

## Rules of the TWB contest « Biotech start-up: Go for it! »

Toulouse White Biotechnology® is a joint service unit between INRAE, CNRS and INSA, administrated by INRAE and commonly named “TWB” or “organizer”.

TWB, located Campus de l'INSA – 135 avenue de Ranguel – 31077 Toulouse Cedex 4 - France, organizes a free contest without obligation to purchase, from 2023 October 26<sup>th</sup> to 2024 February 1<sup>st</sup>: “Biotech start-up: Go for it!”, whose terms are described in the rules below. The rules are registered at a bailiff's office Me Xavier ARNAUD - 17 rue Alsace Lorraine 31000 Toulouse - France and available with no fees on email request to Margarita Del Rio Navarro ([twb-startmeup@inrae.fr](mailto:twb-startmeup@inrae.fr)).

### Article 1. Organizer

The contest “Biotech start-up: Go for it!” is an initiative from TWB as part of the event “Start me up!”, hold in Toulouse, on 2024 January 31<sup>st</sup> & February 1<sup>st</sup>.

### Article 2. Address of the contest

#### TWB

Campus de l'INSA - Bât 50  
135 avenue de Ranguel - 31077 Toulouse Cedex 4  
FRANCE  
email: [twb-startmeup@inrae.fr](mailto:twb-startmeup@inrae.fr)  
website: <https://www.twb-startmeup.com>

### Article 3. Object

The contest “Biotech start-up: Go for it!” is a pitch contest that aims to develop and stimulate the entrepreneurial mind in European industrial biotechnology. The objective is to promote and valorize high-tech industrial biotech idea, research or innovation by supporting the most promising one through mentoring (equivalent to four days) with experts (scientific and/or business and/or technology transfer, ...) from TWB and its ecosystem and from the contest partners.

## Article 4. Participants targeted

The contest is open to European industrial biotechnology start-ups in progress or project of creation (see: “Article 5. Exclusions”) with a TRL less than or equal to 3, aiming to develop a new technology/product/service and seeking funding.

## Article 5. Exclusions

Organizers and contest partners, TWB consortium members (2023 July 1<sup>st</sup>), members of the jury and companies in judicial reorganization cannot participate to the contest. This exclusion also extends to anyone who has participated directly or indirectly in the organization, performance and / or management of the contest, as well as members of their respective families. When a company is co-founded, only one natural person can participate to the contest.

## Article 6. Principle

The contest opens on 2023, October 26<sup>th</sup> at 10:00 CET and closes on 2024 February 1<sup>st</sup> before midnight CET.

It first consists in a preselection phase, answering (before midnight CET 2024 January 10<sup>th</sup>) to a questionnaire available by link indicated on the specify website (<https://www.twb-startmeup.com>), or by email request to Margarita Del Rio Navarro ([twb-startmeup@inrae.fr](mailto:twb-startmeup@inrae.fr)). Then, preselected participants will present (pitch) their project during the contest “Biotech start-up: Go for it!” live session, with the public and the jury during the event “Start me up!” on 2024 February 1<sup>st</sup> in Toulouse.

### Preselection criteria

- The answers of the preselection’s questionnaire must be written in English,
- The biotech start-up in progress or project of creation must have a Technology Readiness Level (TRL) less than or equal to 3,
- The biotech start-up must be from a state member of the European Union or others European countries or European neighborhood countries \*

\*list of the countries available on:

[https://europa.eu/european-union/about-eu/countries\\_en#28members](https://europa.eu/european-union/about-eu/countries_en#28members) and  
[https://ec.europa.eu/neighbourhood-enlargement/neighbourhood/countries\\_en](https://ec.europa.eu/neighbourhood-enlargement/neighbourhood/countries_en)).

- The subject must be industrial biotechnology oriented (synthetic biology, fermentation of natural carbon sources, biocatalysis, biomass conversion, etc.),

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- The applicant must be more than 18 years old as of the date of entry,
- Non-exhaustive list of the company's sector: Energy, Biomaterials, Bioproducts, Services, Health, Feed, Food, Agriculture, Biocontrol, etc.
- The subject of the project must respect European laws and ethics.

An email confirming the reception of the questionnaire will be sent to the applicant in order to confirm its participation to the contest.

The preselection of the best projects (maximum five (5)) is done by the TWB pre-selection jury. Criteria for the evaluation and selection of the best projects are based on the relevance of the scientific topic in European industrial biotechnology. The participants preselected will be advised by email on 2024 January 15<sup>th</sup>, before midnight CET. Once preselected, the participant engages itself to present the same project submitted during the pitch session.

The selected best projects will be presented during the contest "Biotech start-up: Go for it!" live session with the public and the jury during the event "Start me up!" on 2024 February 1<sup>st</sup>. The pitch cannot exceed 5 minutes and is followed by 5 minutes of questions by the jury. The jury will include up to 5 members coming notably from scientific and/or industry and/or investor and/or technology transfer communities. The president of the jury is the Managing Director, TWB or its representative. For the pitch, participants are allowed to use an informatics support such as Microsoft Office PowerPoint, Abode PDF.

### **The evaluation criteria of the pitch by the jury will focus on the following points:**

- On the project, evaluated on a 25 points scale:
  - ✓ Innovation and feasibility of the project (technology, product or service)
  - ✓ Identification of the target market (potential customers)
  - ✓ Comparative advantages (competition)
  - ✓ Relevance of the project (funding, team, milestones, resources, risks...)
  - ✓ Deontology/ethics of the project (positive and negative impacts)
- On the pitch, evaluated on a 25 points scale:
  - ✓ The clarity of the message
  - ✓ The ingenuity to make the pitch original
  - ✓ The accuracy of the presentation of the project
  - ✓ The impact of the message
  - ✓ The way to present yourself

The points will be aggregated on a 50 points scale.

The jury will vote for the best pitch and the one with the best note will win the contest “Biotech start-up: Go for it!”. In the case of an equality of notes, the president of the jury will decide which participant wins the contest.

### **Article 7. Award delivering**

The award will be delivered on 2024 February 1<sup>st</sup>, at the end of the event “Start me up!” and in any case before 22:00 CET.

### **Article 8. Winner and award**

All the preselected participants to the contest will benefit from visibility during the event “Start me up!” and on the “Start me up!” website and on TWB social networks (X & LinkedIn).

The prize allocated to the winner of the pitch contest “Biotech start-up: Go for it!” consists in a mentoring service (including scientific, and/or business and/or technology transfer and/or IP themes), equivalent to four days, providing by TWB and its ecosystem, and by the contest partners (Agri Sud-Ouest Innovation, The French Tech Toulouse and ShakeUpFactory).

More precisely, the prize includes:

- two days of individual mentoring organized by TWB,
- one day of individual mentoring organized by ShakeUpFactory,
- two hours of individual mentoring organized by Agri Sud-Ouest Innovation.

The contents of the mentoring sessions will be defined according to the needs of the winner.

The mentoring sessions from TWB and the contest partners will be delivered after signing a contract between the winner and TWB according to specifications that will be contractually defined between TWB and the winner, taking into account the needs of the winner.

Services will be provided in a digital or face-to-face format. In the case of face-to-face services, a visit for one person to Toulouse can be offered by TWB (transport and accommodation for a maximum of two days).

The award also includes at least one publication on the TWB website, one citation in the event press release, one publication on X and LinkedIn.

The prize won must be accepted as such and cannot be refunded, changed, or subject to a financial contribution. The organizer reserves the right to replace one lot of the prize with another one of the same value, without being able to give rise to a claim.

In the case of impossibility (project or business cessation, change of the project topic) for the winner to benefit of its prize, the organizer reserves the right to award it to another participant to the contest.

The presence of the winner the day of the event is mandatory. In case of absence, the organizer will deliver the award to another participant.

## Article 9. Calendar

- Contest starting on 2023 October 26<sup>th</sup>, at 10:00 CET.
- Deadline to answer the online questionnaire: 2024 January 10<sup>th</sup>, before midnight, CET.
- Deadline to receive the preselection's decision by TWB jury: 2024 January 15<sup>th</sup>, before midnight, CET.
- Pitch contest: during the event "Start me up!" on 2024 February 1<sup>st</sup>.
- Announcement of the winner: during the closing session of the event "Start me up!" on 2024 February 1<sup>st</sup>, and in any case before 22:00 CET.

Benefit of the award: Service contract should be signed with TWB before 2024 March 31<sup>st</sup>.

## Article 10. Image rights

By participating, each participant authorizes the organizer to capture participant image, to keep and use on all media (website, press, films, photo libraries) the photos/videos in which participant appears, without this use conferring on the participant a right to the image, and this without any time limit.

## Article 11. Property of the pitches – Confidentiality

All the information communicated as questionnaire and pitches are and will stay property of the contest organizer.

All participants allow TWB to communicate about them and to promote the event, the contest, the preselected participants and the winner in different media supports. The transfer of rights and image is granted free of charge, and may not give rise to any consideration whatsoever than the prize awarded.

The contest organizer does not assume any responsibility towards the participants in the case of loss, disappearance or destruction of the application form sent.

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In accordance to the article 27 of the law “Informatique et Libertés” of 1978 January 6, modified by the law 2004-801 of 2004, August 6<sup>th</sup>, each participant to the contest have access and data rectification rights concerning its personal data linked to its participation. These rights can be exercised by sending an email to Margarita Del Rio Navarro ([twb-startmeup@inrae.fr](mailto:twb-startmeup@inrae.fr)).

Information collected can be used by the organizer but cannot be disclosed to third party for commercial use.

### Article 12. Agreement to Rules

By participating, the applicant agrees to be fully and unconditionally bound by these Rules, and represents and warrants that he or she meets the eligibility requirements set forth herein. In addition, the participant agrees to accept the decisions of TWB, as final and binding as it relates to the content.

### Article 13. Participation Fees

No fees are required to submit an application nor to participate to the event “Start me up!” on 2024 February 1<sup>st</sup>. Free compulsory inscription is required to participate on the event “Start me up!” on 2024 January 31<sup>st</sup> & February 1<sup>st</sup>. Link for registration is available on the specify website: <https://www.twb-startmeup.com> or by email request to Margarita Del Rio Navarro ([twb-startmeup@inrae.fr](mailto:twb-startmeup@inrae.fr)).

### Article 14. Regulation

The organizer reserves the right not to accept any application and cancel the contest at any time at its entire discretion. Each pitch can be disqualified in the case of fraud, non-respect of French laws or ethics. In none case the responsibility of the organizer can be engaged.