

## **CELLNEX BRIDGE 2023 CALL FOR ENTRIES**

### **INTRODUCTION**

Cellnex Telecom, S.A., through The Cellnex Foundation (hereinafter referred to as "Cellnex"), announces the Cellnex Bridge Startup Acceleration Program ("Program") in collaboration with Innuba Social Innovations, S.L. ("Innuba") and Aticco Lab, S.L. ("AticcoLab").

The Program will involve a maximum of 5 startups that will be selected by the Selection Committee from the applications received during the months of May, June and July 2023.

### **OBJECTIVE**

The objective of this Program is to develop proof of concepts or prototypes of innovative systems that help reduce the digital, social, and/or territorial divide through connectivity and contribute to environmental sustainability.

Specifically, we are looking for innovative projects in which technology and connectivity play a relevant role and address existing challenges in any of the following areas (though not exclusively):

- Environmental sustainability
- Smart cities
- Climate change
- Environmental transparency
- Energy
- Pollution
- Smart mobility
- Elderly individuals
- Care for people
- Employability and Education
- Rural depopulation
- Low connectivity areas
- Protection for vulnerable groups

This proof of concept (PoC) can be a prototype, pilot program, or any type of development initially determined to test the feasibility of such a solution.

## **WHAT COMPANIES ARE ELIGIBLE TO APPLY?**

We are looking for social enterprises whose products or services enable us to develop

these proof of concepts.

In addition, they must meet the following requirements:

- Have a validated and sustainable business model (economic sustainability) with a MVP already in the market
- Have a minimum full time dedicated team
- Have operational headquarters in Spain (although they may be legally registered in another country)

## **WHAT DOES THE PROGRAM OFFER?**

The Program will provide entrepreneurial projects with resources to collaborate in the development of Proof of Concepts and contribute to the growth and objectives of the company itself.

### **Mentors**

Each selected startup will have access to a detailed list of mentors who are experts in innovation and entrepreneurship. In collaboration with the Program Manager, the startup should select a group of 4 to 6 mentors who, if they accept the invitation, will form the startup's Board.

Many of these mentors are also social entrepreneurs who have previously walked a similar path. Others are experts in entrepreneurship and various business areas. Finally, additional mentors will be selected from different departments within Cellnex.

### **Thematic Workshops**

Training sessions conducted by mentors and experts on the most important topics for social entrepreneurship projects.

### **Guidance and Support**

Meetings with other program participants and regular follow-up meetings with the Program Director.

### **Financial Support**

A grant of €15,000 provided by the Cellnex Foundation to the selected startups to develop the Proof of Concept during the program.

### Collaboration with Cellnex

In addition to the mentors, Cellnex may provide resources and access to some of its systems and services to facilitate the development of the Proof of Concept. The scope of this collaboration will be determined with each participant during the selection phase.

### Communication

Participant's services and updates may be included in the communication plan of the Cellnex Foundation and benefit from its social networks.

### Perks

Special advantages in subscribing to various digital services (Amazon, HubSpot, Stripe, etc.)

Additionally, participants will have the opportunity to participate in the Mobile World Congress 2024 alongside Cellnex.

### Coworking

Two free workstations at Aticco Workspaces (Barcelona or Madrid) for each participant and special conditions for additional workstations during the Program.

### Community

Participants will become part of the Cellnex Bridge Community, which includes entrepreneurs, mentors, and Cellnex personnel who have participated in previous editions.

## HOW WILL THE PROGRAM BE STRUCTURED?

Over a period of 8 months (with breaks for holidays), participating companies will continue with their regular day-to-day operations while also engaging in program activities and receiving mentorship support.

### Selection of Mentors

Together with the Program Manager, startups will choose their preferred mentors. After contacting them, both the mentor and the entrepreneur will mutually agree on their inclusion in the Board (a "double match" must occur).

### Kickoff

The program will begin with a kickoff event where initial workshops on topics such as finance, legal matters, marketing, and business will take place.

Simultaneously, the first follow-up meetings with the Program Manager will be conducted to establish the participant's objectives during the program.

### **Mentoring: Boards and One-to-Ones**

Starting from the second week, meetings with mentors can commence, either in a board format or on an individual basis. A minimum of 4 board meetings and 4 one-on-one meetings will be held with each mentor.

### **Monthly Sessions and Follow-up Meetings**

Approximately once a month, a program session will be conducted, consisting of two workshops (led by mentors, entrepreneurs, or professionals), group meetings with other startups, individual follow-up meetings with the Program Manager, and networking activities with the Cellnex Bridge community and ecosystem representatives.

Additionally, depending on the progress of the proof of concept, additional one-on-one follow-up meetings with the Program Manager will be scheduled.

### **Preparation for Demo Day**

During the last weeks of the program, workshops and follow-up meetings will be replaced with practical sessions focused on preparing for the Demo Day presentation. Both content development and presentation delivery will be worked on.

### **Demo Day**

The final monthly session will include presentations of the proof of concepts from all participants to the program team, Cellnex personnel, and stakeholders.

## **CONDITIONS OF PARTICIPATION**

The startup will put forth maximum effort and reasonable resources for the development of the Proof of Concept.

Furthermore, the startup must attend, represented by one or several of its partners or representatives designated by the startup, the monthly meetings with the mentors, the monthly sessions, and the follow-up meetings that are part of the program<sup>3</sup>.

The startup will include the Program's logo on its website's homepage and will mention the Cellnex Foundation and Cellnex Bridge in any public communication that takes place during the acceleration process.

## **REGISTRATION**

From 16/05/2023 to 5/07/2023. Through the program's website: <https://thecellnexfoundation.org/>

The Selection Committee will meet at the end of the registration period to select a maximum of 5 finalist startups that will be invited to participate in the Program.

## CALENDAR

16/05/2023	Call for submissions start
05/07/2023	Call for submissions ends
July 2023	Program Kickoff
April 2024	Program Ends <sup>4</sup>
April 2024	Demo Day

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3. Attendance at the monthly sessions will be preferentially in-person (in Madrid or Barcelona) in order to maximize the benefits. However, exceptions will be considered based on the geographic location of the startup's headquarters.

4. The program will be interrupted for 5 weeks in August, 3 weeks in December, and 1 week in March.