

TETRA

INNOVATION & INTERNATIONALISATION

WEBINAR #9: 04 NOVEMBER 2020

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BIC BRATISLAVA, TETRA



NEXT GENERATION INTERNET

HUMAN INTERNET FOR A **BETTER FUTURE**

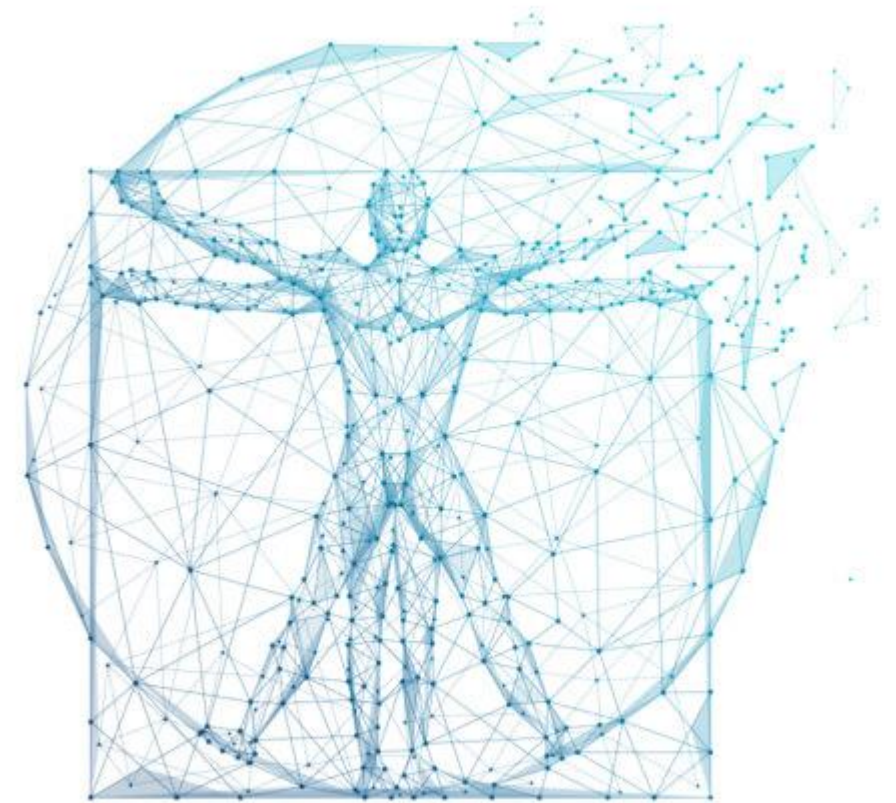
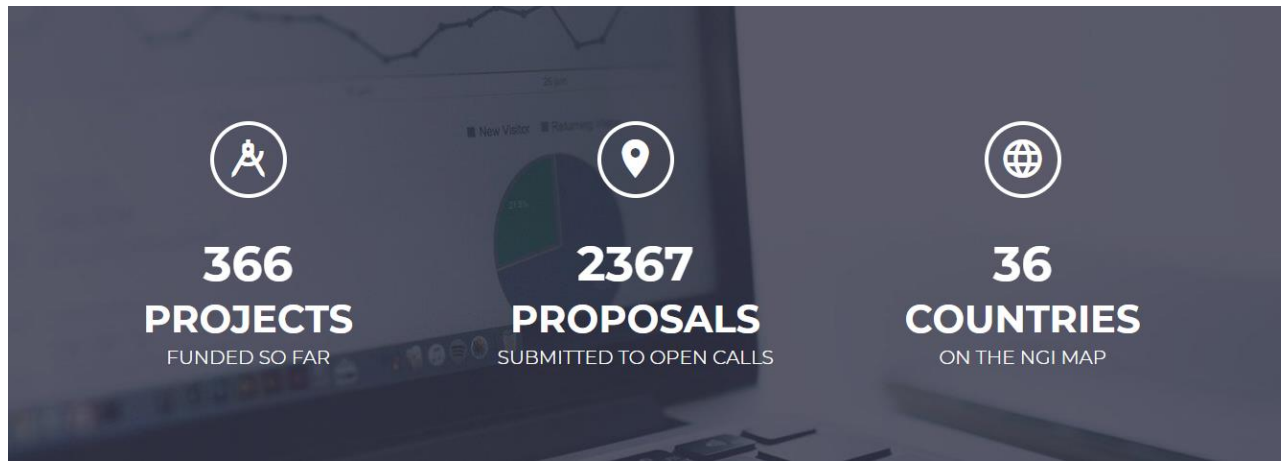
NGI Vision: Develop key human-centric internet technologies and infrastructure based on trust, resilience, decentralisation, inclusion and sustainability



NGI.EU

NGI initiative is supported by:

- 9 Research and Innovation Actions (**Ledger, Dapsi, NGIAtlantic.eu, NGI Trust, NGI Pointer, eSSIF-Lab, NGI ZERO, Fed4FIRE+** and **ONTOCHAIN**)
- 5 Coordination and Support Actions (**NGI4ALL, Think Nexus, NGI Explorers, NGI Forward** and **TETRA**)
- 7 multilingual NGI (**BERGAMOT, COMPRISE, ELITR, EMBEDDIA, GOURMET, PRÊT-A-LLOD, European Language Grid**)



NGI TETRA

WHAT WE DO?

- **Coaching** during TETRA bootcamps
- **20 hours of mentoring** after TETRA bootcamps for the most promising businesses
- **Individual master plans**

More information:

<https://business.ngi.eu/>

TRAINING

Join our **bootcamps and webinars** on different topics such as intellectual property, sales and new markets, leadership skills, investments and much more.

MENTORING

Reiceive **individual mentoring** from experts, startup founders and investors.

BUILDING NETWORKS

Get access to **Digital Innovation Hubs, connect with investors and corporations** for collaboration.

TETRA NGI: OUR FOCUS



IPR ADVISORY



TRANSVERSAL
COMPETENCES AND
SOFT SKILLS



NEW MARKETS,
SALES AND BUSINESS
MODELS



INVESTMENT
READINESS



ACCESS TO EQUITY
FUNDING



ACCESS TO
(INTERNATIONAL)
PUBLIC CONTRACTS



FACILITATING
PARTICIPATION IN A
WELL-ESTABLISHED
PITCHING
COMPETITION



TECH-TRANSFER
SERVICES TO DIGITAL
INNOVATION HUBS



QUALIFIED
INTRODUCTIONS AND
MATCH-MAKING
SERVICES



INDIVIDUAL
MENTORING ON
INNOVATION,
BUSINESS
DEVELOPMENT AND
COMMERCIALISATION

business.ngi.eu



WHAT'S NEXT: IP PROTECTION IN SOFTWARE DEVELOPMENT



- **25 November 2020 | 10:00 CET**
- Topics:
 - copyright
 - patents
 - registered designs
 - trade secrets
- Link: <https://business.ngi.eu/join-now/webinars/>

INNOVATION & INTERNATIONALISATION



WHO WE ARE

BIC BRATISLAVA | ENTERPRISE EUROPE NETWORK



**IVAN
FILUS**



**ROMAN
LINCZENYI**



**VERONIKA
SOMOLANYIOVA**

IMPORTANCE OF INNOVATION AND INTERNATIONALISATION FOR STARTUPS

ROMAN LINCZENYI

- Innovation and internationalisation and its importance for company
- Set-up of a company before entering the international cooperation
- Introduction to Enterprise Europe Network

Innovation and internationalisation and its importance for company

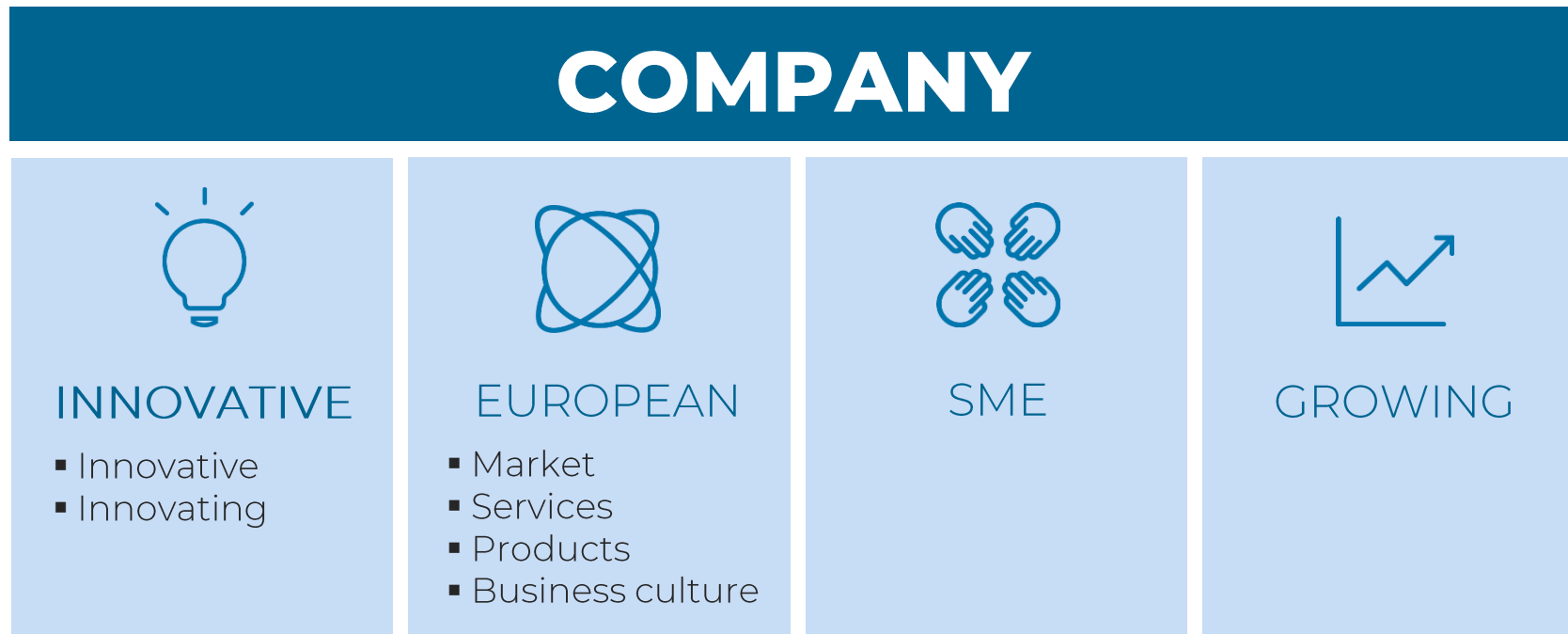
- Internationalization
 - (Vital) growth
 - Learning outcomes
 - (Long term/sustainable/scaling-up) financial performance
- Challenge
 - Firms expanding activities abroad face increased competition
 - Innovation is the main tool to reduce pressure
- (Technology)Innovation
 - Critical issue to achieve sustainable competitive advantage

Innovation and internationalisation and its importance for company

As a result of critical need (to compete...) EU brought set of practical tools to support companies in their internationalisation and innovating efforts:

- Financial support (e.g. EIC Accelerator)
- Geographical support (e.g. CBC)
- Service networks (e.g. EBN – incubators, hubs, accelerators)
- Bottom-up networks (on specific expertise or on specific sectors)
- Top-down networks (containing specific mix of tools e.g. NGI initiative)
- Comprehensive network containing services, expertise and knowledge of local representations – EEN

Set-up of a company before entering the international cooperation



Set-up of a company before entering the international cooperation

Few hints for company considering to join European support initiatives/programmes

- Single attempt is rarely successful
- Make it a part of your strategy
- Learn European thinking/language/way of presenting your future and intentions– its not easy but still (in most cases) less bueraucratic as your national
- Be part of networks – local/national/international/European
- Create new partnership with each project/activity/contact to EU programmes
- Prepare your financing/accountancy to fit administrative needs of EU projects
- Communicate in permanent way with research and know-how resources – and have evidence of it

ENTERPRISE EUROPE NETWORK



Business Support on Your Doorstep

THE
WORLD'S LARGEST
support network

FOR SMEs WITH INTERNATIONAL AMBITIONS

Enterprise Europe Network



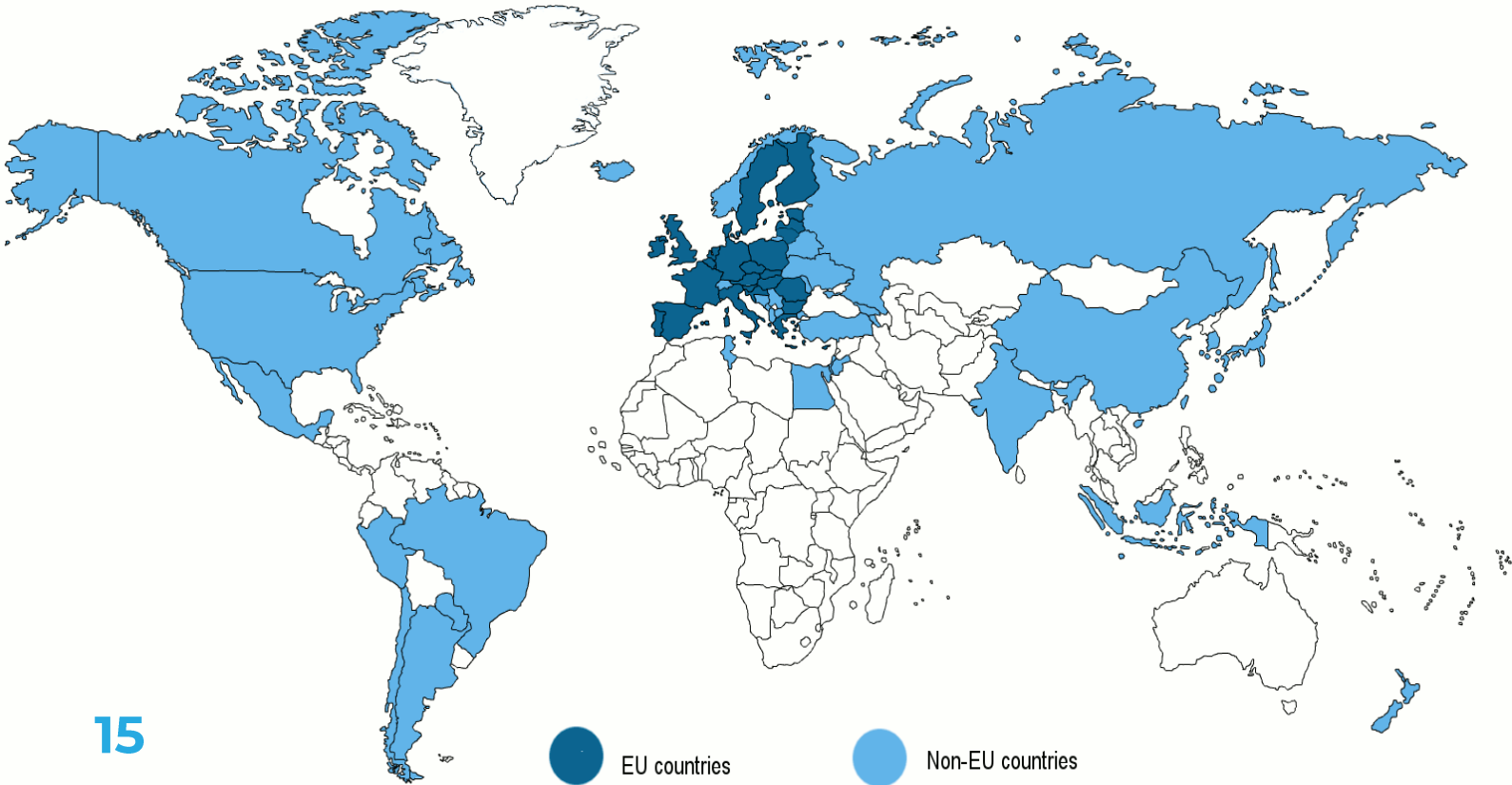
3000
LOCAL
EXPERTS



600+
LOCATIONS



60+
COUNTRIES
WORLDWIDE



ENTERPRISE EUROPE NETWORK

INTERNATIONAL PARTNERSHIPS

Partnership database

Brokerage events

Company missions

ADVISORY SUPPORT

Advice on EU laws and
standards

Market intelligence

IPR expertise

INNOVATION SUPPORT

Access to finance and
funding

Innovation Management
Services

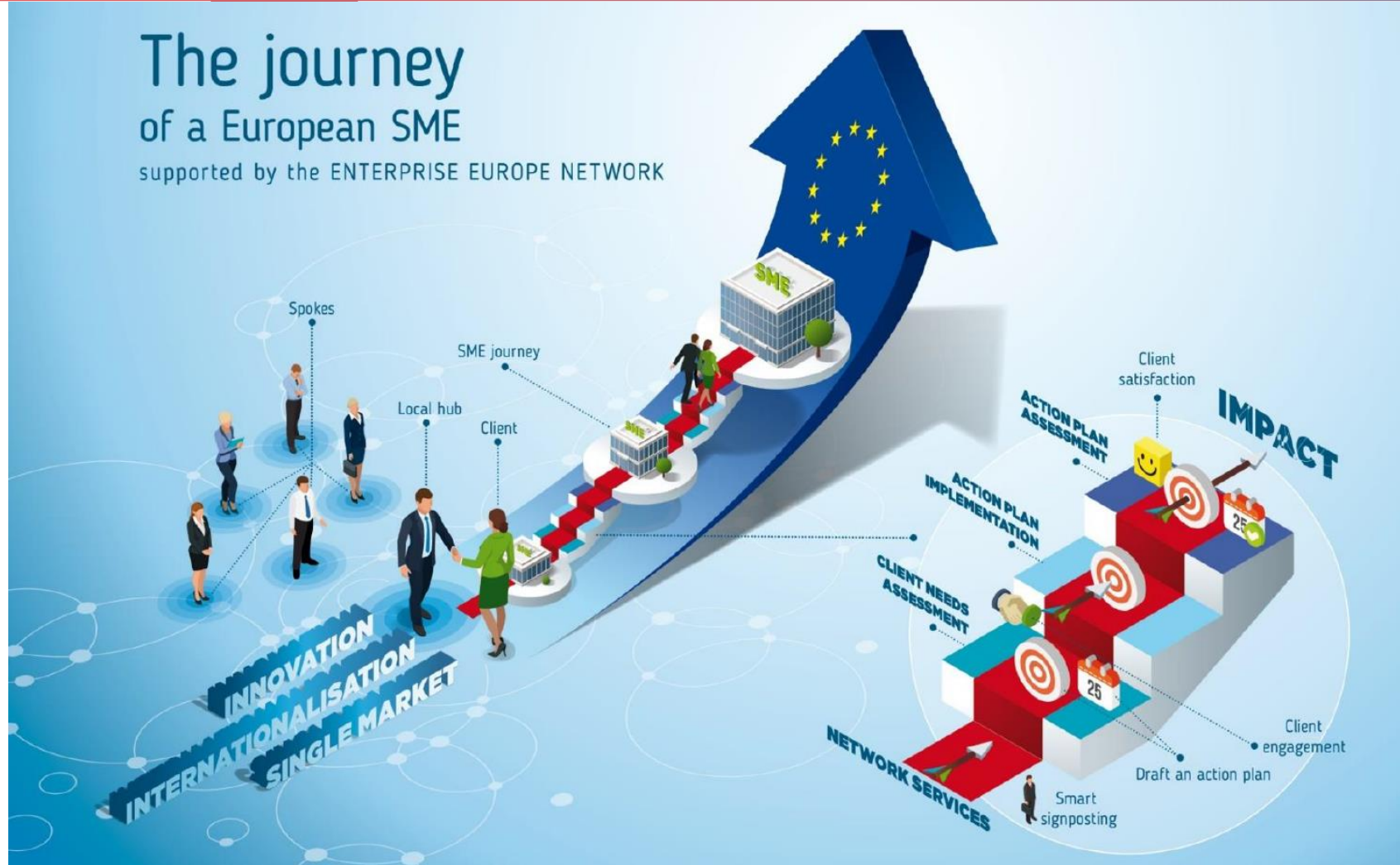
Technology transfer

ENTERPRISE EUROPE NETWORK: INDIVIDUAL SERVICES FOR COMPANIES

IVAN FILUS

- Support of clients journey to growth
- Individual advisory services
- Enhancement of innovation management

ENTERPRISE EUROPE NETWORK: SUPPORT OF CLIENTS JOURNEY TO GROWTH



ENTERPRISE EUROPE NETWORK: ADVISORY SERVICES

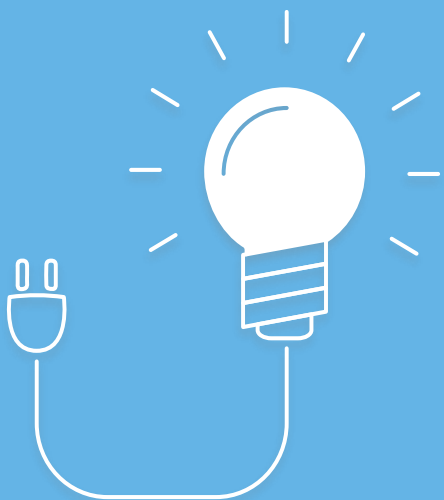
THE NETWORK'S EXPERTS PROVIDE TAILOR-MADE ADVICE



Practical advice on doing business in another country
Identifying the best market opportunities for your business
Information on EU laws and standards
Advice on intellectual property
Facilitating SME feedback on EU rules

ENTERPRISE EUROPE NETWORK: INNOVATION SUPPORT

TAILORED SUPPORT PACKAGES TO STEER YOU ONTO THE FAST TRACK TO SUCCESS



Advice and help for innovative SMEs to access R&I funding (H2020, EIC Accelerator ...)

KAM services for SME Instrument beneficiaries

Personalized support to help shape innovation potential into international commercial success

Help in finding the right technology to improve your innovation (management)

Help in finding the finance it needs to grow.

ENTERPRISE EUROPE NETWORK: EVENTS AND DATABASES FOR INTERNATIONAL PARTNERSHIPS

VERONIKA SOMOLANYIOVA

- Partnership opportunity database:
thousands of high quality cooperation profiles
- Find your clients and partners
at transnational brokerage events and company missions
- Success stories

PARTNERSHIP OPPORTUNITY DATABASE

- One of the biggest database focused on support of international cooperation
- Target group: small & medium enterprises, universities, research organisations

1 175

Technological
profiles

3 927

Business
profiles

15

Research project
opportunities

PARTNERSHIP OPPORTUNITY DATABASE



www.een.ec.europa.eu/partners

BROKERAGE EVENTS & COMPANY MISSIONS

Matchmaking events

based on B2B meetings with the aim to meet potential business partners in person/online

Company missions

prepared targeted international meetings in several companies personally within one or two days

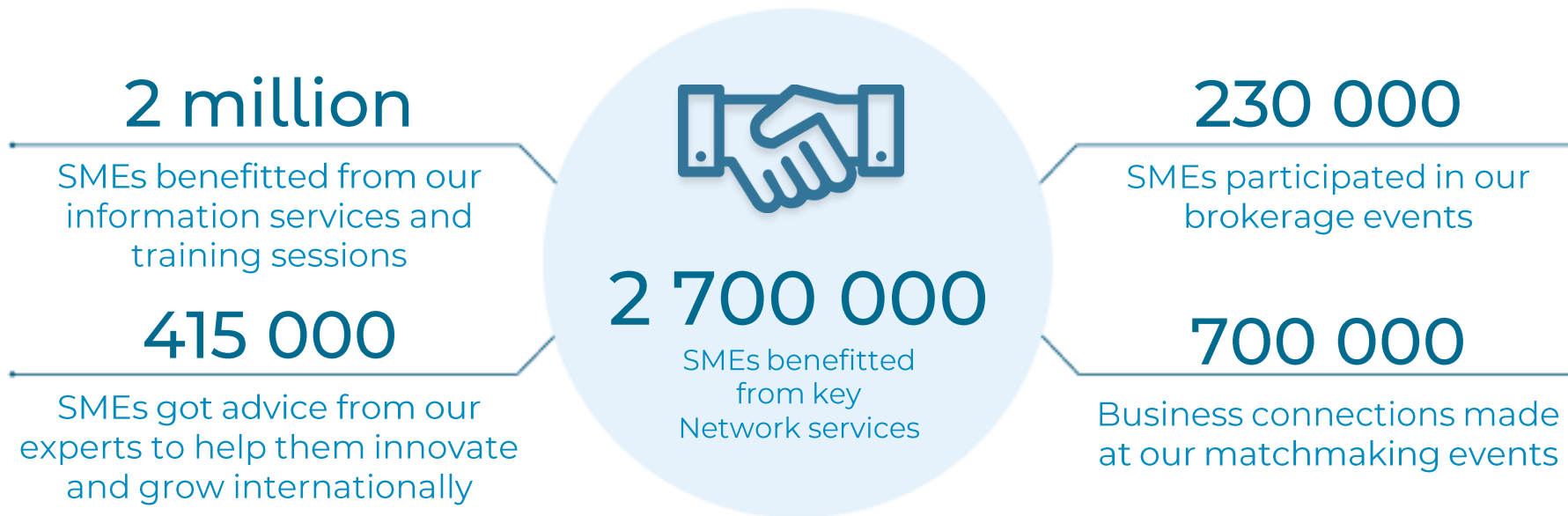


BROKERAGE EVENTS & COMPANY MISSIONS



INTERNATIONAL PARTNERSHIPS

Since 2008



INTERNATIONAL PARTNERSIPS



UK & Slovakian business agree to collaborate on smart energy app

- Expression of interest on POD profile
- Slovak company was offering a smart and secure IoT platform

Universities from Slovakia & Slovenia submitted H2020 proposal

- Brokerage event ICT Proposer´s Day in Helsinki – 1:1 meeting
- Blockchain VARIability management project

Questions & Answers Session

**THANK YOU
&
GOOD LUCK WITH YOUR
INNOVATIONS ANG GOING ABROAD**



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