



SYNBEE Pitch Competition 2023

Competition rules

Article 1 - Purpose

The SYNBEE project seeks to boost synthetic biology innovation in Europe.

The 2023 SYNBEE pitch competition will provide young researchers and entrepreneurs with an opportunity to present their project to SYNBEE panel of renowned scientific experts and industry leaders to compete for expert advice and in-kind start-up support.

Article 2 - Eligibility

Project status: The competition targets for minimum TRL2¹ projects, i.e projects with a formulated concept.

Application field: The jury will only consider applications using synthetic biology² addressing one of the following challenges:

- **Green economy:** Technology or platforms that aim to reduce environmental risks and ecological scarcities (ex: bacteria as biosensors, engineered to emit acoustic or bioluminescent signal when sensing harmful pollutants, synthetic enzymes/ biocatalysts allowing to capture CO2/methane, etc.).
- **Blue economy:** Technology or platforms that seek to conserve marine and freshwater environments while harnessing their value in sustainable ways to produce valuable resources like food and energy. We include technology or platforms that focus on atmosphere/air here as well.
- **Sustainability:** Technologies and platforms that help us meet our own needs without compromising the wellbeing of future generations.
- **Examples of products and technology that fit into these categories include but are not limited to:**

¹ [Annex G – Technology readiness level \(TRL\) in Horizon 2020 – Work program 2014-2015](#)

² SYNBEE definition of synthetic biology is as follows: *Synthetic biology is a box of biological and computational tools that allows us to bioengineer living entities (like cells, microbes, systems and pathways) as if they were made of blocks, switches, gates and circuits. These modifications can enable enhanced functions in a broad variety of applications or even create completely new ones.*

- synthetic cell components to manufacture sustainable biopolymers, bio-engineered advanced carbon materials, synthetic biology agents to extract and recycle rare and precious elements from mine waste and discarded electronic equipment, enhanced carbon sinks, engineered microorganisms as water pollution biosensors, new biofuels, green hydrogen, engineered enzymes to speed up decomposition of plastic, bioremediation of ocean acidity, improvement of fog water capture, etc.

IP ownership: The Applicants declare that they legitimately hold the intellectual and industrial property rights relating to the projects carried out within the framework of the competition and thus guarantee SYNBEE against any recourse.

Disruptive aspects of the idea: The Applicants must evidence how the idea is disrupting the state of the art through a thorough competition analysis

To apply, Applicants must be researchers/entrepreneurs with a disruptive idea and project plan that is ready to be built into a start-up company. Level of academic training will not be taken into consideration, however, the project should demonstrate scientific excellence and The Applicants should be at a stage where they are ready to pursue the development of their project.

Location: The work should be performed in Europe, including UK, Israel, and Switzerland.

Article 3 - Submission of applications

The Organizer will receive applications exclusively via the online form available at the link: <https://forms.gle/CNqggTQW4rJio7jE6>. Applications received via another format (electronic, postal address...) will not be considered.

The opening date for the submission of application forms is June 15, 2023 (9:00 am CET) and the closing date is December 8, 2023 (12:00 pm). Applications received after the deadline will not be evaluated.

The Applicant acknowledges that the submitted application contains only non-confidential information. The Applicant is aware that the disclosed information will be shared with the SYNBEE management team, and with the jury which will select the winner of the SYNBEE pitch competition. The Applicant specifically authorizes The Organizer to share the disclosed information with any professional of its choice, in the context of the SYNBEE pitch competition.

Article 4 - Application Form

The application will be submitted online. Applicants are expected to submit their name, email, country of residence, current role, organisation, relevant experience and short

project description, and a pitch deck including the information that will be for the live pitch competition.

The Applicant is required to submit a 7-slide pitch deck including the following information:

1. The Applicant name, project name / acronym, the selected challenge (green economy, blue economy, sustainability);
2. Problem and market needs. Why current solutions are not able to address the issue;
3. The proposed innovation / solution, including the scientific rationale and initial results, IP status, freedom-to-operate overview;
4. The target market and market size (TAM/SAM/SOM), competition and key differentiators;
5. Business model and go to market strategy with an overview on the next technical steps;
6. Team overview, available resources, what resources are missing, what kind of supports / mentors are needed.

The jury will consider business-oriented key criteria in the evaluation, including strategic parameters like cost of manufacturing, market penetration and user adoption as important elements for consideration.

Incomplete applications or those found unreadable will not be considered. Applicants will be notified of the situation and given the opportunity to remit their application prior to the deadline.

Article 5 – Selection process

Step 1 – Remote evaluation

The first selection phase is performed by the SYNBE management team according to a set of criteria aimed at checking whether the proposed project addresses unmet needs concerning sustainability and green and blue economy-focused projects.

Economic relevance and financial coherence of the proposed project, together with the motivation of The Applicant to develop the project toward the creation of a competitive start-up company, will be key at this stage. Projects that are not ready to be moved towards start-up phase will not be considered.

The top ten Applicants (with a variety within the 3 challenges) having successfully met the first selection phase will be qualified as finalists. They will be notified of their status no later than December 31, 2023.

Step 2 – Live competition

The Finalists will be invited to pitch their project at the SYNBE day, co-organized with the European Innovation Council (EIC). The event will be held in the EIC facilities in Brussels.

The selected Applicants will be invited to pitch their project to a jury composed of top experts selected by The Organizer from its network of industrial partners and expert advisors in the field of synthetic biology, sustainability and green and blue economy.

The Applicant will present the project in 7 mins, followed by 5 mins of questions and answers (Q&A).

The date for this is yet to be set. It will be between end of February – beginning of March 2024. The meeting will be hybrid to allow remote attendance.

The winner of the SYNBEE pitch competition will be announced during this event.

All finalists are required to attend a training on good pitching practices to answer Jury expectations. The Organizer will set up the training by the end of January 2024, to give time to The Applicants to improve their deck.

The Applicant will be required to send to The Organizer the final pitch deck 96h before the competition. If The Organizer has not received the pitch deck in due time, The Applicant will be disqualified.

Article 6 - The prize

The winner(s) of the SYNBEE pitch competition will be entitled to receive prizes from our sponsors (follow our social media for more information on prizes).

There will be a maximum of one winner per challenge.

Article 7 - Commitments of The Applicants

Applicants undertake on their honor to guarantee the sincerity and truthfulness of the information they provide. Any inaccuracy or omission likely to introduce an erroneous judgement will disqualify The Applicant. The applications that are not respecting the eligibility criteria will be disqualified.

Any incomplete file or file containing false information regarding identity or address of The Applicant will be considered null and void.

In the event of a proven irregularity, The Organizer reserves the right to withdraw the prize awarded.

Participation in the competition implies full acceptance of the contest rules.

The absence of the person(s) responsible for the selected and awarded projects, without real and serious justification, will lead to the disqualification of the project.

The Applicant expressly authorizes SYNBEE project to use their family name, first name, image, as well as the indication of their location, for all promotional communications, on any medium, as well as on SYNBEE and affiliates websites or social media platforms, for a period of one year, without this use being able to open up any rights other than the prize awarded.

Article 8 – Final decision

The jury is independent and sovereign and the results cannot be contested in any way.

Following the presentation of the pitches, the jury reserves the right to award none or only part of the prize if it considers that the projects do not sufficiently meet the criteria defined.

Article 9 - Participation fee

Access to the SYNBEE pitch competition is free.

The costs incurred by The Applicant during the preparation and presentation of their application are the responsibility of The Applicants and winners and no reimbursement will be made by SYNBEE.

Article 10 – Intellectual property

Each Applicant declares that they legitimately hold the intellectual and industrial property rights relating to the projects carried out within the framework of the competition and thus guarantee The Organizer against any recourse.

The Applicants are encouraged to file an I-Depot (or similar) at their own initiative and cost to obtain a legal proof bearing an anteriority date stamp proving that their idea, concept or plan existed before entering the SYNBEE pitch competition.

Article 11 - Responsibility of The Organizer

11.1 SYNBEE pitch competition

The Organizer cannot be held responsible for any temporary or permanent interruption of the operation, for any reason whatsoever. The Applicants are not allowed to raise any claim or request for compensation on this subject.

The Organizer reserve the right to modify, if necessary, the announced dates according to certain events.

11.2 Communication

The contact information of all SYNBEE pitch competition Applicants will be used in accordance with the provisions of the French law "Informatique et Libertés" of January 6, 1978 or any other law that may be substituted for it. Each Applicant has the right to access, rectify or delete information concerning them and to withdraw the application.

11.3 Liability

The Organizer shall not be held liable in any way whatsoever for the services actually provided to the winner by the partner organizations.

Article 12 - Schedule

June 15 , 2023: Online application form available.

December 8, 2023: Online application form closed.

December 31, 2023: Notification of finalists.

January 31, 2024: Mandatory Good pitching practices training session for all finalists.

February-March TBC, 2024: SYNBEEDay with live project presentation session and announcement of SYNBEED pitch competition 2023 winner.