



## Mission

At Green Brother, our mission is to accelerate the transition towards a sustainable future by driving innovation at the intersection of clean energy, mobility, and circularity. Through our economic accelerator, we empower entrepreneurs to develop transformative solutions that minimize environmental impact, promote resource efficiency, and contribute to a regenerative economy. Through close collaboration with cities, industry, academia, and the research and innovation community, we foster synergies that create a positive impact on nature, climate, and human well-being, ensuring a cleaner, more resilient world for generations to come.

## Program Structure

### A 3-Phase Journey to Success (May–November)

The economic Accelerator is a milestone-driven program designed to guide startups from early validation to market entry, providing tailored support, expert guidance and access to optional funding. Only startups that successfully complete each phase will progress to the next stage.

### Phase 1: Product & Business Model Validation (May–June)

In Phase 1, we focus on analyzing the viability of startups' business models and action plans. Our goal is to help founders develop feasible strategies and actionable plans for success. Startups also participate in expert-led workshops covering key topics, including:

- Business Model & Pricing for Startups
- Financial Model Development
- Value Proposition Design
- Market Entry & Sales Strategy
- Market Growth Strategies
- Impact and Regeneration Principles
- Product Development

By the end of **Phase 1**, startups are required to present a robust business model and a well-defined action plan for execution during the accelerator, along with a forward-looking strategy to sustain progress beyond it, to advance to Phase 2.



## **Phase 2: Expert Mentorship and Strategic Validation (July–September)**

In Phase 2, startups work with seasoned mentors from our European-wide network to validate both business models and technical aspects of their solutions.

This phase is designed as a tailor-made mentoring experience, customized to the specific needs of each startup in the cohort. Based on insights from Phase 1, we assess your individual strengths, development areas and target market segments. You will be paired with mentors who can provide hands-on guidance to enhance your product, refine your business model, and strengthen your go-to-market strategy.

**Optional Funding:** Startups may apply for up to €5–10k in convertible loans from our network of business angels and early stage investors to support product/service development costs.

Startups must meet defined milestones and validate their models to progress to Phase 3. These milestones will be collaboratively defined by the program team, industry experts and dedicated mentors, ensuring they are aligned with the startup's specific goals and the accelerator's overall objectives.

## **Phase 3: Growth and Market Entry (October–November/January)**

Phase 3 is dedicated to supporting startups' growth and preparing them for successful market entry. We expect participants to have addressed previous feedback and refined their strategies.

### **Key activities in this phase include:**

Analyzing team structure and providing guidance on building diverse and complementary teams.

Developing and refining presentation skills.

Creating compelling investor documentation.

Preparing for investor interviews and engagements.

**Optional Funding:** Startups may apply for additional convertible loans between €5k–10k from our network of business angels and early stage investors to support scaling activities.



### Graduation

Graduates who meet all criteria will be presented to our investor network for funding and strategic opportunities to secure funding of up to €1.2m, subject to the decision of our investment committee.

Exceptional projects that resonate strongly with our investors may receive even higher funding, reflecting their potential and market appeal.

To qualify for graduation, startups must fulfill the following criteria:

#### 1. Business and Financial Readiness:

- A validated and scalable business model with clear revenue streams.
- Solid financial projections demonstrating sustainability and growth potential.
- A well-defined go-to-market strategy with key traction indicators, such as customer acquisition, partnerships and revenue milestones.

#### 2. Product and Market Fit:

- Evidence of product-market fit through customer validation, traction metrics and user feedback.
- A comprehensive competitive analysis showcasing market differentiation and positioning.
- Demonstrated demand through pilot projects, strategic partnerships or initial sales.

#### 3. Investor Readiness:

- A refined and compelling investor pitch deck with clear storytelling.
- Data-driven insights to support valuation and funding requirements.
- Readiness for due diligence, including financial audits, legal compliance and operational transparency.

#### 4. Operational and Team Maturity:

- A strong and cohesive founding team with clearly defined roles and responsibilities.
- Operational processes in place to support scaling efforts.
- Demonstrated leadership capabilities and a clear vision for the company's future.

#### 5. Program Engagement and Milestone Achievement:

- Active participation in mentorship sessions, workshops and investor meetings.
- Successful completion of key program milestones and deliverables.
- Consistent progress and commitment to growth as assessed by mentors and program evaluators.

Startups that successfully meet these criteria will have a solid foundation for scaling and attracting investment, positioning them for long-term success in their respective markets.



### Key Benefits of the Program

Funding opportunities: convertible loans of up to €15k and potential funding of up to €1.2m from our investor network.

Tailored workshops and mentorship from industry experts.

Regular monitoring and feedback to ensure steady progress.

Quarterly evaluations to assess milestones and refine strategies.

Access to our robust European-wide investor, business leaders and industry experts' network.

### Applicants' eligibility

This Call for Applications is open for profit private businesses established in the European Union (EU), and/or in countries associated to Horizon Europe. To be eligible, companies applying to this call must have:

- at least 2 founders or employees and no more than 50 FTEs (Full Time Equivalent) employees
- have less than 5 years of incorporation.
- Technology Readiness Level 4+ (EU definitions)

Application documents and information must be in English in all its mandatory parts in order to be eligible. If the mandatory parts of the application are in any other language, the entire application will not be eligible. English is the only official language during the whole length of the accelerator process. Additionally, only applications with accurate information and correct attachments in the mandatory fields will be eligible. The application form shall not contain links to external websites, with the exception of the ones explicitly required: information included in external links will therefore be disregarded by the evaluators.

### Who should apply

Start-ups currently fundraising or preparing to fundraise with the following characteristics:

- Developing new product/services/solutions
- **Significantly improving** an existing product/services/solutions for expansion into a new industry sector or a new geographic area.



- **Innovating a product/service** contributing to at least one of the following areas:
  1. Active Mobility
  2. Sustainable Cities
  3. Future and sustainable mobility
  4. Transport Infrastructure
  5. Mobility and Energy
  6. Clean Energy production
  7. Energy storage solutions
  8. Decentralised energy systems
  9. Circular economy solutions
  10. Cleantech innovations
  11. Related sectors
- Operations, products and/or services contributing positively to at least one of the following Sustainable Development Goals (SDGs); **SDG3** (Good Health & Well-Being), **SDG7** (Affordable and Clean Energy), **SDG8** (Decent Work and Economic Growth), **SDG9** (Industry, Innovation and Infrastructure), **SDG11** (Sustainable Cities and Communities) and **SDG13** (Climate Action).
- Product/Service demonstrating commercial prospects and track-record.
- Management and technical expertise available.
- **Committed:** Dedication and active engagement — We expect participating startups to attend all programme activities and foster open, collaborative exchanges with fellow participants to fully leverage the available resources, mentorship, training and networking opportunities. Be aware that 2 events require the physical presence of one of the startup founders or leaders in Budapest, Hungary.

## Application, evaluation and selection

Before applying, ensure that your startup fills all the accelerator's eligibility criteria that can be found in section 2 above.

Beware that 2 events will require the physical presence of at least one of the startup founders or leaders in Budapest, Hungary.

Applications are submitted via the following link:

<https://www.f6s.com/econic-accelerator/apply>.



The application page is hosted on **F6S**. If you are not yet registered on F6S, you will be asked to create an account before proceeding. Once registered, you can start filling out the application at your convenience. The system allows you to save your progress and return later to complete the application when you have gathered all the required information.

Once the applicants have submitted their applications by the specific cut-off date, the econic team will proceed to:

- Check eligibility and admissibility of those applications and, if successful
- Initiate the online evaluation of the content by internal and external experts (to be completed by April 4).
- Live jury evaluation: after the online evaluation is completed, the shortlisted applicants will be invited to the live online pitch evaluation event (April 8-11)
- Communication of results to applicants: all applicants will be informed of the status of their applications by April 11.

**Note:** The sooner you apply the more chance you'll get to have your file carefully analyzed by several experts and get more visibility. The applications will be evaluated by investment, industrial and business experts from various organizations and companies. Even if your application is not selected, the process will still provide valuable exposure to these experts and enhance the visibility of your startup. Not being selected will not mean in any way that your startup is not as great and promising than the chosen ones; we'll select the startups we believe we can help the most and which better fit the strategic challenges defined with our partners.

### Onboarding and program start

Selected startups must submit their **certificate of incorporation** and review the provided SAFE Note to confirm their participation in the accelerator program. The draft **SAFE Note** will be provided on request.

Startups will be required to carefully review and sign the agreement within the specified deadline to secure their place in the program.

Failure to submit the required documents or sign the SAFE Note within the given timeframe will result in **disqualification** and the next startup in the ranking order from the evaluation process will be invited to participate.

The accelerator program will officially commence with a **two-day kick-off event**, scheduled for **May 6-7 in Budapest, Hungary**, where startups will engage with mentors, industry experts, and peers to set the foundation for their journey in the program.





### Exclusion criteria

Start-ups applying or participating in the program can be excluded at any time (during the assessment, the contracting phase or the implementation phase) if they:

Are in one of the following situations:

1. Bankrupt, being wound up, having their affairs administered by the courts, entered an arrangement with creditors, suspended business activities or subject to any other similar proceedings or procedures under national law (including persons with unlimited liability for the participant's debts)
  2. Declared in breach of social security or tax obligations by a final judgment or decision (including persons with unlimited liability for the participant's debts).
- Are found guilty of grave professional misconduct by a final judgment or decision (including persons having powers of representation, decision-making, or control).
  - Are subject to an administrative sanction (i.e., exclusion).
  - Are convicted of fraud, corruption, involvement in a criminal organisation, money laundering, terrorism-related crimes (including terrorism financing), child labour or human trafficking (including persons having powers of representation, decision-making, or control)
  - Shown significant deficiencies in complying with main obligations under a procurement contract, grant agreement or grant decision financed by the EU or Euratom budget (including persons having powers of representation, decision-making, or control).
  - Have misrepresented information required for participating in the accelerator or fail to submit such information.

### FAQ

#### - At what stage can we apply?

Participating startups must **already have a core team and a technical product or service**, with at least an operational prototype and ideally some initial customers or early adopters (TRL 4 and higher).

- The programme is not designed to develop your technical solution but to build and implement effective business strategies for existing products or services.
- Our experts, from various fields and industries, will help refine your solution for new systems, applications, regulations, markets and investment.
- More importantly, they will focus on developing sound go-to-market strategies, managing impact, support the scaling of your company's structure and culture, help you prepare your business plan and financial documents for fundraising.



### - What are the benefits of taking part in the programme?

econic is the Accelerator that works as hard as you do.

It is designed for founders who are ready to scale their startups and make an impact. With our hands-on approach, we help you break through barriers and achieve your vision faster.

#### **What's in it for you?**

- **Funding Freedom:** Financial support to grow your business, with up to €1.2 million in investment potential.
- **Industry expertise:** Collaborate with mentors who have walked your path and succeeded.
- **Network with Decision-Makers:** Get direct access to VCs, business angels and corporate leaders across Europe.
- **Validation Opportunities:** Launch pilot projects with support from leading industry organizations like EIT InnoEnergy and EIT Urban Mobility
- **Fast-Track for High Performers:** Advance quickly if you meet key milestones—your growth, your pace.
  - **Community of Success:** Work alongside ambitious founders and alumni making global impact.

### - What sets you apart?

#### **Fast Track for High Performers**

Our Fast Track option allows exceptional startups to skip phases if they meet key milestones, such as validated business models or technical readiness. This ensures high-performing teams can progress faster and maximize their potential.

#### **Funding Focus**

We provide tailored funding opportunities, including convertible loans during Phases 2 and 3, and access to funding of up to €1.2 million. Our funding support gives founders the financial boost they need to scale effectively.

#### **Early Investor Engagement**

Our network of selected venture capitalists (VCs) and business angels is involved from the very beginning, starting with the selection phase. This gives startups early exposure to a diverse group of potential investors. Regular updates throughout the program keep both VCs and business angels engaged and aligned with startups' progress, increasing the likelihood of securing investments.

#### **European-Wide Network**

Startups gain access to a robust European network of mentors, investors, and industry leaders, as well as the pan-European industry networks of EIT Urban Mobility and EIT InnoEnergy. These connections open doors to strategic collaborations, project pilots, and funding opportunities from these prestigious organizations.

#### **Team Development Support**

We help founders build strong, diverse, and complementary teams by analyzing team structures and providing actionable guidance for long-term success.





### **Sustainability at the Core**

Aligned with the Sustainable Development Goals (SDGs), we prioritize startups creating innovations with significant environmental, social, and economic impact, helping them drive meaningful and sustainable change.

Selection will be solely based on the quality of the applicants' proposals with regard to the impact potential, the alignment with some needs of the society/economy/industry, and the capacity of our experts to help with specific challenges.

### **- What are the main events of the programme?**

Some parts of the programme are still under construction (workshops) and the final format will be announced during March 2025.

The main onsite events will be the **Kick-off event on May 6-7, 2025** and the **INNspiration Gulyas Partners Day/Matchmaking Day on June 19, 2025**. Both will take place in Budapest.

Throughout the program, around 10 thematic workshops and seminars, as well as regular coaching/mentoring sessions will be organized.

### **- Can we participate remotely or do we need to be based in Hungary?**

Most of the events will be virtual (some workshops, mentoring and other) with at least 2 requiring physical attendance in Budapest, Hungary. A number of workshops will be conducted onsite during the **Kick-off event** (May 6-7) and the **INNspiration Gulyas** partners event (June 18-19). Startups from all over Europe and EU associated countries can participate. Travel and accommodation costs are at the expense of participating startups.

### **- What if I move at a different pace than the standard 3 phased program structure?**

No problem! The econic Accelerator is designed to accommodate startups at various stages of development:

Startups not advancing immediately will:

- Retain access to learning materials.
- Receive updates and guidance from asset managers.
- Have the option to rejoin when milestones are achieved.

Exceptional startups may qualify for our Fast Track pathway. This allows teams that demonstrate exceptional progress—such as market-validated business models, quality solutions or meeting phase-specific milestones—to skip certain phases and move to the next stage earlier than the rest. The Fast Track option ensures that high-performing startups are not held back and can accelerate their journey to success.



### - Is there a fee to apply or participate in the programme?

No, there are no upfront fees to apply or participate in our programme. As a private accelerator, we are committed to your success and operate under a sustainable model by taking a small equity share in your company, which aligns our interests with yours. This allows us to invest our resources, mentorship, and network into your growth without placing a financial burden on you at the outset.

Participation in the programme is structured under a **SAFE (Simple Agreement for Future Equity) Note**, a widely used and founder-friendly investment model that defers valuation until a later funding round. Our equity structure is designed to reflect your progress within the accelerator, ensuring that value is exchanged fairly as you advance through the programme. The equity breakdown is as follows:

- **Completion of Phase 1:** 0.5%
- **Completion of Phase 2:** 1%
- **Completion of Phase 3:** 1.5%
- **Total maximum equity:** 3%

This approach is in line with industry best practices, where accelerators typically take between **5-7% equity**, making our terms highly competitive and beneficial for startups seeking long-term support.

Upon successful completion of the programme, graduating startups will be **presented to our network of investors**, providing them with the opportunity to secure funding of up to **€1.2 million**. Our investor network consists of leading venture capital firms, corporate partners and industry experts who are eager to support innovative solutions and help scale promising businesses.



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Green Brother is a private consultancy acting as a RIS Hub partner for EIT Urban Mobility and EIT InnoEnergy.