

energeia

ENERGY ENTERPRISE GENERATION IN THE MED AREA

Growing business in the energy sector

Pilot Actions Booklet

ASTER S. Cons. p. A



MED Operational Programme – Cohesion Policy 2007-2013
Europe in the Mediterranean
This project is part-financed by the European Union
European Regional Development Fund (ERDF)
Co-financing rate: 85% EU Funds; 15% National Funds





ENERGEIA PROJECT

Energy Enterprise Generation in the MED area

The ENERGEIA Project originates from the shared need of more effective ways of supporting entrepreneurship in the field of renewable energy, which, in the Mediterranean area, represent an enormous asset for a sustainable economic development. Partners within the project share common policies and priorities given by EU policies, as the Directive 2009/28/EC of the European Parliament and the EU members' commitment of reducing consumption of primary energy by 20% by 2020.

Developing entrepreneurship, using research outputs and competences, is a key action that will contribute to reach the Europe 2020 objectives, in terms of energy consumption from renewable sources and energy savings, thus having direct impacts on EU economic development, wealth creation and employment.

ENERGEIA will enable the development of concrete tools ready to meet the challenge of supporting nascent business in the renewable energy sector through research, networking and pilot actions on the main fields of interest for the energy renewable sector in the MED regions.

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Project pilot actions

The final phase of the ENERGEIA project is devoted to pilot action design, implementation and evaluation. Pilot actions are aimed at developing and testing business ideas, start-ups and service or product providers in the existing renewable energy sector at national and transnational level. These are divided into 2 main groups of activities addressed to business support operators and to startups. As complementary tool, a “competence building path” was developed to strengthen business support operators' competences in supporting SMEs. ENERGEIA partners have designed the competence building path, selected the startups in their regions and delivered seminars, workshop and training sessions locally.

Pilot Action 1: “Strengthening Business Providers Capacities”

This action consists of capacity building and mapping of existing service providers in the field, as well as training programmes for services providers, such as incubator managers, business coaches and tutors.

Pilot Action 2: “Support Path for Business ideas”

It consists of a set of training, scouting and mentoring programmes, with the objective to support and help in the development of new business ideas for a selection of companies in partner regions.

ASTER S. Cons. p. A._ Italy

Support new ideas in the Energy Sector

Pilot actions overview

Aster's pilot actions preparation started in March 2014, so in the previous period of activity, with the design and the planning of pilot actions, however it came into its most interesting phase with the starting of the paths in September 2014.

At the regional level, starting from the information collected with the Regional Survey, Aster (the lead partner of ENERGEIA project) understood that one of the most challenging issues to tackle is the support to business projects in the renewable energy sector in their very early stage, and the implementation of a path able to assist them in becoming startups. The specific support path has been preceded by an intensive scouting action for research projects or business ideas that has been carried out in May and June 2014.

Pilot Action 1

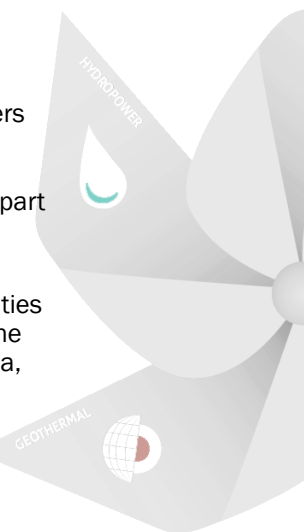
For Pilot action 1, the objective was to build, among the business support actors, competences focused on the energy theme, in order to provide them with more effective instruments and competences. The organisation of 2 seminars has started in December 2014.

Training seminars

The first training seminar has been dedicated to the Lean Methodology and in particular to the main instruments to support startup development. The seminar was held in 2 sessions on 13th and 14th of January, and has been carried out by a consultant with a high level expertise in the field of the business design, together with 2 assistant that were specialized in supporting entrepreneurship in the green sector.

The seminar was open to all the interested regional stakeholders and 30 people from regional incubators, University Technology Transfer Offices, Chamber of Commerce, Provinces and Municipalities, private consultants and other stakeholder took part to the two days of training.

The second seminar has been dedicated to Funding opportunities in the field of Renewable Energy. It tackled several issues, as the Axis of the ROP ERDF for Emilia-Romagna dedicated to this area, the main European funding programs open or in the process of opening with a specific action on Energy, the Energy Fund of the Region, the opportunities that come from banks and from

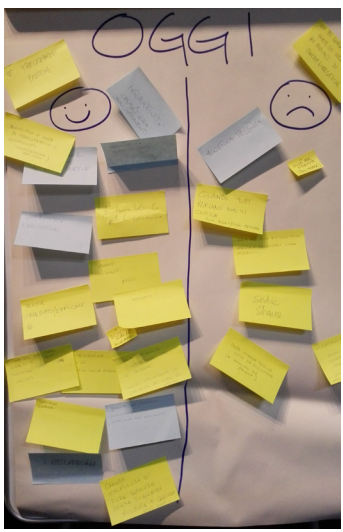




programs to support new ideas in the field offered by the Green Climate KIC and Edison.

There was also the intervention of Nova Somor, a startup of the sector that has received funding through crowdfunding platform “Startsup”.

In total, about 50 representatives, of Universities, business support centres, incubators, municipalities and provinces attended this second meeting.



Pictures of the training seminars

Pilot Action 2

The call for proposals Green Energy Startup, organized within the project Energeia, aimed to select business projects in the renewable energy sector, in order to assist the applicants, through a process of “pre-incubation” period of 5 months, in verifying the technical and economic feasibility of a business idea, through the preparation of a business plan.

Startups Scouting Process

The scouting process started with a call for proposals “Green Energy Startup” and was carried out in two phases. The first one, held on September 10th 2014, had the aim of assessing the content of the applications received. The second one, held on September 30th, was based on an interview with the selected candidates.

The call for proposals Green Energy Startup, organized by ASTER, aimed to select business projects in the renewable energy sector,

in order to assist the applicants, through a process of “pre-incubation” period of 5 months, in verifying the technical and economic feasibility of a business idea, through the preparation of a business plan. For the evaluation and selection of the seven applications received an evaluation committee was appointed. The committee was composed of four members:

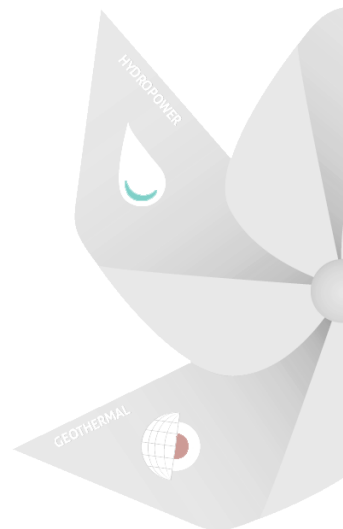
- **Sara Monesi:** responsible for Aster startup departments, boosts ten years of experience in projects aimed to support the creation of new companies based on innovative technology.
- **Stefano Valentini:** Aster employee, expert in project planning and management at European level for energy and environment technology transfer projects and spin-off Initiatives.
- **Angelica Monaco:** expert in management of European projects, especially projects on climate change.
- **Giulio Giunti:** startup mentor, is member of Aster startup department.

The evaluation process was carried out in two phases. The first one, held on September 10, had the aim of assessing the content of the applications received. The second one, held on September 30, was based on an interview with the candidates. At the end of the evaluation six business projects were selected.

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Pictures of the pilot actions events



Startups Training and Mentoring

The “assistance path” provided the selected projects with the assistance of a consultant, with experience in the renewable-energies sector, for assistance in the preparation of the general part of the business plan. An expert on economic and financial issues was also assisting the projects for the draft of the economic and financial part of the business plan. The consultants were selected following the request of three offers, addressed to consultants who could boast experience in the renewable-energies sector and experience working with startups.

The selected startups participated in two days of training and mentoring. The mentoring was focused on the development of the business project, and training on advices for the preparation of the business plan. In particular, of the two days of training, one was focused on the general part of the business plan and the other one on the economic and financial planning.

As for the specialistic advice, it was provided to each candidate six days on the aspects related to the verification of the technical feasibility and market survey of the business idea and two days for the preparation of the economic and financial part of the business

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Pictures of the training and startups presentation

SUPPORTING START-UPS AND INNOVATORS

Startups in the RES supported by the project



NostraEnergy:

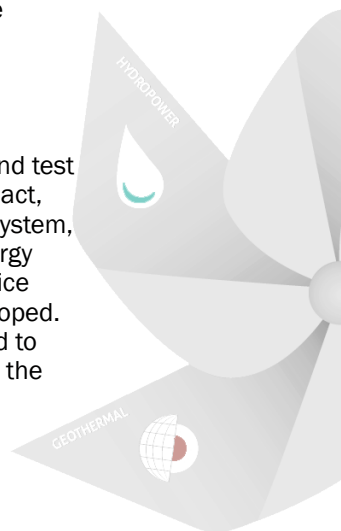
The project NostraEnergy wants to give concrete answers to the consumption of fossil fuels by implementing solutions for energy efficiency and sustainable management of electricity through the use of tools that allow people to know in real time the instantaneous power consumption. In their business plan the consultancy activity has taken an important role. If the startup will strengthen the consulting activities in the energy sector, where the financial requirements are lower, that could be a key factor of success.

Air Energy:

Proposed by three researchers of University of Ferrara, the idea is to use turbulence road as source of clean energy. It is experimentally verified the possibility of producing a significant amount of electrical energy using the wind turbulence produced by the vehicles on roads to activate appropriate wind turbines. The possibility of including in the road network wind generators to obtain electrical energy has been investigated already, however, only at the experimental stage. It will be necessary to further investigate market elements that can favor the use of these devices.

Eudore:

The project Eudore had the goal of concrete design, build and test on shores an innovative device, with low environmental impact, capable of generating electricity exploiting the waves. The system, with float and linear electric generator, allows to supply energy for the signal resisting very well to the stress wave. The device could also apply for a patent, once a prototype will be developed. It will be now necessary to verify the actual costs associated to the development of the product and then move on to check the effective market interest for the proposed solution.



HYDRO



GE4F:

The project 4 Green Energy Future (GE4F) aims to develop sustainable solutions, custom-made, for each type of accumulation of electricity, heating and cooling produced by renewable sources. The group has excellent technical skills, but the stage of entering the market will be very difficult. It would be necessary to consider the opportunity to look for partnership with companies already on the market operating in the energy sector and develop a market-niche of excellence.



WIND

ReEnergy:

The project is based on the recovery and marketing of secondary raw materials derived from photovoltaic panels at the end of life. The proposal stems from reports of various kinds collected regarding the new regulations that assimilates the photovoltaic modules to be divested to electronic waste. The legislation is recent and does not cover all the products installed in time in Italy. It is now necessary to keep on investigating the market interest for different materials and to evaluate an operational plan in view of the fact that the materials to be recycled will not be available before the 2020-25.

BIOMASS



Alga&Zyme:

Alga&Zyme Factory is an R&D company that develops innovative and biotechnological solutions for plants and processes that improve the environmental and economic sustainability in the agro-industrial and cosmetic sectors. The project team has decided to address the proposal to the production of biological and phytostimulants products for cosmetics deriving from seaweed. In order to create a solid company, it will be necessary to add to the research activities, a marketing strategy in order to lead the evolution of an enterprise “research oriented” to a company “marketing oriented”.

ENERGEIA PROJECT IS A MED PROGRAMME



Projet cofinancé par le Fonds Européen
de Développement Régional (FEDER)

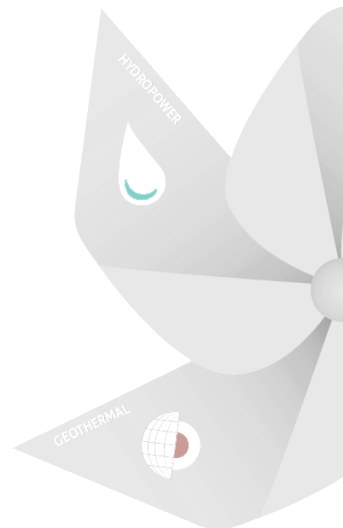
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