



# Subject: Smart City Expo Barcelona – Catalyse NEB 2024 Demo Day

## Event Overview

**Catalyse NEB 2024 Demo Day** is an opportunity to showcase the future of sustainable innovation and entrepreneurship. As part of the Smart City Expo, this exclusive event will present 28 start-ups that have participated in the EIT Community NEB's 8-month accelerator program. These start-ups, funded and nurtured under the principles of the New European Bauhaus (NEB), represent a new era where societal well-being is prioritized alongside economic prosperity. The Demo Day is an opportunity to witness the solutions that combine business acumen with environmental and social consciousness, all while fostering innovation and creativity.

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## About Catalyse NEB & The New European Bauhaus (NEB)

The **New European Bauhaus (NEB)** is an EU-driven initiative that calls for a sustainable, inclusive, and aesthetic future. Rooted in core values of beauty, sustainability, and inclusivity, the NEB movement seeks to reshape Europe's societal and environmental landscape.

As part of this vision, the **EIT Community NEB** brings together four EIT Knowledge and Innovation Communities (EIT Climate-KIC, EIT Food, EIT Manufacturing, and EIT Urban Mobility) to empower start-ups committed to these values. In its third year, **Catalyse NEB** operates as a unique accelerator that guides start-ups through their entrepreneurial journey, helping them align with NEB's ethos of social impact through innovative design and business solutions.

The Demo Day marks the culmination of this journey, as start-ups from 15 countries present their ground-breaking solutions, ranging from **sunglasses made of fallen leaves** to **AI-driven farming technologies** and **customizable air quality sensors**. This diverse cohort stands at the forefront of both technological and societal transformation.

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## Objective of the Demo Day

The principal objective of the event is to give each of the start-ups an opportunity to showcase their solution and increase their visibility. The start-ups will be participating in the EIT Community NEB booth during the Smart City Expo, with their products and services all on-display throughout the event. However, the Demo Day will enable them to shine a spotlight on their solution, pitching to potential investors invited by the EIT Community NEB as well as connections the founders made during the week. Furthermore, the pitches will serve as a testing ground for the start-ups to apply the knowledge gained through the 8-month accelerator programme, embedding their learnings from Catalyse NEB in both their business and pitching. In this way, the Demo Day also serves to demonstrate the value added by the Catalyse NEB programme to other entrepreneurs and investors. This secondary objective will promote the EIT Community NEB opportunities to grow the pool of NEB actors, both as participants and funders. Finally, this event is part of the EIT Community's continuous efforts to democratize European Union (EU) funding and make the New European Bauhaus movement tangible.

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## Agenda (Tentative)

**Date:** Wednesday 06/11/2024

**Time:** 9:30 - 18:00

**Room: Zone: CC3 - 3.14C**

**Start Time:** 9:30 AM

- **Introduction:** Welcome remarks from EIT Community NEB, highlighting the New European Bauhaus initiative and reflecting on the 8-month accelerator journey. Success stories from past editions and upcoming funding opportunities will also be shared.
- **Start-up Pitch Sessions:** The day will be divided into four themed blocks, with each start-up given 10 minutes to pitch (3-minute pitch, followed by Q&A). Panelists will ask 1 question per member, with audience questions if time allows.



Each block represents a thematic focus:

- **Block 1: NEBiomaterials of the Future** Discover sustainable and innovative materials for a greener future
- **Block 2: Hungry for NEB** Explore start-ups transforming food systems for sustainability and security
- **Block 3: NavEgatingB** Learn about innovative solutions enhancing urban mobility and accessibility
- **Block 4: DesigNEB** See design-focused innovations that improve urban living and inclusivity

Between each block, there will be a 10-15-minute break.

**Closing Remarks:** The day concludes with reflections from the EIT Community NEB.

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## Why Investors Should Participate

**Catalyse NEB Demo Day** presents a unique opportunity for investors seeking to tap into the future of sustainable, impact-driven start-ups. By becoming part of the jury panel for the pitch sessions, investors gain early access to innovative ideas that fuse profitability with societal impact. Your participation not only allows you to discover promising ventures before they hit the mainstream but also positions you as a key contributor to shaping the next generation of impact-driven businesses.

In addition to the above you will have the chance to participate as a jury member. Your involvement in the **jury selection** of each pitch block adds a level of expertise and credibility to the process, ensuring that only the most impactful solutions receive the recognition and support they deserve.

## Key Benefits for Investors:

1. **Exclusive Access:** Gain first-hand exposure to cutting-edge solutions that tackle pressing societal and environmental issues.
2. **Strategic Networking:** Build relationships with other high-profile investors and influencers in the sustainability and innovation ecosystem.



3. **Shape the Future:** As part of the jury, you directly influence the trajectory of start-ups committed to building a sustainable and inclusive Europe.

By attending all three days of the Smart City Expo, you'll also be exposed to broader opportunities within the innovation ecosystem, allowing you to explore synergies and further investment prospects.

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## Practical Information for Investors & Jury Members

To make the most of your experience, we are pleased to offer you a **complimentary 3-day pass** to the Smart City Expo event. This pass provides you access to:

- **Exhibition areas** of Smart City Expo, Tomorrow.Mobility, Tomorrow.Building, and Tomorrow.BlueEconomy World Congress.
- **Open side events**, discussions, and networking opportunities.
- **Agoras & Innovation Playground sessions**, where new ideas are demonstrated and debated.
- The **Official Events App**, allowing you to schedule meetings, connect with other attendees, and follow the event agenda in real time.

Additionally, if you're interested in joining the jury panel, we encourage you to complete [this form](#), where you can indicate your **availability for each pitch block** and express your **interest in serving as a jury member**. This flexibility allows you to engage at the level that best fits your schedule during the three-day event.

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We look forward to your participation in this exciting event. Together, let's support a new generation of businesses committed to sustainability, inclusivity, and innovation.

Warm regards,

The EIT Community