TETRA Catalogue
of Services

NGI

NGI TETRA

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NGI TETRA

Service List

TRL 1-5
BUILD block

TRL 5+
SELL block

TRL 5+
SCALE block

SERVICES BY EXPERTISE

01. IPR Advisory

02. Transversal competences and soft skills

03. Tech-transfer services to Digital Innovation Hubs

04. New markets, sales and business models

05. Investment readiness

06. Access to equity funding

07. Access to (international) public contracts

08. Qualified introductions and matchmaking

09. Facilitating participation in a well-established pitching competition

10. Mentoring

Service List

trainings

mentoring

matchmaking

guidance

SERVICES BY METHOD

01. Open webinars

02. Bootcamp trainings

03. 20+ hours of 1-on-1 sessions

04. Pitching support during bootcamps

05. Introduction to local/regional hubs and incubators for follow-up services

06. Access to startup events (tickets and/or demonstration area)

07. Master plans (strategy) for further development

08. Online materials for self-education

01
IPR Advisory

BUILD

SELL

Topics covered in training sessions

- Introduction to IP

- Fundamentals of IP Commercialisation

- IP Protection in Software Development

- IP and Software Code Management

- IP and Creative Commons

- IP Management in Open-Source Software Licences

Additional topics available on request

- Introduction to IP for ICT Start-ups

- Developing an IP Strategy for Start-ups

- Patentability of Computer Implemented Inventions

- Use of IP in AI

- How to Tackle with IP in Blockchain Applications

Topics available on demand (online materials)

- A Practical Guide on IP Management for the NGI Community

The proposed list is not exhaustive. Additional topics/workshops/webinars/events related to this service can be requested and proposed to IPIL. All TETRA services will be provided until April 2022.

02

Transversal competences and soft skills

SELL / BUILD

Topics covered in training sessions

Design a product/service around a specific user using Design Thinking methodology

Team diversity as a resource for innovation

Soft skills and Team performance. Who is in the team and what role do they hold? Which skills are missing?

The Art of Pitching. Define your unique selling point and learn how to pitch targeting the different audiences
Learn how to be a good pitcher

How to be memorable in an online pitch? What is the difference between live and online pitching? Make your online presentation memorable

Actionable insights on leading teams to higher performance

Topics available on demand (online materials)

Transversal Competence & Soft Skills training package

Ice break online game "App2TheSky"

The proposed list is not exhaustive. Additional topics/workshops/webinars/events related to this service can be requested and proposed to FVA. All TETRA services will be provided until April 2022.

03
Tech–transfer services to Digital Innovation Hubs

SELL / BUILD

Topics covered in training sessions

Identify and involve relevant DIHs from the regions where the teams are located to provide tech–transfer services to these DIHs in order to ensure regional follow up support that is not limited to the duration of our project

Additional topics available on request

Identify and involve relevant NGI community support organisations which could provide sustainbale support during and after the end of the project

The proposed list is not exhaustive. Additional topics/workshops/webinars/events related to this service can be requested and proposed to SD. All TETRA services will be provided until April 2022.

04
New markets, sales and business models

Topics covered in training sessions

BUILD

- Understanding your customer
- Value propositioning
- Introduction to business modelling (Business Model Canvas)

- Scoping Market size
- Proposition validation
- How to do "pre-sale"
- Getting first customers

SELL / SCALE

- Customer-centric approaches to customer discovery
- Advanced business modelling
- Customer validation

- Building a robust go–to market strategy
- Launching in new markets
- Raising financing for opensource/non profit teams

Additional topics available on request

- Customer research
- Data analysis and approaches
- Business models for non profit and open source

- How to validate for non profit and open source

- Riskiest assumption testing, Customer centric methods for validation
- Business models for non profit and open source

- Interview script and validation plans
- Preparing for fundraising

Topics available on demand (online materials)

Webinar: Business models for the Next Generation Internet

Webinar: Internationalisation and innovation

Webinar: Business models for the Next Generation Internet

Webinar: Internationalisation and innovation

The proposed list is not exhaustive. Additional topics/workshops/webinars/events related to this service can be requested and proposed to BIC. All TETRA services will be provided until April 2022.

05
Investment readiness

BUILD

SELL

Topics covered in training sessions

Basic fundraising training: How to choose the right investment option (grants, equity, alternative financing)?

- Public funding for SMEs: training on SME instrument proposal preparation
- Equity financing
- Developing investor pitch decks
- Pitching to investors

Additional topics available on request

- Mapping and monitoring activities on main local funding programmes
- Valuation and benefits of private capital
- Investment instruments and strategies
- Reaching out to investors and investor types

- Investor reporting
- Exit strategies
- Training on local opportunities, incl. European structural and investment funding
- Investment and shareholder agreements
- Term sheet

Topics available on demand (online materials)

WEBINAR Where to get money – investors, grants or crowdfunding?

Factsheet International financing options (grants)

Slideshow Investment glossary for starting entrepreneurs

WEBINAR Grants and equity for European SMEs

WEBINAR Equity financing for ventures

Slideshow: Legal process of raising funds

The proposed list is not exhaustive. Additional topics/workshops/webinars/events related to this service can be requested and proposed to CIVITTA. All TETRA services will be provided until April 2022.

06
Access to equity funding

Topics covered in training sessions

Additional topics available on request

Topics available on demand (online materials)

BUILD

• Financing sources and its structures (equity, debt and grant)

• EU funding for startups and individuals (cascade funding)

Webinar: Equity financing for your venture

SELL / SCALE

• Financing sources and its structures (equity, debt and grant)

• Preparing for fundraising and cap table sustainability

• EU grant funding for the future champions league (EIC Accelerator)

• Shareholder agreement and investment negotiations

Webinar: Equity financing for your venture

Webinar: European Innovation Council Accelerator: Grant and equity funding for the most promising European SMEs

The proposed list is not exhaustive. Additional topics/workshops/webinars/events related to this service can be requested and proposed to BIC. All TETRA services will be provided until April 2022.

07

Access to (international) public contracts

BUILD
SELL
SCALE

Topics covered in training sessions

An introduction to the world of international tendering

(Secret) strategies for winning public tenders abroad

E-learning module on bidding to public sector for change

How to write a winning offer

Additional topics available on request

• How to overcome the language barrier with international public tenders

• Pre-commercial procurement

• How to serch for tenders

• Public procurement of innovation

• How to find a (consortium) partner

Public tendering benchmarking tool

Topics available on demand (online materials)

Guide to country specific elements on public procurement:

UK	Estonia	Lithuania
Ireland	Czechia	Spain
Greece	Portugal	
Slovakia	Latvia	

Access to blog on public tendering

he proposed list is not exhaustive. Additional topics/workshops/webinars/events related to this service can be requested and proposed to PEDAL. All TETRA services will be provided until April 2022.

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08
Qualified introductions and matchmaking

09
Facilitating participation in a well—established pitching competition

	Event	When	Service	Opportunities at the event
ALL	Global Innovation Summit 2021	May 18–20, 2021	Qualified introductions and matchmaking	• Networking opportunities, 15-minute web meetings with various stakeholders such as investors, large companies, universities, other startups… • Discussion panels. • Workshops. To register (free of charge) HERE
TRL 5+	South by Southwest	March 16–20, 2021	Facilitating participation in pitching competitions	• Participate in the competition to get a chance to pitch in front of investors from around the world. • Get their pitch to the next level by getting a coaching session with one of the event's pitch jury members in order to prepare for the event.
TRL 5+	NGI TETRA Online Scale–Up Bootcamp	March 16–18, 2021	Facilitating participation in pitching competitions	• Get their pitch to the next level by getting coached during the bootcamp in order to prepare for the final pitch session. • Learn during an interactive session held at the bootcamp by ESN « Pitching to an investor », with the participation of 2 venture capitalists from Belgium (Volta Ventures) and Italy (P101 Venture Capital Firm). Tool developed for the event HERE

The proposed list is not exhaustive. Additional topics/workshops/webinars/events related to these services can be requested and proposed to ESN. All TETRA services will be provided until April 2022.

Event	When	Service	Opportunities at the event
ALL Venture Summit Virtual Connect West 2021	March 16–18, 2021	Qualified introductions and matchmaking	• Participate in the one-on-one networking. • Early access to the networking app (2 days before Summit). • Access to all Venture Panels and Workshops. • Access to startup bootcamp sessions.
TRL 1–5 NGI TETRA Online Build–Up Bootcamp	September 29 – October 1, 2020	Facilitating participation in pitching competitions	• Learn and train during an in-depth webinar session « Pitch like there is no tomorrow » (including live pitching) with the pitching guru Gleb Maltsev. • Get their pitch to the next level by getting coached during the bootcamp in order to prepare for the final pitch session.
ALL Infoshare 2020 Online	September 23–25 and September 28–30, 2020	Qualified introductions and matchmaking, facilitating participation in pitching competitions	• Meet with NGI TETRA/ European Startup Network (30-minutes call) in order to assess the needs of the interested NGI initiatives and relevance to participate in the event. • Meet with investors during matchmaking sessions via a matchmaking platform available 24/24, also in the weekend between Infoshare conference days. It is possible to send invitations before the event to make sure meetings are confirmed and scheduled in advance. • Have access to the startup expo. • Participate in the pitching contest.

The proposed list is not exhaustive. Additional topics/workshops/webinars/events related to these services can be requested and proposed to ESN. All TETRA services will be provided until April 2022.

10
Mentoring

SELL / BUILD

Topics covered in training sessions

• Each mentor is expected to cover on average 4 topics with the project team.

• Topics depends on the team need, their product level and ect.

• Team gets 20 hours of 1 on 1 sessions"

Additional topics available on request

Specific technology consultations, law topics, GPDR or other similar specific topics if the team asks and if it's confirmed with their mentor

The proposed list is not exhaustive. Additional topics/workshops/webinars/events related to this service can be requested and proposed to SD. All TETRA services will be provided until April 2022.
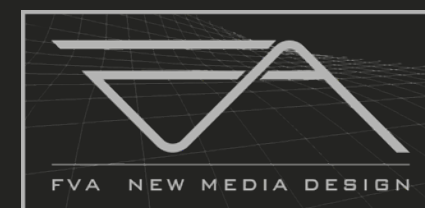
NGI

NGI TETRA
Partners

CIVITTA

ESN
EUROPEAN
STARTUP NETWORK

S Startup Division

INSTITUT
DE LA PROPRIÉTÉ
INTELLECTUELLE
LUXEMBOURG

Q-PLAN
INTERNATIONAL

FVA NEW MEDIA DESIGN

PEDAL
CONSULTING

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EXPERIENCE
DESIGN

BIC Bratislava
Business & Innovation Centre

Contact TETRA to learn more!

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