



Declaration of Intent for an EIC (Multi)Corporate Day

This Declaration of Intent (DI) sets terms and mutual understanding between the [European Innovation Council \(EIC\)](#) and [x] (Corporation) on the potential co-organization of a [“European Innovation Council Corporate Partnership Programme”](#).

Background - Why

Bridging the gap between innovators and large companies to create a mutually beneficial environment may prove to be a crucial strategy for accelerating business growth in Europe.

- From the perspective of small innovative companies, partnering with large established enterprises is a straightforward way to reach larger deals, accelerate market penetration, validate disruptive solutions, and tap faster into global distribution and marketing channels.
- From the point of view of large companies (hereinafter “Corporations”), gaining exclusive access to new ideas, products and solutions that challenge existing business models or markets, may help them navigate and overcome complex business environments.

To this end, and under its Business Acceleration Services line, the EIC directly co-organises together with the Corporations active in the field of open innovation and corporate venturing the so-called “EIC Corporate Days” (hereinafter “EIC CD”).

An EIC CD is defined as an exclusive curated business acceleration service bridging the gap between EIC-funded innovators and Corporations. It includes a pre-selection procedure, dedicated preparatory training, pitching, 1-to-1 meetings, deal making support and networking activities involving the Corporation’s top managers, experts, and decision-makers in all steps.

The Corporation will benefit from collaborating with the EIC by gaining direct access to innovation from a wide European ecosystem whose innovators have been validated and financially supported by the EIC with up to EUR 2,5 million in grants and EUR 30 million in equity: more than [6000 innovative Startups/Scale-ups](#) across Europe and beyond are part of the EIC Community.

Furthermore, the Corporation would be able to help new innovative solutions scale to global markets much faster than otherwise and, by doing so, have a potential competitive advantage in the market.

An additional format of the **EIC Corporate Partnership Programme** is the **Multi-Corporate Day** (hereinafter “**EIC MCD**”)—where a select group of corporations collaborates around shared challenge within the **EIC MCD**, one corporation takes on a leading role, providing key resources such as the venue and overall coordination (hereinafter “**Host Corporation**”).

Roadmap for a successful EIC Corporate Day

- 1) **Corporate Day management/organization:** The Corporation designates a person from its staff as official contact point for the organisation of the event (hereinafter “Corporate Contact”). The role, the related decision-making procedure and the overall management of the event organisation may not be subcontracted to external staff. In the case of an EIC MCD, this applies to both the Host Corporation and the Invited Corporations.
- 2) **Topics:** The Corporation shall propose relevant “vertical/s”, challenge/s or/and pain point/s as focus of the EIC CD, tapping into the innovators’ potential solutions. The thematic focus must be agreed with the EIC and should be relevant to the portfolio, leveraging a necessary interest. In the case of an EIC MCD, typically is the Host corporation leading the proposal of the relevant topics, unless is decided differently between the corporations involved.
- 3) **Applications/:** The event and topics are shared exclusively with the [EIC Community](#) (i.e. EIC-backed startups and scaleups) in an internal call for applications. The Startups/Scaleups of the EIC Community interested in doing business with the Corporation will be given the possibility to apply for a period of ca 4-6 weeks.
- 4) **Corporates selections:** The Corporation shall create an internal expert/scouting team to examine the applications and select between min. 15 to up to 150 EIC applicants (“startups backed by the EIC”) to participate in the EIC CD. The involvement of Corporate Business Units decision makers is instrumental. Smaller events in size (up to 25 EIC-backed startups) prove to be quite effective for business deals and a winning business experience. In the case of an EIC MCD, this applies to both the Host Corporation and the Invited Corporations, with the difference that the participation of EIC innovators should be a minimum of 25.
- 5) **Corporation’s insights:** The Corporation will designate for each of the selected EIC innovators a specific contact person inside the Corporation (“Innovator Contact”) to support them in their relationship with the Corporation. The Corporate Contact and Innovator Contact may be the same person. The purpose is to facilitate exchanges before and after the event, guaranteeing the innovator direct access to the Corporation. In the case of an EIC MCD, this applies to both the Host Corporation and the Invited Corporations.
- 6) **High-level coach/es** will provide all selected EIC innovators with a dedicated preparatory training on how to do business and pitch to the Corporation. The Corporate Contact is expected to participate in the training by providing a reverse pitch on the event’s objectives.
- 7) **Pre-arranged meetings:** The Corporate Contact will provide a list of pre-arranged business meetings for each selected EIC innovator, with at least 3 different decision makers working within the Corporation (together or separately). The business meetings are more successful when a variety of high-level decision-makers from different departments (open innovation, development, sales, product, etc.) are involved. In the case of an EIC MCD, this applies to both the Host Corporation and the Invited Corporations.
- 8) **Participation and commitment:** The Corporation shall ensure significant participation and commitment of high-level managers/experts/decision-makers being available to meet and engage in business contacts with the selected EIC innovators. These participants should be

relevant to the event's thematic focus. In the case of an EIC MCD, this applies to both the Host Corporation and the Invited Corporations.

9) **Pitching/Matching day:** The EIC CD will be held at one of the **main seats of the Corporation** in Europe. In the case of an EIC MCD the event will be hosted at the **Host Corporation's** main office. Any alternative venue must be discussed with the EIC beforehand.

10) The **EIC and the Corporation agree that the agenda** will include the following:

- 1 networking dinner on the night before the main event: offered to the selected EIC innovators, the Corporation's representatives, and potential stakeholders invited by the EIC and/or the Corporation. The venue will be agreed in advance and can be different to the main corporate seat.
- 1 keynote speech by a C-level manager of the Corporation.
- 1 "reverse pitch" by the Corporation.
- 1 keynote speech by a representative of the EIC.
- 1 pitching slot for each EIC innovator.
- At least 3 pre-arranged business meetings for each EIC innovator selected.

11) **Dissemination:** The Corporation will facilitate and promote the dissemination of the matching/pitching day internally (i.e., newsletter, EIC community posts, direct emails) and externally (i.e., social media, interviews, optional press releases) in agreement with the designated communication officer of the EIC. In the case of an EIC MCD, this applies to both the Host Corporation and the Invited Corporations.

12) In its exchanges with the selected EIC innovators participating in the EIC CD, the Corporation agrees to apply the **"3 EIC-backed startups friendly principles"** in relation to:

- A. Response time: Time is critical for innovators. Therefore, EIC innovators must be informed in a timely manner by EIC partners about the status of their application (positive or negative), following the Corporation's selection.
- B. Designated ownership: Having specific ownership identified for the EIC innovator is key. Only this way we can ensure the next steps in the process are heading towards a concrete partnership.
- C. Transparency/feedback: Go/No-Go decisions shall be clearly communicated to the EIC innovator. If cooperation is no longer feasible, the EIC innovator does not exit the program empty-handed. For the investment of its time and resources, the EIC innovator receives constructive feedback from the Corporation.



Costs:

The costs of the EIC CD are divided between the 3 parties involved: EIC, selected EIC innovators and the Corporation.

- **EIC**

- Coordinate the invitations, selection and confirmation of the EIC innovators.
- Provide at least two staff fully dedicated to logistics during the event day.
- Involve a senior EIC representative at the event.
- Organize dedicated preparatory training for each of the selected EIC innovators.
- Coordinate communications during the event in collaboration with the Corporation (photo and video coverage of interviews, live tweets).

- **EIC innovators**

- Covers their own travel and accommodation expenses.
- Cost of opportunity.

- **Corporation**

- Engage in the selection process for the applications received (an average of 70 applications is received per EIC CD depending on the topic).
- Commit to the general involvement of corporate staff and in particular:
 - Participation of the Corporate Contact in the EIC innovator pre-training.
 - Registration and involvement of the Corporate Contact in the EIC Community.
 - Facilitation of networking and 1-to-1 business meetings.
 - Availability of C-level staff for communication activities during the event.
 - Follow up with EIC participants, including the response to a satisfaction survey after the event.
- Cover the costs of hosting the event, including:
 - Catering: 1 networking dinner day before the event + 1 event day (lunch and coffee breaks), approx. EUR 140 / participant (maximum two participants per EIC applicant selected).
 - Venues, including a media set/technical needs and team for presentations and communication – costs vary per country.
 - Providing a photographer and/or videographer to document the event.
- Cost of opportunity of the corporate representatives at the event.

In case of an EIC MCS the Invited Corporation is not necessarily required to bear the costs associated with hosting the event.



Appendix 1- Event Organization Workflow – Standard retro planning calendar

Activities	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16
Challenge selection and declaration of intent	x															
Deadline for EIC-backed startups to apply		x	x	x	x	x	x									
Deadline for Corporate to select top EIC-backed startups								x	x							
Validation of EIC-backed startups by EIC										x						
Deadline for selected applicants to confirm attendance											x					
Training to selected applicants												x	x	x	x	
In person activity																x