

# 5 CANDIDACIES ENROLLMENT GUIDE EDITION

## PROMOTERS



XUNTA  
DE GALICIA



CONSORCIO  
ZONA FRANCA  
VIGO



PSA  
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CEAGA  
CLUSTRE DE EMPRESAS E INNOVACIÓN DE GALICIA



igape



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VIGO ACTIVO  
SOCIETY OF CAPITAL VIGO

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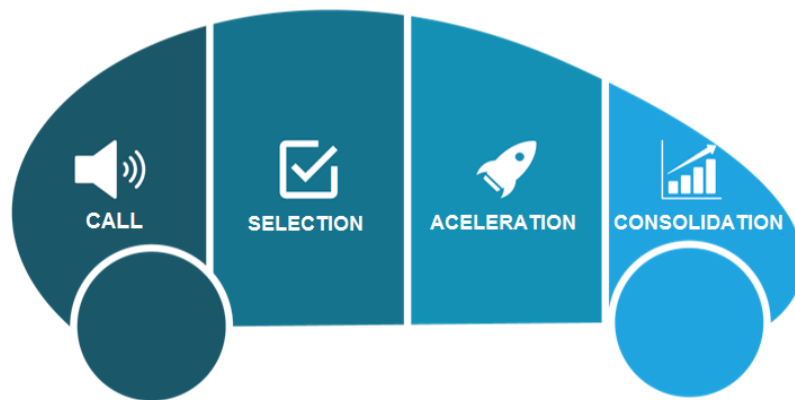
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## 1. INTRODUCTION

BFA is promoted by **Xunta de Galicia** (Galician Government) through Axencia Galega de Innovación – GAIN (Galician Innovation Agency), Instituto Galego de Promoción Económica – IGAPE (Galician Institute for Economic Development), and Sociedad Gestora de Entidades de Inversión de Tipo Cerrado – Xesgalicia (Managing Society of Partnership Investments), **Consortio de la Zona Franca de Vigo – CZFC** (Free Zone of Vigo Consortium) and Vigo Activo Sociedad de Capital Riesgo, SA SME (VIGO ACTIVO), **Fundación Cluster de Empresas de Automoción de Galicia – CEAGA** (Cluster Foundation of Car Companies of Galicia) and **Groupe PSA**.

Its goal is to accelerate and consolidate projects specialising in the automobile industry and to turn them into innovative, feasible, and scalable companies that attract and keep talent, thus helping strengthen the Sector's position and increasing its international exposure.

The initiative is comprised by four main phases, as the following diagram shows:



This guide has the purpose of explaining how BFA works and facilitating the online registration for the users and the process of submitting solicitudes to the BFA Programme. Hence, this document contains a set of clear and precise indications that facilitate the execution of both procedures.

Also, the guide includes a description of the solicitude evaluation and selection system that will be used during the Selection Phase.

## 2. HOW DOES BFA WORKS?

Each Edition of Business Factory Auto will start with the **Call** Phase or, in other words, when the initiation of the registration period is announced at [www.bfauto.es](http://www.bfauto.es). The registration period will last approximately two months, although the exact duration will be subject to modification (the specific dates will be published at the website).

The call phase or period will contemplate the capture of projects for their participation in the acceleration or consolidation phase. A project that has participated in the acceleration phase of a previous edition will have to submit its application again if it wishes to participate in the consolidation phase.

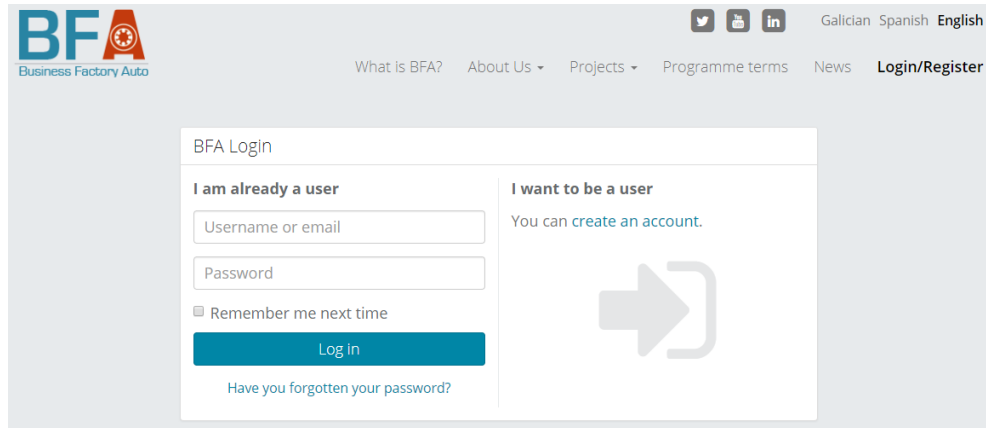
Once the registration period is finished, the **Selection** Phase will start and all submitted solicitudes will be evaluated.

Those candidates that are selected and accept the invitation to participate in the **Acceleration** program can apply or obtain funding of up to € 125,000 and all project that need can be installed in the coworking space of the BFA facilities during the nine months of this phase. Project team members will receive training for nine months and they will be supported by experts in the automobile industry, and they will have the opportunity of taking part in tech-meetings and meeting with automobile companies

In addition, up to ten candidates will be selected to participate in the **Consolidation** phase; these candidates or candidate companies have been able to bring to the market a valid business model but need time to define a structure to consolidate it. These projects will be able to apply for financing of up to € 250,000 for participating in the Consolidation phase. The amount of this financing will depend upon the partners and/or other investors contributing the project, at least, an equal amount. This programme will provide to the participants of training tailored for their needs, a dedicated workspace, access to the network of mentors, and a place in the events that will facilitate networking opportunities with companies and organisations of the automobile sector.

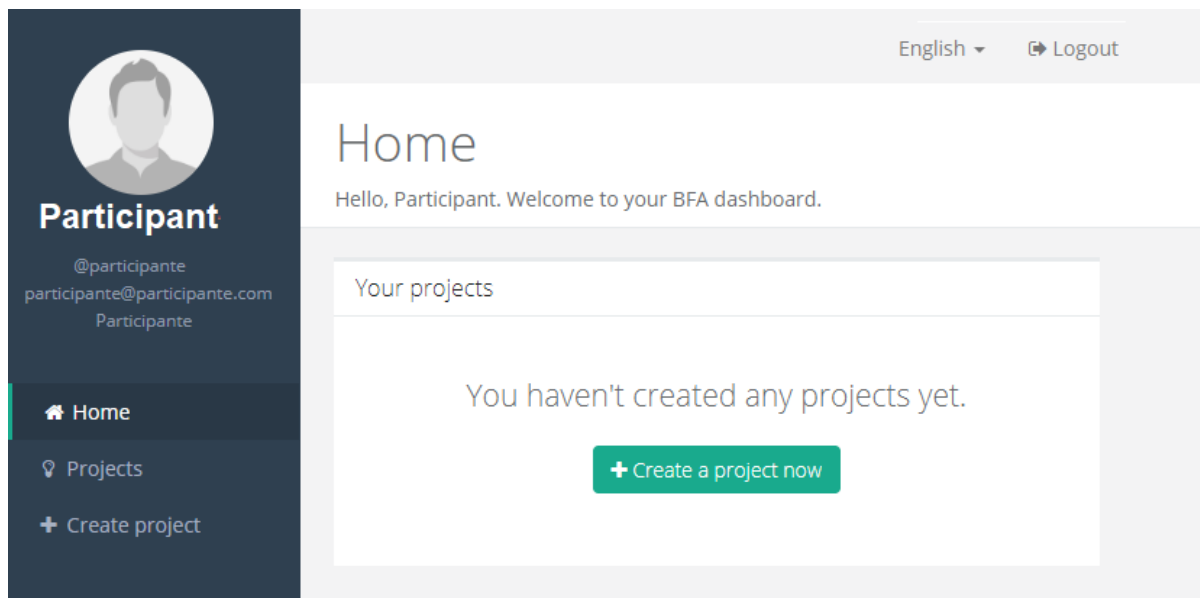
### 3. OPERATION OF THE BFA WEBSITE

The owner or guest member user will have to go to the website [www.bfauto.es](http://www.bfauto.es) to access the platform and he must enter your username and password in the **Login / Register** section:



#### MENU OPTIONS

When the owner or guest member user access to his account, he has different functionalities in the lateral control panel. Clicking on the upper part of the panel, on the user's image, the member access the profile of the participating user where he can modify the participant's data. The user can have two different roles as we will see later: owner or guest member to the project. This side panel located on the left shows the different sections with which the participant will work:



#### Home

Section where the users can easily visualize the project or projects that he has created.

## Projects

This is a section where the users (project owner user or guest member to the project) can see in more detail the project or the projects created. In this section you can see in what state the project is. The project will go through the following states in the enrollment process:

- **New:** the owner user has just created a project, but he has not yet covered the form and he has not validated or confirmed the project's registration. In this status, the project will not enter the selection phase, therefore it will be discarded.
- **Draft:** the owner user has begun to cover the registration form or has completed it but has not validated or confirmed it. In this status, the project will not enter the selection phase, therefore it will be discarded.
- **Submitted:** the owner user has validated or confirmed the registration form correctly. It will not be possible to do modifications in the form once the form has been validated

## Create projects

This section is destined to the creation of new projects and it is where the administrator must cover the enrolment form.

## 4. HOW TO SUBMIT A CANDIDACY?

Solicitude submission to BFA will be carried out exclusively through the website ([www.bfauto.es](http://www.bfauto.es)), during the period specified for their reception of candidacies. The following lines explain in detail the procedure that must be followed in order to register users and submit candidacies.

### 4.1. CANDIDACY ENROLMENT

The project owner user through whom the project is registered will be considered as the "Owner" of the project (for the purpose of enrolment the project on the platform).

The Owner user will have to carry out the following tasks for the correct registration of his candidacy: create a new project, incorporate members to the team and validate the registration form. The figure of the "Owner" may be transferable, this means that the owner of the project may quit this role and he may previously name another member as "owner", becoming a normal project member.

#### My account

The project owner user must go to the section "REGISTRATION / LOGIN" to begin the registration process. The Registration/login button is on the top of the web [www.bfauto.es](http://www.bfauto.es) and the users will have to create a personal account completing the information requested. After the user will receive an email with a link that is to be followed in order to verify the account and complete the registration. Since then on, the user can access his/her personal account introducing his/her access data in the BFA website. Please, be careful that the email may be found in the spam folder.

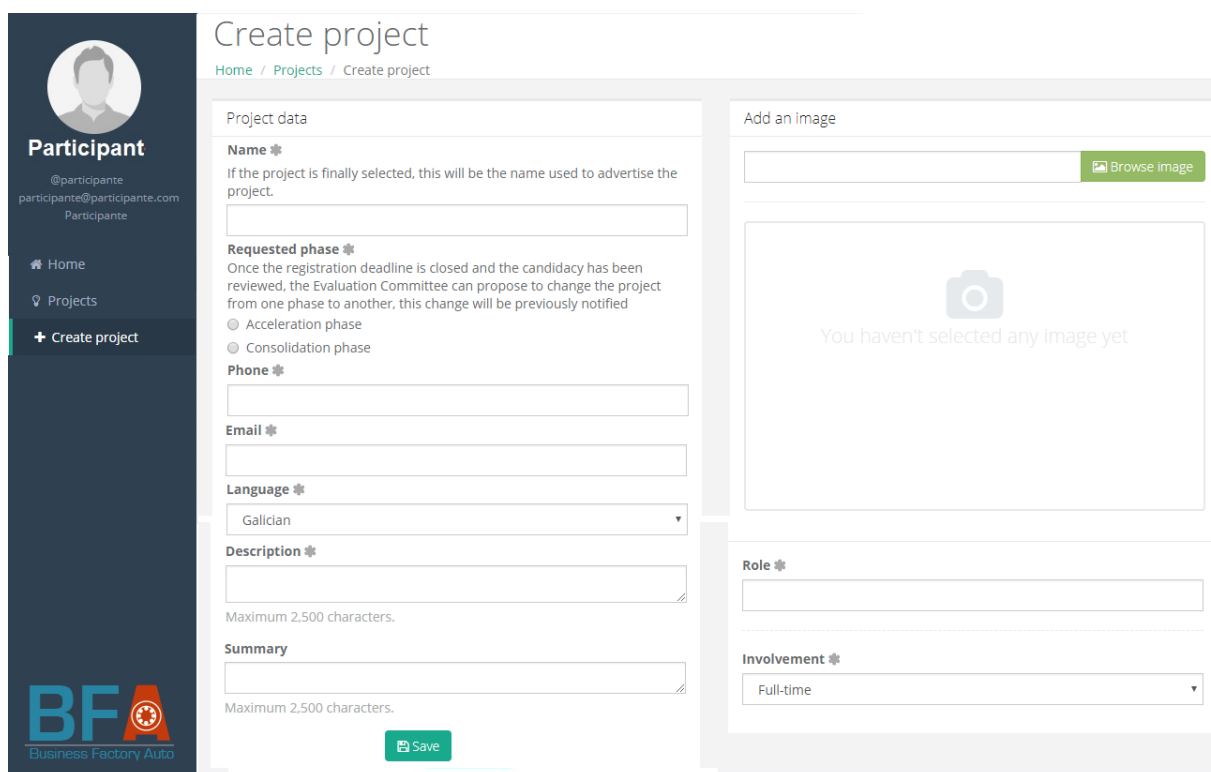
#### Recover password

Also in the "LOGIN" section, there is a "Request new password" button that allows the user to reset his/her lost or forgotten password. The project owner user must enter his/her user name or email address, and then he/she will receive an email with a link and indications on how to re-establish his/her password.

## 4.2. CANDIDACY SUBMISSION

### Create a project

The owner user, from his personal account, must access the "Create project" section and complete the basic information of the project that is requested: name of the project, description, email, etc. As indicated, the user who "creates the project" will be the owner of the project, and the invited members will be project administrators.



Once the information referred to the project is saved, the project is registered. From that moment, the owner user will be able to add/delete members to the team, name to another as owner and he has to complete a enrolment form associated with project to finish successfully the registration.

### Incorporate members to the project team

Everyone who is part of the project management team must be registered on the web, [www.bfauto.es](http://www.bfauto.es).

Once the project has been created, the owner user has to click again on the project and in the upper right part of the screen there will be showed a tab called "Invite members", click on it and cover the fields of email, involvement (part-time or full-time) and role (manager, technical manager, commercial manager, administration or another position that the owner considers appropriate, it is an editable field); then an email validation account will be automatically forwarded to the invited member, who will click on the link and he will have to introduce a username and password.



The next image shows the field where appears the data that the owner user must fill to invite a new member to the project:

Once the invitation is sent to a new member while he / she does not accept, his status will remain as "pending to accept invitation" and therefore he / she will not be counted as a member of the project:

When the guest member accepts the invitation, the role of the new project member will be shown under the name of guest member:

The owner user and the other team members can view all the information about all the registered members of the project team by clicking on the "Member List" tab:

Project members				<a href="#">+ Invite members</a>
Name	Role	Involvement	CV	
Participant	Owner	Full time (100%)		
Guest member	Sales Manager	Full time (100%)		<span style="color: red;">→</span>

\* Only the owner user can remove members of the project.

Once all the members of the management team have been invited, the application will automatically dump them in the enrollment form (all guest members). Later the owner will have to fill out the rest of the information about the guest members (phone, CV, percentage of availability, etc.). When the invitation has been accepted, all project members will have access to their personal area and to the information of the projects of which they are a part.

### Completing the enrolment form

As a final step to complete the successful application, the Owner user must fill the registration form completely. The owner user must click on "Register project" and cover all mandatory issues (\*), as long as the form is not confirmed or validated, the application will not be valid and will not go to the selection phase. a notice reminding the owner to validate the registration form.

→ The project has been created. Now you have to complete the submission form in order to add it to BFA.

#### Project data

[Edit](#) [Printable version](#)

**Name** Project

**Phone**

**Email** participant@participant.com

**Language**

**Description**

**Summary**

#### Project members

[+ Invite members](#)

**Administrator**  
Owner

**Guest member**  
Sales Manager

[Members List](#)

#### Project submission

New                      Draft                      Submitted

Fill in the form now to complete the submission of your project.

[Submit project](#)

The registration form consists of a total of 15 questions for the acceleration program and 16 questions for the consolidation program. The questions are classified and evaluated by blocks:

- **General.** In this section it is necessary to complete basic project data such as project name, contact person, contact telephone, email, type of project (Startup, One Company spin-out, Several Companies Spin-out or Spin-off) and a brief Project description.
- **Introduction.** In this section it is necessary to complete data of the company or company (if it is constituted or not), date of constitution and localization. Also, it is possible to include a three-minute long video in which the promoter and/or the team explains the project (no additional images or post-production is allowed). Today, any smartphone is more than capable of performing this task proficiently.
- **Team.** Here, it is required to state who are the project promoters, what experience they have in the project's area of application, what professional achievements have they acquired, and in what capacity they are going to take part in the project if it is selected. Please, be brief and precise, and avoid vague answers –we want to know if the project is suitable for the project.

It should be remembered that, in the case of a startup, when we talk of promoters and the management team they will be the same, the shareholders. If it is a spin-out or spin-off, the promoters will be the company or the knowledge center and the management team will be the personnel dedicated to the project and the activities contemplated in BFA. The management team will be constituted, at least, by **2 people dedicated 100%** to the project. In the case of spin-out and / or spin-off projects, they may include part-time employees, provided that the sum of all the dedications is the equivalent of at least two people at 100% each. In the case of startup projects that enroll in the acceleration phase and that only have one person / developer (the owner) at the time of registration he will have the option to register the project with a single person if it is committed to the hiring of a person with a full-time dedication before the start of the acceleration phase.

- **Project.** In this section the owner user must make a description of the excellence of the proposal in terms of:
  - **Grado de innovación**, entendido como la base científica, tecnológica o de conocimiento en la que se apoya, así como la capacidad de los atributos diferenciadores que incorpora la propuesta de valor para ser ganadores.
  - **Degree of innovation**, understood as the scientific, technological or knowledge base on which the project is based, as well as the capacity of the differentiating attributes that the value proposal incorporates to be winners.
  - **Degree of acceleration** or time needed to develop a MVP and even that the project is working and billing.
  - **Degree of scalability** or growth potential and generation of economies of scale. Indicate if the project is billing, if so, how much has been invoiced in the last year, if it needs funding or has already received it.
  - **Ability to consolidate** in the market and generate recurring income. Indicate how the project is positioned and what the market strategy is.
  - **Socioeconomic impact:** viable initiative that contributes to the dynamism of the business fabric.
  - **Special interest topics:** in this section it is necessary to specify if the project covers any of the needs of the sector set out in Annex IV of the regulatory bases of the initiative. **It is possible to select one or more options** according to the topics that the project can solve
- **Other information.** In this last chapter, the owner user can submit document concerning the product, a business presentation, and letters of recommendation. All files must be in PDF format and under 30 Mb. In addition, within this section the owner user will have to cover the field "Where did you meet BFA? (\*)

Finally, the project owner user has got one additional chapter where he can leave some comments and explanations about his/her project.

**Validation of the questionnaire**

The *owner user* will always have the option to save the questionnaire as a draft. Only when the *administrator* has completed all the mandatory questions he can validate the “validate project submission”.

Management Team

<b>Name</b> Participant	<b>Family Name</b> 	<b>% Shareholder</b> %	<b>Email</b> 	<b>Phone</b> 
<b>Role</b> Technical support	<b>Dedication</b> Full-time	<b>% Involvement</b> 100 %	<b>Attach CV</b> Browse file	

Save draft

Previous Next

Validate project submission

Once “validate Project submission”, a new screen will be appear for confirming: “Validate submission”

Validate submission

Home / Projects / Project / Validate submission

Validate submission

IMPORTANT: Once the registration has been validated, you will not be able to edit the data or the members of a project. Review the data entered before continuing.

**General**

Project name Requested phase  
 Contact person Indicate the nature of the project  
 Contact telephone Describe briefly what the project is about

**Introduction**

In the case of being one of the selected projects, you will have 1 month, from the date of notification, for the constitution of the company. Otherwise, you would lose the status of beneficiary. Country

**Team**

Indicate the competences, knowledge and experience of each member of the management team in the automotive sector or area of application of the project. Indicate the training and experience of the members of the management team in the needs of the project.

**Project**

Describe the value proposal or solution provided The project has obtained public or private funding.

Previous Validate submission

When clicking on “validate submission”, the candidacy will be considered completed and, as of that moment, it will not be possible to make changes in the team members or to the registration form.

## 5. SELECTION PHASE

The selection process determines how all candidacies will be evaluated while the registration period is open. The goal is selecting up to 10 candidacies that will take part in the Acceleration Phase and up to 10 candidacies that will take part in the Consolidation Phase.

### 5.1 SELECTION PROCESS

The selection process comprises several stages and it has a duration period of up to 2 months:

#### Evaluation of compliance with the registration process

All candidacies received will be preliminary evaluated in order to select those satisfying the criteria established in the call terms, which are the following:

- The candidacies submitted through the BFA website, and their submission must be completed before the deadline of the corresponding call.
- All candidacies must meet the eligibility criteria of the call’s Rules of the Programme.
- Candidacies must not be affected by incompatibilities.

#### Evaluation by independent experts and executive committee

The admissible applications will be evaluated by both Independent Experts and the BFA Executive Committee. The evaluation will be carried out following the criteria detailed in the Evaluation Criteria section of this guide.

After the evaluation of the independent experts and the members of the committee, the projects that will finally participate in the next stage will be selected which is the personal interview.

#### Interview to the team members

The pre-selected projects will be called to an interview with members of the Executive Committee. The interviews will have an explanatory character (mode of presentation by the promoters) and a resolute character (round of requests and questions by the Executive Committee).

The purpose of the interview is to know the promoting entity or company behind the project and go into detail about the information contained in the submission form, as well as assessing the team’s potential and suitability for the project.

#### Final selection

After the conclusion of the interview up to 10 projects will be selected to which they will be invited to participate in the Acceleration Phase. In addition, up to 10 other projects will be selected and invited to participate in the Consolidation Phase. A formal invitation proposal will be made to participate in the initiative to these 20 projects.

#### Acceptance of participation into the acceleration/consolidation phase

Up to 20 projects will be selected to participate in the BFA program:

The projects will receive a formal invitation to join the Acceleration or Consolidation Phase. The promoter team will have a period of 15 calendar days to formally accept this proposal. And then they will have about a month

to present the documentation required by the BFA Management Team in terms of incorporation of companies, signing of the participation protocol, etc.

In case of having a company incorporated with a seniority higher than that required in the program bases, the promoter of the project invited to participate in the acceleration phase agrees to set up a new company (spin-out) before December 14th 2020. For startup projects that are only composed of one person, the incorporation of one more member into the project will be required by contracting before the start of the acceleration phase.

If the project is invited to participate in the consolidation phase, the developer agrees to set up a new company (spin-out) before December 14th, 2020. If this requirement is not met, the project will not be able to participate in the Business Factory Auto initiative.

- The projects will be able to apply for financing through a combination of the financing modalities detailed in the Financing Conditions section of the Program Terms.

## 5.2. EVALUATION CRITERIA

The criteria that will be used in the evaluation are focused on two key areas: teams and projects. Both are explained in more detail below:

### Team Evaluation Criteria

The weighting coefficient of this criteria will amount to 60% in the case of the Acceleration Programme, and to 40% in the case of the Consolidation Programme.

The experience and suitability of the project team will be evaluated, particularly when it comes to:

- Skills, knowledge, and experience relative to the automobile industry or the project's application area.
- Suitability and complementarity of the training and experience of the team compared to the project's needs.
- Commitment, motivation, and dedication of the entrepreneurial team.
- Risk assumed by the promoting entity/team.

### Project Evaluation Criteria

The weighting coefficient of this criteria will amount to 40% in the Acceleration Programme, and to 60% in the Consolidation Programme.

The excellence of the proposal will be evaluated in terms of innovation, suitability for acceleration and/or consolidation, scalability, and socio-economic impact, particularly when it comes to:

- Innovative factor, understood as the scientific, technological, or knowledge basis supporting the project, as well as the strength of the distinguishing features comprising the value proposal.
- Degree of acceleration or capacity for developing a minimum viable product (MVP) during the Programme's duration and executing the project.
- Scalability or potential for growth and generating scale economies.
- Capacity for consolidation in the market and generating recurring revenue.
- Socio-economic impact: feasible initiative contributing to industrial advancement.
- Special interest topics covered by the project in the search for new innovation opportunities.



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