**Scope of the Call for applications (hereinafter referred to as “Call”)**

Following 5. § of signed Memorandum of understanding on training cooperation in the field
of innovation between the Visegrad countries and the government of the State of Israel
and the International Visegrad Fund (hereinafter referred to as the “Fund”), the parties are pleased to launch the third Call of *V4 Innovators in Israel Training Program* addressed to young entrepreneurs/start-uppers and optionally to incubators’ representatives/employees.

The Call aims to support start-ups in evaluating the market potential of their innovative ideas/solutions/prototypes/MVPs/products/services and offer them practical tool how to run innovative businesses and enable them to grow and how to successfully internationalize their activities. It aims to support incubators’ representatives/employees in extending their professional capacity and quality of services provided for incubating companies as well.

The total budget allocation of the Call is €80,000. The V4 countries jointly contribute 80% of the budget through the Fund whereas the Israeli side contributes 20% of it. The actual budget of the Call will depend on the real cost of the program. Unused amount of the budget will be retained in the program allocation of the Fund.

**Call announcement and structure**

The Call is open **from April 5th until May 4th, 2022,** by the Fund and consequently disseminated by the local partners or designated local entity/entities in each of the V4 countries.

7 applications per each of V4 countries are expected to be supported in the framework of the program. The number of supported applications from incubators is limited.

**Eligible applicant:**

* Citizen of one of V4 countries;
* Representative/employee of an innovative enterprise (including start-ups which are at least in the stage of MVP[[1]](#footnote-1));
* Representative/employee of incubators;
* Only one application from an entity is allowed to be submitted;
* If the applicant is not an owner of the start-up/company/incubator, his/her application must be confirmed by an authorized representative (CEO preferably) of the employer;
* The application has to be submitted by a natural person – a representative or an employee of an entity registered in one of the V4 countries: a start-up as a young company established not earlier than 5 years before the application deadline, and incubator operating in one of the following industries:
* Information and communications technology (ICT);
* Health/Biotechnology;
* Transport/Smart mobility/Automotive sector;
* Fintech;
* Cybersecurity/Artificial intelligence/Cybernetics;
* Climate-tech (ecology, water and waste management, sustainable technologies);
* Exclusive rights to the proposed idea/solution/prototype/MVP/product/service (*confirmed in the form of a written statement by the owner of exclusive rights*) that is free of legal claims (if applicable).

**Submission of applications:**

The Fund will receive 2 documents from each applicant: CV and Application Form (hereinafter referred to as “application”) as follows:

* CV in PDF file downloaded from personal LinkedIn profile of the applicant and Application Form in PDF file (Application Form must be signed by the applicant and scanned afterward), or
* CV and Application Form in PDF file (Application Form must be signed by the applicant and scanned afterward).

**Both documents should be in English and submitted in PDF format to the Fund via e-mail:** visegradfund@visegradfund.org, **by no later than May 4th, 2022, 23:59 (CET).**

**Initial verification process:**

7 applications from each V4 country − 28 in total are expected to be supported under the program. In addition, 2 reserve applications from each V4 country will be selected. If a V4 country does not manage to fill up its allocated quota, it can offer the remaining places to others.

**The Fund collects incoming applications and verifies them against the formal criteria:**

* Applications submitted within the deadline;
* Applications submitted by an applicant registered in one of the V4 countries;
* Complete applications.

Subsequently, the applications grouped in two lists (applicants eligible for further assessment, and applicants to be rejected for formal reasons) are forwarded to National Selection Committees of the V4 countries, relevant to the applicants’ nationalities. The size and the composition of each National Selection Committee are to be decided by the respective country at its own discretion.

An Israeli expert (or experts) will be involved in the evaluation process conducted by the National Selection Committees.

**Evaluation of applications**

The process will consist of assessment of the applications and a pitch (interview).
An applicant will be invited to the pitch (interview) on the basis of the quality of his/her written application.

Applications will be assessed on the basis of the following criteria scored from 1 to 5, where 1 is the lowest and 5 is the highest:

1. **A. Innovativeness of the proposed idea/solution/prototype/ product/service for start-ups (weight 30%)**

The applicant should prove that the proposed idea/solution/prototype/MVP/product/service is modern and/or technologically advanced, and offers a new value in terms of technology and/or value creation; its commercial potential (such as identified potential clients)
and attractiveness for investors should be analyzed and proven in advance in cooperation with Venture Capital, Angel investor or other type of funding entity.

or

1. **B. Incubation activity for incubators (weight 30%)**

In case of incubators, the applicant should prove his/her personal involvement in ongoing and past incubation activity, including the amount of investments
and outsourcing carried out or mediated. The applicant should prove his/her personal involvement in the incubation process that is currently carried on, and is responding to real market demand. It is also expected that the applicant can prove incubators´ real deal flow activity (investment promotion and facilitation, startup competitions etc. as organized for start-ups). The incubation activity directed to start-ups which correspond to the conditions set out in the 1. A. point.

1. **Potential to fully exploit the benefits of the training program in Israel, its relevance for the applicant (weight 30%)**

The applicant should clearly explain why the training program is relevant for them, and how they will exploit the benefits of this program in their future work, e.g., in relation to the proposed idea/solution/prototype/MVP/product/service.

1. **Professional competencies of the applicant (*pitch – interview conducted in English),* (weight 40%)**

**The applicant should present:**

* Excellent command of English;
* Capacity to participate actively in the entire program in Israel (10 working days);
* Strong social and communication skills;
* Demonstrated personal drive and self-motivation;
* Ability to meet goals and deadlines;
* Ability to present (a) precise idea(s) of an innovative project or a product itself;
* Ability to present the incubator´s activities and its future orientation.

**During the pitch (interview) the applicant will be asked to:**

* present the proposed idea/solution/prototype/MVP/product/service in case of start-ups and the areas of future potential quality and service improvement in incubator’ activities in case of incubator’s employee − 3 minutes;
* describe their professional experience − 2 minutes;
* outline their expectations towards the program − 2 minutes.

Applications with a **total final score of 3.4 points** and above will be awarded a scholarship. The application with the final total score below the threshold of 3.4 points will be rejected.
The final scholarship decision will be made by the National Selection Committees based on the ranking lists of applications assessed – by June 15th, 2022.

**Training program in Israel:**

The 10 working days long training session is jointly financed by the V4 countries (through the Fund) and Israel, with scholarships granted to participants. The Golda Meir Mount Carmel International Training Center (hereinafter referred to as “MCTC”) is responsible for the training content.

***The training program in Israel will be tentatively held from September 4th, 2022 – September 15th, 2022.***

**Golda Meir Mount Carmel International Training Center (MCTC)**

# The training program will be split in two blocks – theoretical and practical. The theoretical part will be held in the MCTC situated at 12 Pinsky Street, Haifa and the practical part/B2B in Tel Aviv and Jerusalem (if required). Each block will be efficiently managed to avoid time losses associated with transfer of participants across State of Israel.

**The training program will be composed of:**

* Interactive workshops, seminars and case studies;
* Networking among young entrepreneurs from V4 and Israel, with entrepreneurs,
start-ups, accelerators, investors, academia, and innovation experts from high-tech sectors in Israel;
* One to one or smaller groups-oriented exercises with mentors;
* B2B meetings to provide real market access for participants;
* Social interaction and understanding of the nature of success of Israel – The Start-Up Nation.

**In detail, the program will focus on:**

* Validation or revision and improvement of business model of each participant if necessary (mentoring sessions);
* Mentoring and consultation services provided by experts from Israel;
* Methods, tools and practical guidelines to market potential assessment of the innovative idea/solution/prototype/MVP/product/service;
* Networking events and establishing contacts with Israeli entrepreneurs;
* Basics of protection of intellectual property rights;
* Interpersonal skills management and negotiation;
* Cooperation and communication with investors (self-presentations, preparation of business plans, what VC are looking for) and academia;
* Global context of demand-driven innovations (market take-up of innovations)
and mapping trends on global technology market;
* Preparation of go to market strategy (defining suitable target group and geographical coverage, customers’ need, sales and marketing strategy);
* Raising funds from different sources such as venture capitalists, state grants, angel investors, crowdfunding etc.);
* The right people for the right job at the right time (HR aspects/principles/best practice);
* Meetings with potential investors, business partners and customers.

The program could be adjusted by the provider prior the start of the program according to the composition of the group.

**Financial provisions of the scholarship:**

The scholarship will be disbursed partly to the implementing partner in Israel (MCTC) and partly directly to the applicants selected to participate in the training program after the Contract for Financing Scholarship with the Fund is signed.

The scholarship provided directly to each selected participant is in the form of a lump sum amounting to €500 intended to cover expenses related to the applicant’s travel to/from the training program in Israel; the remaining costs covering accommodation (1 or 2 person per room), 3 meals + 2 coffee breaks per day/per person (lunch will be either at the hotel in Haifa or MCTC in Haifa, or outside of Haifa during study visits), local transportation in Israel
and medical insurance for the time of stay in Israel, will be covered by the Fund through the implementing partner.

**Local administration support and info points for applicants:**

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1. Minimum viable product. [↑](#footnote-ref-1)