template provided)*

III. Documented proof such as an **invoice or an online sales record** demonstrating that purchase(s) has been made by customer(s) reaching a **minimum of 10.000€**

KPI 2.4 – Success Story
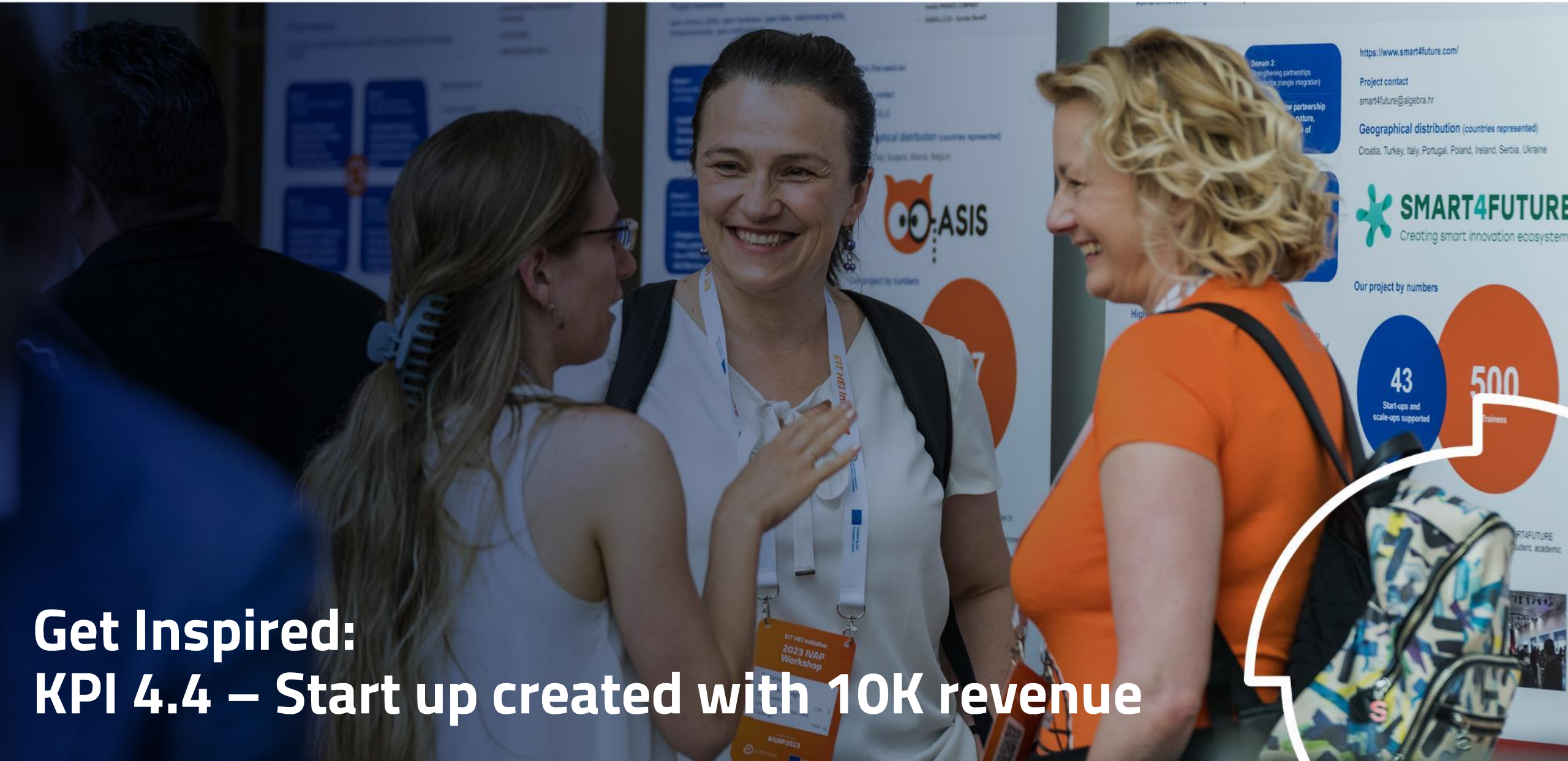
KPI 2.4 – Challenge & Tip

Timing

Planning

- Careful and realistic planning at the proposal writing stage

- Not necessarily starting something new

- Make sure that you have the right partners and expertise in your consortium

- Make sure to have enough budget planned for communication and dissemination purposes

Get Inspired:
KPI 4.4 – Start up created with 10K revenue

KPI 4.4 – Startups Created with 10K revenues

<u>Main requirements</u>:

1. **Start-up established in year N** as a result / based on the output(s) of a HEI project

2. **Financial transactions of at least 10.000€** for services/products sold to customers; *<u>or</u>*

2. **Minimum 200.000€ raised** via private investment into start-up equity

Supporting evidence required to validate the KPI:

    I.   **Registration certificate** of the start-up, established in year N

    II.   **Description of the startup** and its core business *(template provided)*

    III.   Document such as an **invoice or an online sales** record certifying financial transactions **of at least 10.000€** for services/products sold to a customer or **a proof of private investment of at least 200.000€** into start-up equity

KPI 4.4 – Success Story

SFF START FOR FUTURE

Athens Center for Entrepreneurship and Innovation
The Athens Center for Entrepreneurship and Innovation (ACEin) is the incubator and accelerator of the Athens University of Economics and Business (AUEB). ACEin is accredited by the European Union Open Innovation best practice.

Beyond Pre-Accelerator
Beyond is a pre-accelerator implemented by JA Bulgaria and its spin-off company The Edge R&BD. Currently it is in its third year of operation. Our team has diverse and cross-functional experience in entrepreneurial education and has supported hundreds of startups to grow and excel.

Bright Red Triangle @Napier University
is Edinburgh Napier University 's hub for enterprise. Whether you want to launch a new app, start a social enterprise, develop an innovative new product, or simply flex those entrepreneurial muscles to see how it feels, the BRT Team are here to encourage and support your entrepreneurial ambitions of staff,

Business Incubator Osijek
Business Incubator Osijek (BIOS) was established by the city of Osijek in 1996, with the goal of setting up a support center for small and medium-sized enterprises.
Explore more

Contamination Lab (CLab) Pisa
The Contamination Lab (CLab) Pisa, located in Pisa Italy, aims to promote entrepreneurial culture and innovation, valuing ideas and interdisciplinarity. It allows participants from different disciplinary fields to get to know each other and work together on common projects.

DO! Centre for Student Entrepreneurship
DO! is the Centre for Student Entrepreneurship at Ghent University. Under the motto "Dare to Venture!" we want to motivate the 47000 students of Ghent University to think entrepreneurially and take their startup ideas forward. Since our foundation in 2011, DO! has
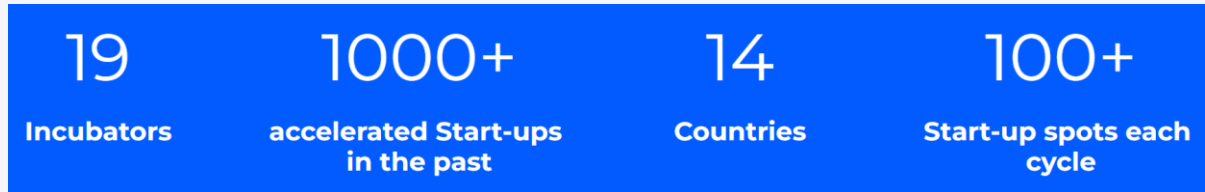
TecnoCampus Incubator
At TecnoCampus, we bring together university and business in a single space dedicated to innovation, entrepreneurship & impact. Based in the Catalan city of Mataró, in front of the beautiful Mediterranean Sea and just 20 kilometres outside Barcelona, our incubator was launched in 2010.

Universidade de Aveiro (UA) Incubator
UA Incubator, created in 1996, is a space for hosting, stimulating and supporting the incubation of innovative business ideas and start-ups, mainly of technological nature and high growth potential.
Explore more

19	1000+	14	100+
Incubators	**accelerated Start-ups in the past**	**Countries**	**Start-up spots each cycle**

KPI 4.4 – Tips

- Already existing and successful incubation programs join forces

- International aspect and expertise of each incubation program is very attractive for students & young startups

- Programs that attracts a mix of teams of students creating their first venture and more experienced entrepreneurs

  -> Higher chances of seeing startups reaching their first 10K in revenues

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Get Inspired:
KPI 6.1 Investment attracted

KPI 6.1 Investment attracted

Description

- Total EUR amount of private and public capital attracted in year N by supported startups/scale-ups (per country) that have received EIT HEI Initiative project support for a <u>total duration of at least two months</u>.

- **This is one of three EIT Core KPIs to be selected and delivered by the project.**

- No minimum value to be set up for this KPI. The project can choose the value. **Be ambitious, but realistic!**

Supporting evidence

- Declaration of a start-up proving the amount, type of investment, source of income by type (public/private).

Success story from HEI Initiative

- This cohort 2 project aims to harness the power of networked communities to scale-up and accelerate the impact of entrepreneurial universities.

- It was coordinated by a university based in Barcelona and the consortium was made up of 11 partners.

Investment attracted

1.4 mil EUR	**206k EUR**
2023	2024
2 start-ups	10 start-ups

Private capital

- Access to a wide pool of start-ups, scale-ups, entrepreneurs, research teams etc.

- Community of investors – angel investors, VCs, personal investors etc.

- Bringing both parties together – demo days, pitching days, hackathons, accelerator programmes etc.

Challenges: Legal aspects, maturity of start-ups, evolving business sectors

Public capital

- Access to a wide pool of start-ups, scale-ups, entrepreneurs, research teams etc.
- Practical know-how on applying for various EU/national funding instruments

Challenges: High competition, long timelines

EIT HEI Initiative

06

Q&A

Thank you!

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