

FOUNDAMENTA#12

Impact Makers for the Future

Deadline 6 June 2021

Apply at

socialfare.org/application-foundamenta12

FOUNDAMENTA#12

Impact Makers for the Future

SocialFare | **Centre for Social Innovation** launches **FOUNDAMENTA#12**
the Italian call to accelerate **social impact startups**
offering new solutions to contemporary societal challenges.

We support the best businesses **with 'future-capacity'**
helping you develop cutting edge products, services and models by
offering a unique blend of **expert consultancy** and **equity investment**
to generate impact entrepreneurship.

Do you want your startup to apply?
The slides will show you how to, step by step

WHO ARE WE LOOKING FOR

We select startups with an intentional, additional, measurable social impact offering innovative solutions to contemporary and societal challenges.

We are looking for teams willing and able to grow along us, triggering **scalable systemic change** while generating a new economy.

SocialFare's network & team are at the side of your impact business!



1.

Startups

(existing or in progress)

with a tested prototype or a market product



2.

Businesses

that excel with a highly innovative

model/product/service

(Ltd., Cooperatives, Social Enterprises and other legal entities)

WHAT ARE WE OFFERING

SocialFare is Italy's first Centre for Social Innovation and incubator recognized and certified by the Ministry of Economic development (**MISE**).

Our acceleration program FONDAMENTA **focuses on social impact startups and businesses.**



4 Months of intense acceleration

A full-time on and offline program at Rinascimenti Sociali, Turin



Up to €100K in seed funding

in exchange for an equity percentage up to 15%



A dedicated acceleration team

Design, business planning, investment readiness and social impact assessment experts



A network of 50+ mentors and investors

Access to our prestigious network of impact investors, mentors and advisors



Desk in the co-working area and meeting rooms

Access to events taking place in our offices in the centre of Turin

SOCIALFARE

SOCIAL IMPACT ACCELERATION PROGRAM

Our multidisciplinary team blends lean startup, design thinking and systemic design benefiting from the experience built up in the past 11 editions of the FONDAMENTA program, working in close contact with startups, fostering their growth, helping them to attract investments.



Product Service Co-design

Our systemic design approach and design thinking in analyzing and developing social impact products, services and models for the market



Business modeling & impact assessment

We work with each startup's team to structure business strategies, modeling & development. We identify and measure social impact indicators.



Networking for scalability

We develop and share context and specific networks to boost the growth of the startups and businesses in our acceleration program



Investment readiness

We prepare startups and businesses to interact with investors and develop relations to attract potential investors

PROGRAM STEPPING-STONES

2. Business Modeling

- Benchmark & competitors
- Target identification
- Product/user/market fit

3. Service Design

- Research
- User Journey
- Prototyping & testing
- Implementation

1. Setup

- Establishing the company
- Team: skills & roles
- Budget with SFS investment
- Objectives and timeline

4. Growth Strategy

- Market analysis
- Financial Modeling
- KPI & metrics
- Marketing & Branding

5. Impact Assessment

- Value chain
- Impact indicators

6. Investment readiness & scaling

- Fundraising strategies
- Networking for scalability
- Social Impact Investor Day

Systemic change

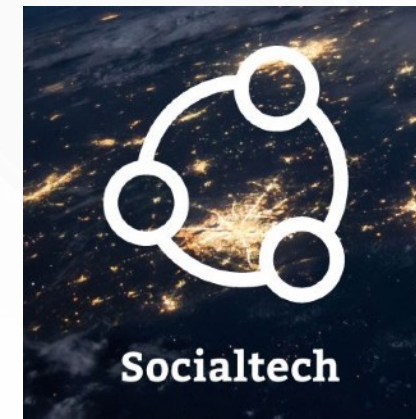
IMPACT AREAS

We select startups and businesses with intentional social impact & innovative solutions to contemporary and emerging societal challenges:



Future welfare

Seeking products and services able to develop new models and solutions for treatment & care, inclusion, accommodation, sharing, mobility and work.



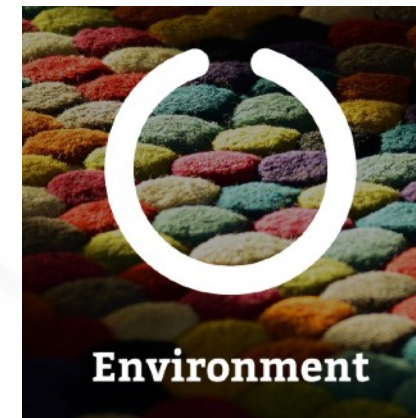
Inclusive technologies

Seeking new products and services able to offer technological solutions addressing current challenges in terms of comprehensive sustainability, that is including economic, social and environmental sustainability.



Widespread healthcare

Seeking new models and solutions to present day challenges in healthcare, prevention, diagnosis, treatment, as well as individual and community behavioural changes.



Environment protection

Seeking new products, services, models and solutions to respond to the pressing environmental challenges arising in metropolitan systems, in consumer good manufacturing, food and processing.



New Knowledge

Seeking new models and solutions to the new challenges surfacing in current learning context, access to education, content digitalization and development of new training & education paths.

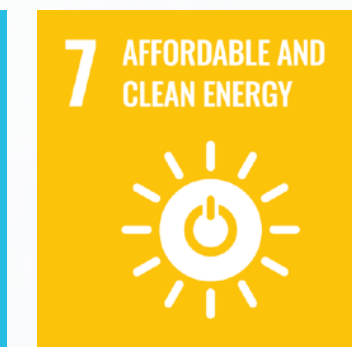
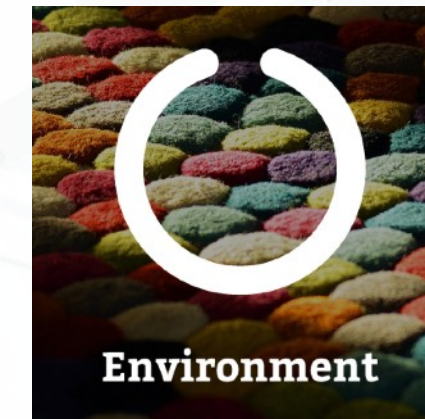
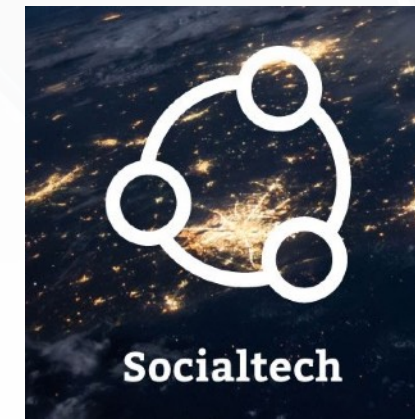
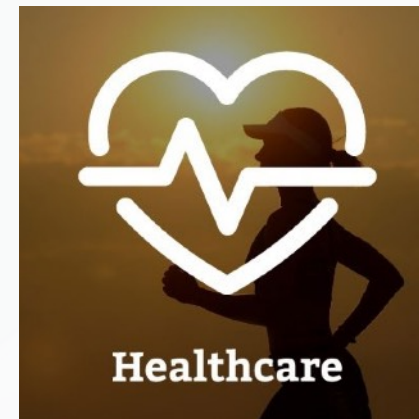


Shared Heritage

Seeking new models and innovative solutions to regenerate hidden widespread and/or unappreciated tangible and intangible cultural heritage in our society.

IMPACT AREAS

We select startups and businesses with intentional social impact & innovative solutions to contemporary and emerging societal challenges as also defined by the UN **Sustainable Development Goals** – 2030 Agenda



READY TO INVEST IN YOUR *IMPACT STARTUP*



SocialFare Seed invests up to € 500,000 a year in social impact startups accelerated by SocialFare

SocialFare Seed is a private investment fund that supports startups and businesses accelerated by SocialFare.

If eligible, each startup/business can receive a **seed fund of up to €100K** in exchange for a percentage of equity of up to **15%**, according to the valuation of the company. The investment is paid in cash at the beginning of the program.

For further details see T&C of investment: <https://socialfare.org/en/how-we-invest>

SOCIALFARE SEED SHAREHOLDERS: FINDE



Fondazione
Compagnia
di San Paolo



OUR PORTFOLIO

1,2M€ SocialFare Seed Investments



Public Administration
Transparency



Women safety



Culture & art



Ethicjobs

Welfare



JORDAN

Ethical fashion

kalata'

Cultural heritage



Services to families



Edtech



restorative
neurotechnologies

Healthcare



Co-housing



Inclusive gaming



Telehealth



Socialtech



il personale è servito

Welfare



Sustainable Tourism

WE INVEST IN ACCELERATED BUSINESSES

Startups selected by SocialFare for acceleration will be awarded a seed fund of up to €100K in cash, in exchange for a percentage of equity up to 15%. The investment will be performed by SocialFare Seed S.r.l.



SocialFare Seed is a private company established by impact investors such as the FINDE (Ltd partnership) Family Office, bank foundations such as the Compagnia di San Paolo, the Cassa di Risparmio di Cuneo Foundation and the Mario ed Anna Magnetto Foundation as well as business angels. SocialFare is also a partner and promotes a systemic model to establish and develop new social entrepreneurship. It is the one and only of its kind in Italy and is extremely innovative.

Convertible funding

The investment will be made as a convertible, that is a non interest-bearing convertible in the startup's equity. A convertible is a finance instrument used in the early stages of a startup given it is a cheap, swift means to gather funds without having to formally add a new equity partner at the start given the costs this entails. The conversion into equity **by SocialFare Seed** will take place in the event of a good performance of the startup or alternatively if it raises capital from investors in the three years following the signing of the contract.

Resource transfer

Resource transfer will take place in two steps: before the beginning of the acceleration program and on achieving shared objectives.

Contract

There is a standard contract for all startups a draft of which will be sent to the project/business team before the Selection Day, so they may view it. In the event of them being selected and joining the acceleration program the startup undertakes to accept and sign the relevant seed funding agreement/contract.

Type of company

If your business ideas is selected you undertake to establish the company within two months from selection, and to register with the Company Register (Registro delle Imprese).

Total investment and equity share

SocialFare Seed retains the right to vary the exact amount of the investment and the percentage of the equity; these clauses are negotiated with the team upon admission to the acceleration program.

FOUNDAMENTA#12: NEW PARTNERS ON BOARD



Invitalia is the National Agency for Inward Investment, and SocialFare's institutional partner: it **advises** our startups **on available funding and measures** and **follows them in their applications** for easy terms as well as pointing them to networking tools and opportunities for the growth of innovative businesses.

Engie Eps is SocialFare's technology partner for **Environmental Sustainability**: they work alongside our startups **advising and mentoring** them developing business solutions in sustainable energy, energy storage, green mobility or the like.

OUR NETWORK



Rinascimenti Sociali

Founder



Network partners



Technological partner



International partners



Venture partners



Supported by



Fondazione
Compagnia
di San Paolo

WHERE ARE WE



Rinascimenti
Sociali

Via Maria Vittoria 38, Turin
www.rinascimentsociali.org

Since 2015 SocialFare has been promoting an innovation and convergence model through **Rinascimenti Sociali (Social Renaissance)**, a place and convergence network to accelerate social impact knowledge and entrepreneurship in Italy. It is based in Turin, a socially oriented city by choice, now Italy's point of reference for Social Innovation and startups.

Throughout the program, business and startup teams in acceleration will have a desk in the co-working area, and meeting rooms if required.

Stay tuned

PROGRAM AND SELECTION TIMELINE



HOW TO APPLY

Applications by 23:59 of June 6, 2021 at :

socialfare.org/application-foundamenta12/

Contacts and Information

FOUNDAMENTA call is organized by

SocialFare | Centre for Social Innovation

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