
Call for the BforPlanet Startup Pitch Competition, co-organised with AticcoLab

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Presentation

Startups@BforPlanet is a platform to give visibility and provide support to sustainable startups. The Startup Pitch Competition is co-organised by BforPlanet and AticcoLab with the aim of enhancing visibility and providing resources to six (6) innovative and impactful projects linked to sustainability. They will be selected by a panel of judges according to the criteria set out in these application requirements.

Who can participate?

Newly created sustainable startups (less than 3 years old) with an innovative –but not necessarily digital– project within the following areas:

- RESPONSIBLE CONSUMPTION: Eco commerce, Clothing, Collaborative Consumption, Consumer Trends, Health & Personal Care, Home Products & Services, Leisure, Mobility, Nutrition, Sharing Economy, Travel, Tourism, Utilities.

- GREEN ECONOMY: Blue Economy, Circular Economy, Clean Air, Clean Energy, Cleantech, Clean Water, Climate Emergency, Cradle-to-Cradle, Decarbonisation, Eco-innovation, Forestry, Farming, Low Emissions Tech, Mining, Fishing, Net-Zero, Regenerative Design, Renewables, Resource Efficiency, Sustainable Design, Sustainable Tech, Zero Emissions, Zero Waste, Climate Emergency.

- SOCIAL COHESION: Ageing populations, Child-friendly, Education, Food, Future of Work, Future Skills, Gender Equality, Health, Talent Attraction, Social Innovation, Tech for Good, Wellbeing.

The startup should have at least one working MVP (minimum viable product) launched on the market and, if possible, present their initial metrics or turnover. Projects in various stages of growth will be accepted, whether they haven't received any kind of investment (seed) or have had a first round (growth).

Startups can be Spanish or foreign. The projects of the Pitch Competition can be pitched in English or Spanish.



Selection process and deadline:

The call for the Pitch Competition will be open from 25 May 2021 to 22 June 2021 at 23:59h via the call website: https://aticcolab.com/startups_bforplanet/

In case you miss anything in your application, startups that have already submitted theirs will be given 24 hours to provide additional information.

Startups that want to participate must complete the form and accept these application requirements. Upon submitting their application, participants declare that they accept and agree to abide by these terms and conditions. As part of the application process, participants will be asked to provide information and documentation for the correct evaluation of their project.

BforPlanet and AticcoLab will select 6 projects from all the applications that meet the above criteria to participate in the Pitch Competition that will be held on 8 July at BforPlanet (Fira de Barcelona). The finalists will be announced on Thursday, 1 July 2021.

Pitch Competition, judges and evaluation criteria:

An expert panel of judges will select the 6 finalist projects on the basis of the following criteria (to be evaluated from 1 to 5):

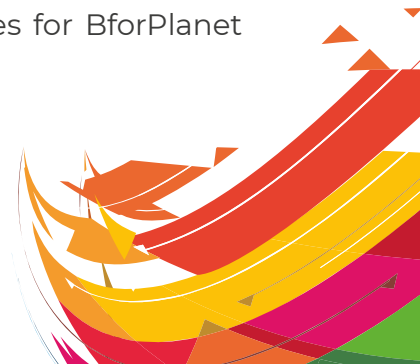
1. Project feasibility
2. Social impact
3. Innovation

Being able to attend the Pitch Competition in person will be viewed positively. You can specify your availability in the application form.

The Pitch Competition will take place on 8 July at the BforPlanet event. Finalists must pitch their project –in person or virtually– in a 5-minute presentation in English or Spanish. The panel of judges to select the winning project of the Pitch Competition will be made up of 1 person from the BforPlanet team, 1 person from the AticcoLab team, and 4 people from the AticcoLab mentoring network or collaborators in the call.

Awards:

The finalist startups will gain visibility through BforPlanet and AticcoLab's communication channels and will win 1 in-person pass and 10 digital passes for BforPlanet 2021. The winning project will also receive:



- 1 online mentoring session with an expert from AticcoLab's network of 140 mentors ([see mentors here](#)).

- 3 months of free membership in the Aticco coworking spaces in Madrid or Barcelona for a maximum of 2 co-founders.

- Access to all the perks that AticcoLab offers, with our partners, such as Hubspot, Amazon Web Services and Signaturit.

Data protection:

In compliance with Spanish Organic Law 15/1999 on the Protection of Personal Data, you are hereby informed that the data you provided will be included in a file owned by AticcoLab and Fira de Barcelona, duly registered with the Spanish Data Protection Agency, with the purpose of evaluating your participation in this event, and for future contact for other opportunities.

By participating in the call, the startup gives its express consent for the data provided for this purpose to be used by Aticcolab and Fira de Barcelona, who undertake to treat the personal data provided confidentially and not to convey or transfer it to third parties, adopting the security measures established by data protection regulations.

Submit your project before 22 June [here](#).

