



## IN-HABIT launches an incubation program to foster inclusive health and well-being in four small and medium-sized cities in Europe

*The alliance between IN-HABIT and Bridge for Billions is consolidated in an initiative to promote and grow entrepreneurship in four different cities in Europe.*

**January 24th, 2023-** IN-HABIT is an EU Horizon 2020 project that aims to foster inclusive health and well-being in four small and medium-sized cities such as **Cordoba (Spain), Riga (Latvia), Lucca-Pisa (Italy), and Nitra (Slovakia).**

In alliance with **Bridge for Billions** and IN-HABIT have developed an **incubation program to support entrepreneurs to build sustainable businesses** that will generate a positive impact. With this initiative, IN-HABIT seeks to actively contribute to fostering inclusive health and well-being in these cities. The program is 4 months long and will have a direct impact on more than 60 selected entrepreneurs from all cities.

The program includes weekly mentoring sessions with experts, who will accompany the participants during their training at all times, and the guided support of the technological platform that allows them to carry out a complete business plan that includes a competitor plan, finances, value proposition and allies, strategies, impact, and growth plans.

*“Our idea is that entrepreneurs leave our programs fully prepared to enter the market and that they go from having an idea to an economically viable business capable of generating jobs”, explains **Pablo Santaefemia, CEO of Bridge for Billions.*** The organisation has benefited more than 3,000 entrepreneurs all over the world.

The program consists of 8 online modules that will be adapted to the language of each city in which the programs will take place. All entrepreneurs, after completing the program, will be able to download an executive summary of their business plan and use it to pitch to potential investors.

**The call is open until February 19th.** Entrepreneurs and mentors can apply through the following links:

- **Lucca-Pisa**, Italy: <https://programs.bridgeforbillions.org/in-habit-lucca/>
- **Riga**, Latvia: <https://programs.bridgeforbillions.org/in-habit-riga/>
- **Nitra**, Slovakia: <https://programs.bridgeforbillions.org/in-habit-nitra/>
- **Cordoba**, Spain: <https://programs.bridgeforbillions.org/in-habit-cordoba/>



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### General requirements for entrepreneurs:

- Having a business is operating/will operate in any of the regions
- Being a founder with passion and willingness to dedicate at least 8 hours a week for 4 months
- Have access to a computer and a stable internet connection

### General requirements for mentors:

- Have more than 5 years of professional experience
- Have access to a computer and a stable internet connection
- Be available to dedicate at least 1 hour 30 per week to the programs

For further information and specific requirements visit the website of the city you're interested in.

**About Bridge for Billions:** Bridge for Billions is one of the largest entrepreneurship networks in the world. It creates, designs, and manages innovation programs with foundations, corporations, and public entities that have benefited more than 3,000 entrepreneurs in more than 100 countries. Its objective is to facilitate access to entrepreneurial support for all types of entrepreneurs with a common goal: to promote innovation that solves the problems that truly matter and generate employment.

**About IN-HABIT:** IN-HABIT is an EU Horizon 2020 project that aims to foster inclusive health and well-being in four peripheral cities: Cordoba, Spain, Riga, Latvia, Lucca-Pisa, Italy, and Nitra, Slovakia. In each city, the project will mobilise existing undervalued resources (culture, food, human-animal bonds, and environment) to increase well-being, with a focus on gender, diversity, equity, and inclusion. The integrated approach will combine technological, digital, nature-based, cultural, and social innovations in selected urban public spaces.

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