REGULATION
for the pre-incubation programme "Green HExagon 2025"

1. General terms and conditions

1.1 This regulation governs the pre-incubation programme "Green HExagon 2025" (hereinafter the Programme)

1.2 The following universities and their structural units (hereinafter – the Partners) participate in the implementation of the Programme:
- University of Latvia (UL), Innovation and Acceleration center;
- University of Tartu (UT);
- Rigas Stradiņš university (RSU), business incubator B-Space;
- The University of Applied Sciences Wiener Neustadt (FHWN), Startup Center.

1.3 The Programme duration is 17 weeks (4 months), from February to June 2025.

1.4 The Programme includes the following activities: an online ideation afternoon, online workshops, mentoring sessions, individual consultations, and an online business idea contest (the Demo Day).

1.5 The teams and individuals participating in the programme must comply with this regulation.

1.6 The Programme is primarily implemented online (individual consultations and/or mentoring sessions for example might also be held in person).

2. Applying for the Programme

2.1 In order to implement the Programme, the Partners announce an open call for support of business ideas.

2.2 The open call is announced on the Project website (www.greenhexagon.eu), on the Partners' websites (www.lu.lv, www.majandus.ut.ee/en, www.rsu.lv, and www.fhwnstartupcenter.at). The Partners use their social media channels as well to market the Programme. When applying for the Programme, the applicants must fill out and submit to the Partners an electronic form "Application for participation in the pre-incubation programme "Green HExagon"" (Appendix 1 to the Regulation).

2.3 Applicants who apply for the Programme can apply both individually and as a team. A team must consist of 2 (two) to 5 (five) members. Other participants may also join the team during the Programme; however, the number of the team members may not exceed 5 (five) participants in total.

2.4 The individuals applying to the Programme must be students, researchers, employees or graduates of UL, UT, RSU or FHWN.

2.5 If a team applies to the Programme, at least 50 % of its members must meet the criteria mentioned in Paragraph 2.4 above.

2.6 Only teams are allowed to participate in the Demo Day at the end of the Programme and compete for the award(s).

2.7 The individuals participating in the Programme must find team members or join a team latest by 16 May 2025 (note: before international mentor evening) to jointly develop a business idea. If they do not find team members or do not join a team by that time, they are allowed to participate in the Programme activities; however, to participate in the Mentor Evening and/or the Demo Day, they have to be part of a team. Remote team members who help implement a business idea, but do not participate in the Programme, are also treated as team members. The Partners may request submission of a proof of involvement of a remote member, such as description of his/her role, duties, contribution to the idea implementation etc.

3. Evaluation of the Applications

3.1 The received applications are evaluated by the Green Hexagon Programme Management group, consisting of the appointed representatives of each Partner (hereinafter referred to as the Programme Management Group). The Programme Management Group conducts the evaluation in accordance with Appendix 2 of this regulation "Evaluation of applications for participation in the "Green HExagon" pre-incubation programme".

3.2 In case an application needs further clarifications, the Programme Management Group can, at its discretion, give the Applicant a possibility to submit the clarifications within one week.

3.3 The Programme Management Group can also decide on admission of extra Applicants (team or individuals) into the Programme after the application deadline, but not later than by 7 March.

4. Completion of the Programme

4.1 Certificates confirming successful completion of the Programme are given to individuals. To receive the certificate, a Programme participant must attend at least 60% of the Programme activities, i.e., workshops, mentoring sessions, and individual consultations.

4.2 A team is considered to have completed the Programme if it meets the following criteria:
4.2.1 at least 50% of the team members meet the attendance criterion referred to in Paragraph 4.1 above;
4.2.2 it has presented its business idea at the Demo Day.

4.3 Only the individuals and the teams that have successfully completed the Programme are included in the Project reports.

4.4. The RSU prepares the certificates referred to in Paragraph 4.1 above, while the Partners distribute them to the participants affiliated with their respective universities.

5. The Demo Day

5.1 The Demo Day is organised at the end of the Programme to give the best teams a possibility to present their ideas to an international jury (the Jury) and to compete for a prize of up to 6000 (five thousand) EUR.

5.2 Each Partner nominates one representative from the start-up ecosystem or industry to act as a Jury member. The Jury evaluates the teams according to Appendix 3 of this regulation "Team Evaluation Criteria at the Demo Day".

5.3 Each Partner evaluates the progress of their teams applying for the participation in the Demo Day according to the criteria indicated in Appendix 3 to this regulation. The Jury has to consider the Partner evaluation when deciding on the winners of the Demo Day.

5.4 The Jury decides on the winners of the Demo Day and the amount of the prize in a special meeting after the Demo Day. The Jury takes decision by a majority of votes. If the votes are divided equally and the Jury cannot agree on the winners and the amount of the prize, the decision is referred to the Programme Management Group who makes the final decision.

5.5 The total price-award in the amount of EUR 6,000 (in cash or in-kind) shall be split into four lots of EUR 1,500. Each award-lot will be allocated to one participating university, and the teams affiliated with this university, and competing for the relevant award-lot (in case, a team is formed by participants from different Partner universities, the Program Management Group will decide to which award-lot such team shall be allocated). The Jury may decide to give the prize to one or two winners within each award-lot group at their discretion. If the Jury decides to announce two teams as the winners of an award-lot group, the Jury also shall determine the distribution of the 1,500 EUR prize between such teams.

5.6 To apply for participation in the Demo Day, the teams must meet the criterion referred to in Paragraph 4.2.1 above and must submit their one-pagers within the deadline indicated by the Partners. The team should include the following information in their Demo Day presentations:
5.6.1 the business idea and the problem it solves;
5.6.2 the innovation aspects of the idea;
5.6.3 the business model;
5.6.4 market size, including comparison with the closest competitors;
5.6.5 a description of the team members and their competencies;
5.6.6 long-term business development scenario.

5.7 The Partners announce the winning teams on the Green HExagon website and through other communication channels, such as social media and Slack.

6. Use of the Green HExagon prize

6.1 The teams which have won a prize-award sign a contract on the use of the grant with the Partner to which it is affiliated. The Partner will ensure efficient use of the prize amount by ensuring that the team follows the procurement rules of the Partner's country and university.
6.2 The prizes received during the Demo Day may be used for the following purposes:
6.2.1 (further) development of a prototype;
6.2.2 production of a trial batch necessary for a test campaign;
6.2.3 marketing costs;
6.2.4 equipment rental;
6.2.5 other justified needs (upon prior approval by the relevant Partner).
6.2.6 or any other specified purpose (upon prior approval by the relevant Partner).

6.3 The prize received during the Demo Day may not be used for covering the following expense:
6.3.1 purchase of equipment;
6.3.2 salaries;
6.3.3 expense incurred before signing of the contract on the use of the grant.

6.4 The prize must be used by 30 November 2025.

7. Processing of personal data

7.1 The following personal data are processed within the programme: participant's name, surname, represented university, represented field of work/studies, e-mail address, telephone number.

7.2. Personal data are processed to identify the participants, as well as to enable the Partners to contact the participants. Additional data may be requested from the participants from the team(s) (e.g., winning the prize, as necessary for the contract on the use of the grant).

7.3 Personal data will be stored on the Project Partners' IT systems in accordance with the data protection rules of each Partner University.

7.4 By applying for participation in the Programme, the participant confirms his/her consent to the processing of his/her personal data within the Programme.

7.5 Information on processing of personal data at the Partner universities is available here:
7.5.1   for   UL: https://www.lu.lv/fileadmin/user_upload/LU.LV/www.lu.lv/Dokumenti/Dokumenti_LV/2 ._POLITIKAS/lu-privatuma-politika-_aktual.21-04-2021_.pdf.
7.5.2 for UT: https://ut.ee/en/content/data-protection-policy
7.5.3 for FHWN: https://www.fhwn.ac.at/en/privacy-policy
7.5.4 for RSU: https://www.rsu.lv/en/rsu-privacy-policy

7.6. The person responsible for data processing is the Partner University, e-mail address: sadarbiba@lu.lv . In case of additional questions, please contact the UL personal data experts at datu.specialisti@lu.lv .

FHWN: For questions regarding the processing of personal data at FHWN, please contact Maximilian.Kobler@fhwn.ac.at.

RSU: For questions regarding the processing of personal data at RSU, please contact: personu.dati@rsu.lv

UT:For questions regarding the processing of personal data at UT, please contact: info@ut.ee

Application Form for pre-incubation programme "Green HExagon"

Application form for individuals[1]	
I have a business idea, but I don't have a team	_____
I don't have a business idea, but want to help others and join a team	_____
Name, Surname	
University	
Field of study/ work (e.g., Bachelor in Computer Science)	
E-mail address	
Phone number	
What is your motivation to participate in this programme?	
For individuals with a business idea: Please describe your business idea, outlining the following: - Problem you are planning to solve - Proposed solution/ product - How does this problem/(intended) solution relate to UN-SDGs (https://sdgs.un.org/goals)? - Potential customers - How long have you been working on this idea? - What have you accomplished so far to implement the idea? - Please indicate links, if any, where we could find additional information to get a better understanding of your idea.	
For individuals without a business idea: What skills and competencies do you have?	

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[1] Please kindly note that individuals joining the programme will be requested to form or join a team latest by 16 May 2025.

Application form for teams	
Name of the team	
What is your team's motivations to participate in this programme?	
Please describe your **team's business idea**, outlining the following: - Problem you are planning to solve - Proposed solution/ product - How does this problem/(intended) solution relate to UN-SDGs (https://sdgs.un.org/goals)? - Potential customers - How long have you been working on this idea? - What have you accomplished so far to implement the idea? - Please indicate links, if any, where we could find additional information to get a better understanding of your idea.	
Information about the team members (*please indicate this information for every team member*):	
Name, Surname	
University	
Field of study/ work (e.g., Bachelor in Computer Science)	
E-mail address	
Phone number	
Competencies, skills and brief summary of relevant experience	
Do you need any additional team members?	
If looking for additional team members: **What skills and competencies are you looking for in your new team member(s)?**	

By submitting this form, I, the applicant, hereby agree to transfer of the information provided in this application, including contact information, to the programme organizers and to use of the submitted information for the following purposes: for evaluation of the submitted application; for ensuring my participation in the Programme and its activities if accepted into the Programme; for Programme reporting purposes; for receiving information about the Partner news during the Programme.

UNIVERSITY OF LATVIA   RĪGA STRADIŅŠ UNIVERSITY   UNIVERSITY OF TARTU   FACHHOCHSCHULE WIENER NEUSTADT
University of Applied Sciences – Austria

Evaluation of applications (teams and individuals with business idea) for participation in the pre-incubation programme "Green HExagon"

1. Evaluation criteria for teams (with business ideas)

1.1 **Business idea** (maximum score – 4 points). The recommended procedure for granting points consider the three key aspects: the identified problem, the proposed idea/solution and the potential customer. The criteria for receiving points are clarity & intelligibility for all three key aspects as well as additionally innovativeness & future potential in case of idea/solution. In summary, there are four criteria:
1) clarity and intelligibility of the problem (https://sdgs.un.org/goals);
2) clarity and intelligibility of the potential customer;
3) clarity and intelligibility of the idea/solution (https://sdgs.un.org/goals);
4) innovativeness & future potential of idea/solution.

1.1.1 **4 points** – all four criteria are fulfilled.
1.1.2 **3 points** – one of the four criteria is not fulfilled
1.1.3 **2 points** – two of the four criteria are not fulfilled
1.1.4 **1 point** – three of the four criteria are not fulfilled
1.1.5 **0 points** – no criteria is fulfilled

1.2. **team competencies** (maximum score – 5 points). The recommended procedure for granting points:

1.2.1 **5 points** - team members represent various competencies. Several of the participants have previous experience that can contribute to the realization of this idea;

1.2.2 **4 points** - team members represent different competencies, some of which are related to the idea, but lack business knowledge. At least one of the participants has experience that can contribute to the realization of this idea;

1.2.3 **3 points** - all team members represent the same competencies related to the business or the idea. At least one of the participants has previous experience that can contribute to the realization of this idea;

1.2.4 **2 points** - the competencies of the team members are not related to the proposed idea or business development, but their previous experience shows the potential of the team to realize the idea;

1.2.5 **1 point** - team members represent the same competencies related to the business or the idea. There is no previous experience, or it would have a minimal impact on the development of the idea;

1.2.6 **0 points** - all team members represent the same competencies that are not related to the proposed idea or business. None of the team members has previous experience that could contribute to the realization of such an idea.

1.3 **team motivation** (maximum score – 3 points) for team applications. The recommended procedure for granting points:

1.3.1 **3 points** - the motivation of the team to join the programme and develop this business idea is completely clear. The team gives the impression that it will complete the given tasks to achieve the goal;

1.3.2 **2 points** - the team has explained its motivation for participating in the programme;

1.3.3 **1 point** - the motivation of the team to work in the program and develop this idea is at a low level;

1.3.4 **0 points** - the motivation of the team to participate in the programme and develop this idea is not entirely clear.

Evaluation table for Teams

Name of the team	Qualitative criteria			Total	Should we accept the team? (yes/no)
	Business idea (max 4 p.)	**Team competencies (max 5 p.)**	**Team motivation (max 3 p.)**		

2. Evaluation criteria for individuals with business idea

2.1 **business idea** (maximum score – 4 points). The recommended procedure for granting points consider the three key aspects: the identified problem, the proposed idea/solution and the potential customer. The criteria for receiving points are clarity & intelligibility for all three key aspects as well as additionally innovativeness & future potential in case of idea/solution. In summary, there are four criteria:
1) clarity and intelligibility of the problem (https://sdgs.un.org/goals);
2) clarity and intelligibility of the potential customer;
3) clarity and intelligibility of the idea/solution (https://sdgs.un.org/goals);
4) innovativeness & future potential of idea/solution.

2.1.1 **4 points** – all four criteria are fulfilled.
2.1.2 **3 points** – one of the four criteria is not fulfilled
2.1.3 **2 points** – two of the four criteria are not fulfilled
2.1.4 **1 point** – three of the four criteria are not fulfilled
2.1.5 **0 points** – no criteria is fulfilled.

2.2 **motivation** (maximum score – 3 points):

2.2.1 **3 points** - the motivation to join the programme and develop this business idea is completely clear. The author of the idea gives the impression that he/she understands what it takes to develop this idea;

2.2.2 **2 points** – the author has explained his/her motivation for participating in the programme;

2.2.3 **1 point** - the motivation to work in the programme and develop this idea is low;

2.2.4 **0 points** - the motivation to participate in the program and develop this idea is not entirely clear.

Evaluation table for individuals with the business idea

Name of participant	Qualitative criteria		Total	Should we accept the Individual? (yes/no)
	Business idea (max 4 p.)	Motivation (max 3 p.)		

3. **Evaluation criterion for individuals without a business idea**

3.1. The evaluation criterion applied to individuals without a business idea is **motivation** (maximum score – 3 points):

3.1.1 **3 points** - the motivation to join the programme and develop this business idea is completely clear. The applicant gives the impression that he/she is fully motivated to engage in the programme activities;

3.1.2 **2 points** – the applicant has explained his/her motivation for participating in the programme;

3.1.3 **1 point** - the motivation to participate in the programme is low;

3.1.4 **0 points** - the applicant lacks motivation in the programme.

Evaluation table for individuals without business idea

	Qualitative criteria	Total	Should we accept the Individual? (yes/no)
	Motivation (max 3 p.)		

Team Evaluation Criteria at the Demo Day

1. Evaluation criteria for the Jury

1.1 The Jury evaluates the Team's presentation during the Demo Day according to the following criteria:

1.1.1 **impact** (What impact does the venture potentially generates for its customers and the society? Does the team have a clear understanding of what kind of impact they want to achieve for whom (e.g., in which SDGs)?);

1.1.2 **business model** (Can the team clearly and numerically show how this business model brings value (revenue and profit) to the company and/or society? Is this business model innovative for the specific industry?);

1.1.3 **innovation level of the idea** (Does the presented idea have a high added value that will ensure the development of a new product/service or a significant improvement of an existing product/service?);

1.1.4 **market size and business growth potential** (Has the team clearly defined its target market, its size and share it wants to reach? Does the team know how it will outdo its competitors operating in the same market segment? Does the team have any estimates showing the future growth potential (costs, income and profit) of this type of business?);

1.1.5 **presentation and the pitch** (Are the content and narrative of the presentation clear and coherent and does the presentation contain all the necessary information to understand the idea and its development? Has the team used facts and statistical information to justify its idea? Is the presentation free from grammar and spelling errors? Does the design and the visual elements of the presentation complement the content? Does the presenter engage with the audience?);

1.1.6 **realisation possibility** (Is the product/service presented by the team feasible? Does its creation require any special technology that has not yet been created? How much does the team still need to implement this idea? Does the team have an action plan containing future steps?)

1.2. The maximum number of points to be granted for each criteria is 5 points. In total, the team can receive maximum 30 points for the presentation from each member of the Jury.

2. Evaluation criteria for the partners

2.1 The Partners evaluate the teams according to the following criteria:

2.1.1 **teamwork and realization potential** (Does the team communicate and work together easily? What is the interaction beetween the team lead and the team members? Are the competencies of each team member complementary to each other and help to improve the work of the team? Does the team has potential to continue developing the idea after the programme (e.g., it has applied for other programmes or plans to do so later?);

2.1.2 **team's progress during the programme** (Has the team developed clear goals and implementation plan with specific tasks during the programme? Has the team validated its idea during the programme? Has the team researched the market size? Has the team defined its target customer? Has the team determined its business model? Has the team iterated their target customer, product or business idea? Does the team already have customers or potential customers waiting for the launching of the product? Can the team already present a proof of sale or intended sale of their product?)

2.2 The maximum number of points to be granted for each criteria is 5 points. In total, the team can receive 10 points from the Partner university to which they are affiliated.