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D6.6 ELECTRONIC NEWSLETTERS - - 2ND HALF OF PROJECT

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V0.1	23/06/2022	General review	Joao Gaspar; Alexandre Almeida

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* R: Document, report (excluding the periodic and final reports)

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc.

EXECUTIVE SUMMARY

This deliverable provides first an overview of mass-mailing tools and channels utilised by the TETRA project, their objectives and target users. Second, the document provides an overview of electronic newsletters distributed by the TETRA project and newsletters and newsflashes with TETRA contents distributed by the NGI Outreach Office.

Additionally, an overview of TETRA newsflashes distributed to NGI beneficiaries who registered in TETRA webinar series, online public funding masterclass and online bootcamps is provided at the end of the deliverable.

More specifically, the document is structured as follows:

1. Overview of mass-mailing tools and objectives
2. TETRA newsletters
3. NGI newsletters and newsflashes
4. TETRA newsflashes



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1 OVERVIEW OF MASS-MAILING TOOLS AND OBJECTIVES

TETRA, in order to mass-mail NGI beneficiaries on project upcoming and past activities, utilised:

1. **TETRA Newsletter**, to update TETRA users on upcoming bootcamps and other activities or materials available on TETRA website
2. **NGI Newsletter and Newsflashes**, to update NGI users on upcoming TETRA bootcamps and other activities or materials available on TETRA website
3. **TETRA Newsflashes**, to update TETRA users on a monthly basis on upcoming TETRA webinars and other activities or materials available on TETRA website

MASS-MAILING TOOL	TARGET		OBJECTIVES	
	NGI users	TETRA users	Update on upcoming bootcamps and other activities	Update on upcoming webinars and other activities
TETRA Newsletter		X	X	
NGI Newsletter and Newsflashes	X		X	X
TETRA Newsflashes		X		X

TABLE 1 - MASS-MAILING TOOLS AND CHANNELS

TETRA distributed in February 2021, July 2021, October 2021 and June 2022 four official Newsletters to promote, respectively, the first Scale-up bootcamp, the second Build-up bootcamp, the second Scale-up bootcamp organised in online and/or hybrid formats, as well the final materials and results of the project. While on a monthly or bi-weekly basis, TETRA users were updated on project activities through newsflashes (21 newsflashes distributed from December 2020 to June 2022).

2 TETRA ELECTRONIC NEWSLETTERS

TETRA Newsletters were used to announce and encourage to register to upcoming TETRA bootcamps and to provide an overview of materials and resources available on TETRA website stemming from previous project activities (e.g. presentations and recordings of past webinars).

TETRA second newsletter was distributed in February 2021 to NGI beneficiaries who registered in TETRA webinar series (151 recipients as of February 2021) and provided a call to action to register for the first online edition of TETRA Scale-up bootcamp, as well an overview of all webinars' recording and presentations available on the project website.

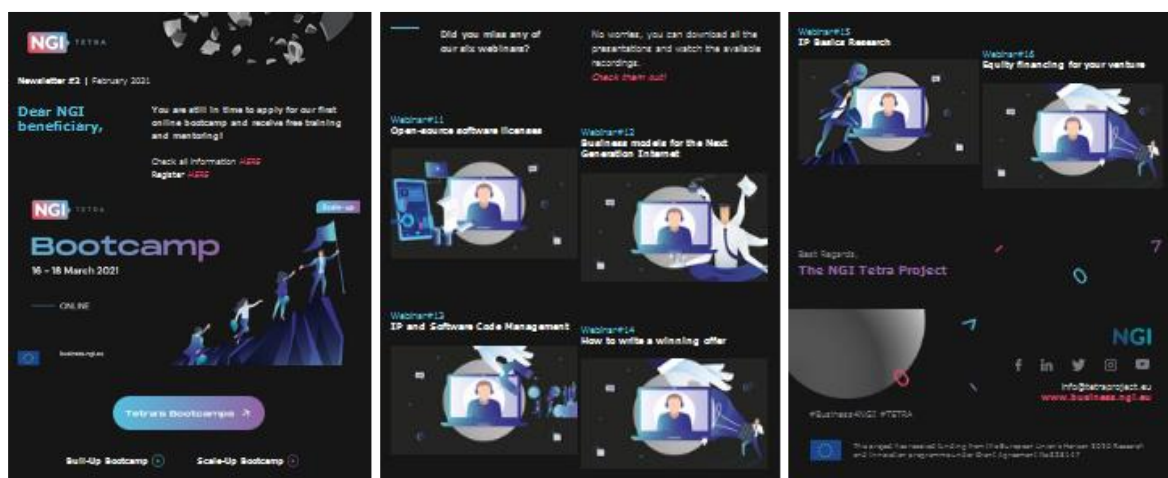


FIGURE 1 - TETRA SECOND NEWSLETTER

TETRA third newsletter was distributed in July 2021 to NGI beneficiaries who registered in TETRA webinar series (182 recipients as of July 2021) and provided a call to action to register for the second online edition of TETRA Build-up bootcamp, as well an overview of useful materials, webinars' recording and presentations available on the project website.

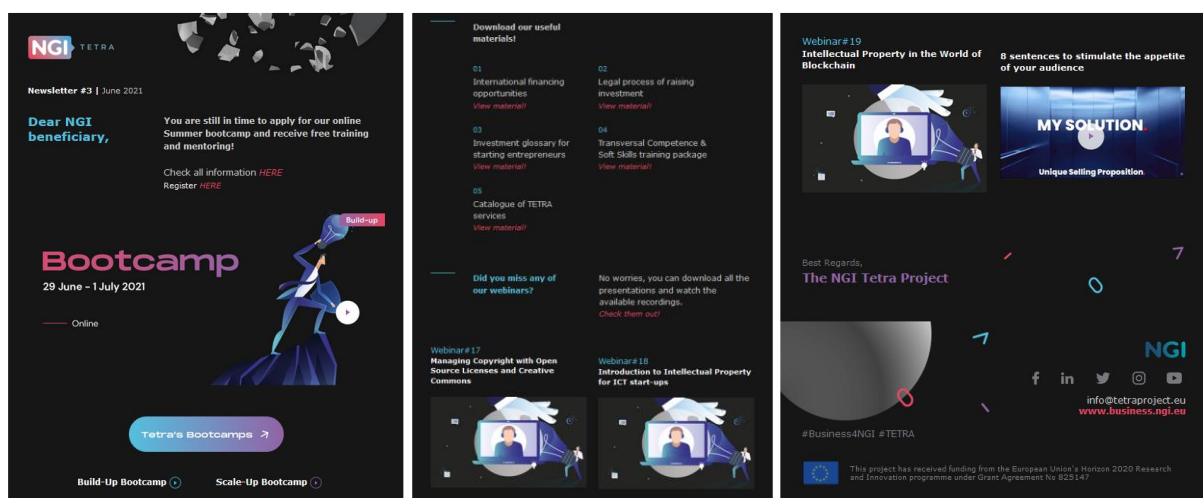


FIGURE 2 - TETRA THIRD NEWSLETTER

TETRA fourth newsletter was distributed in October 2021 to NGI beneficiaries who registered in TETRA webinar series (198 recipients as of October 2021) and provided a call to action to register for the second online edition of TETRA Scale-up bootcamp, as well an overview of useful materials, webinars' recording and presentations available on the project website.

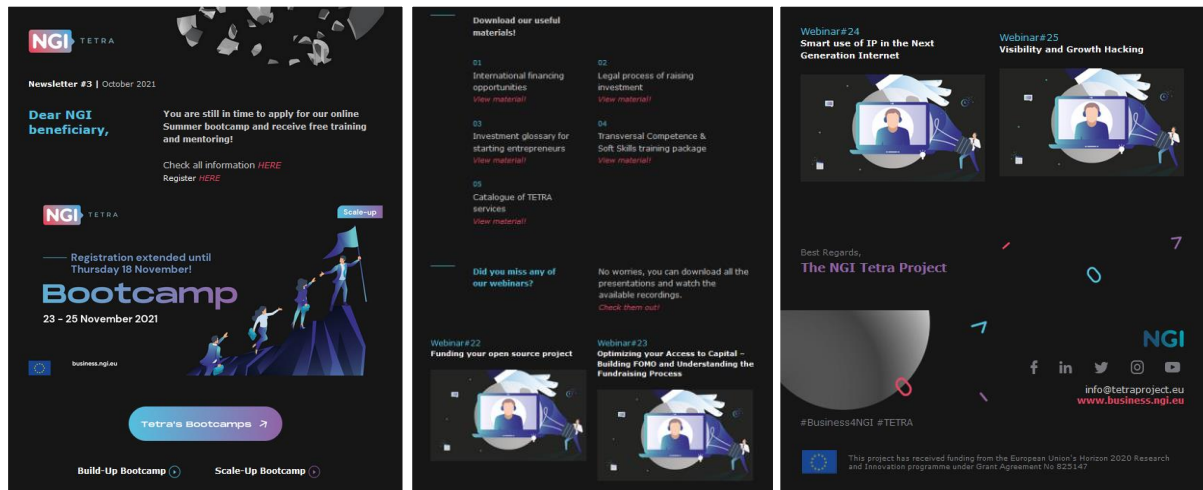


FIGURE 3 - TETRA FOURTH NEWSLETTER

TETRA fifth and last newsletter was distributed in June 2022 with the objective of informing users on the new structure of project website which provides materials, presentations and recordings that will be available for NGI Innovators in the future.

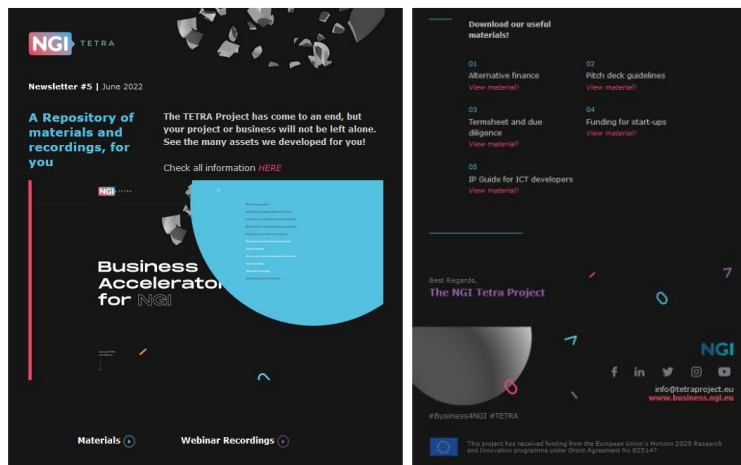


FIGURE 4 - TETRA FIFTH NEWSLETTER

3 NGI NEWSLETTERS AND NEWSFLASHES

In order to promote specific activities and materials from the project to the broad NGI Community of Innovators, TETRA's information and related banners, in close collaboration with the NGI Outreach Office, were included also in NGI Newsflashes and Newsletters.

NGI NEWSLETTERS

- Promotion of TETRA first Scale-up Bootcamp. Link (February 2021): <https://mailchi.mp/ngi/latest-news-from-ngi-n11-feb2021>
- Promotion of TETRA second Build-up Bootcamp and Tenderio Open call. Link (June 2021): https://mailchi.mp/ngi/latest-news-from-ngi-n12_june2021
- Promotion of Tenderio Open call and Webinar “Visibility and growth hacking”. Link (September 2021): <https://preview.mailerlite.com/g3q2w5/1784689955704936834/s9h5/>
- Promotion of Tenderio Open call. Link (December 2021): <https://preview.mailerlite.com/l1k8g8/1845574908340345695/f7w3/>
- Promotion of TETRA IP Guide for IT developers and Final Event “NGI Pitch and Matchmaking Event”. Link (April 2022): <https://preview.mailerlite.com/n6r4n9h6u3/1937026955459173150/a9q1/>

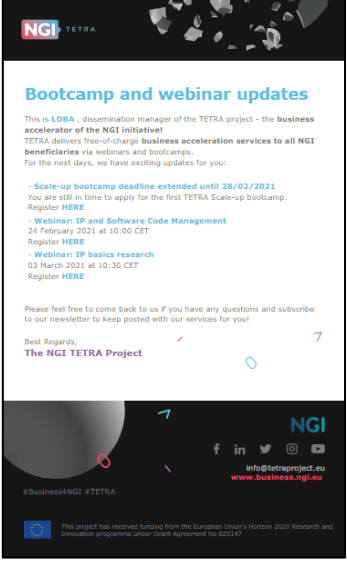
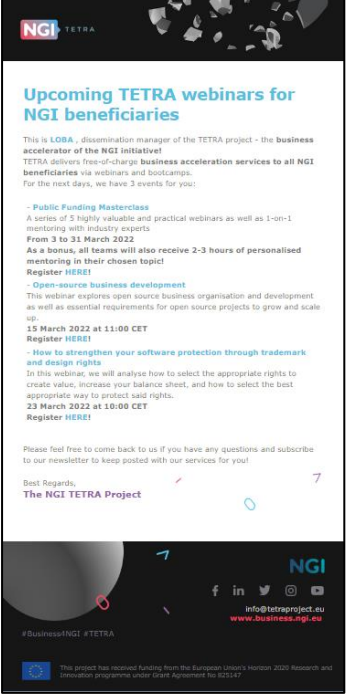
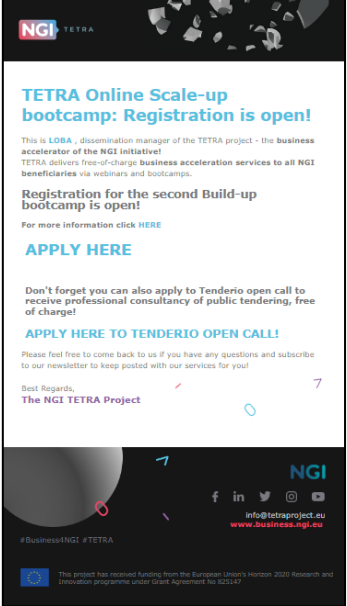
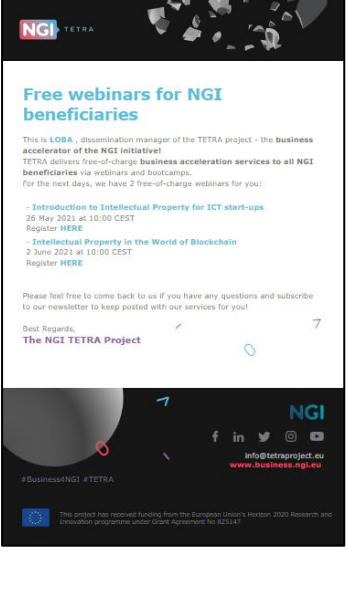
NGI NEWSFLASHES

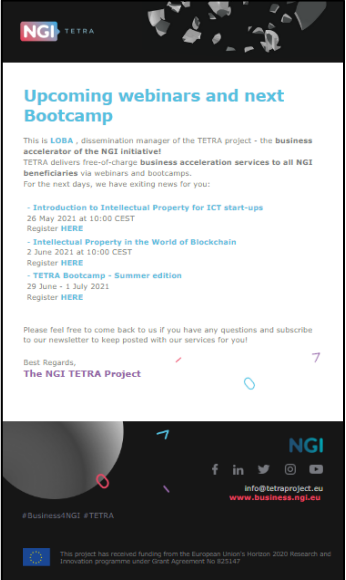
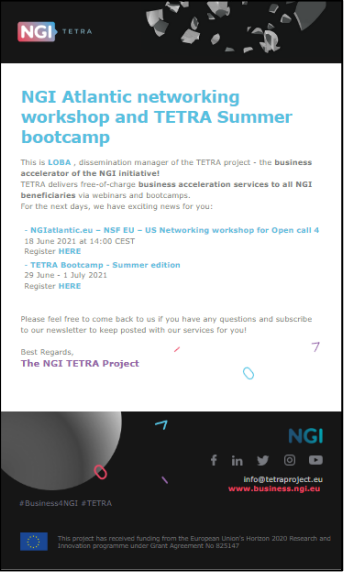

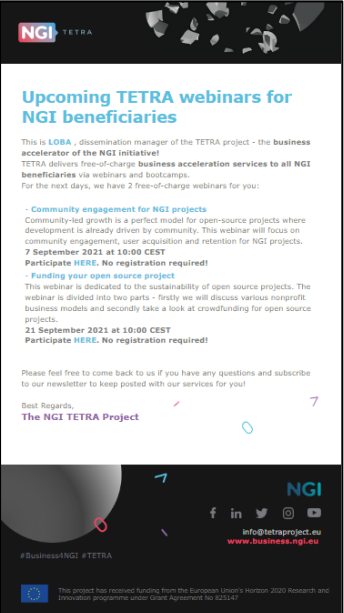
- Promotion of TETRA first Scale-up Bootcamp and Tenderio Open call. Link (January 2021): <https://mailchi.mp/ngi/ngi-newsflash-jan2021>
- Promotion of the overview of TETRA first Scale-up Bootcamp and Tenderio Open call. Link (May 2021): <https://mailchi.mp/ngi/ngi-forum-2021-booknow>
- Promotion of TETRA second Build-up Bootcamp. Link (July 2021): <https://mailchi.mp/ngi/ngi-summer-edition>
- Promotion of TETRA Survey on NGI Innovators' needs and Tenderio Open call. Link (October 2021): <https://preview.mailerlite.com/d5h6v3>
- Promotion of TETRA second Scale-up bootcamp, TETRA Survey on NGI Innovators' needs and Tenderio Open call. Link (November 2021): <https://preview.mailerlite.com/n5u4x2>

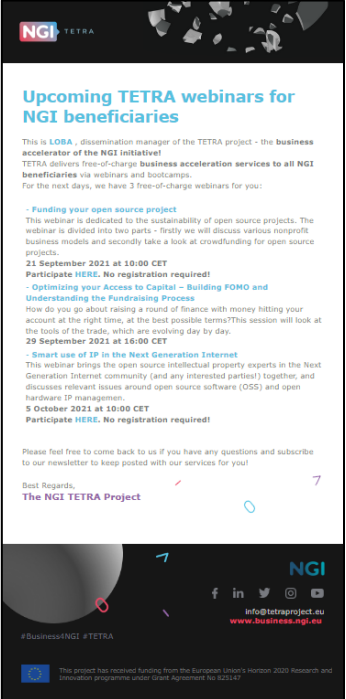


4 TETRA NEWSFLASHES

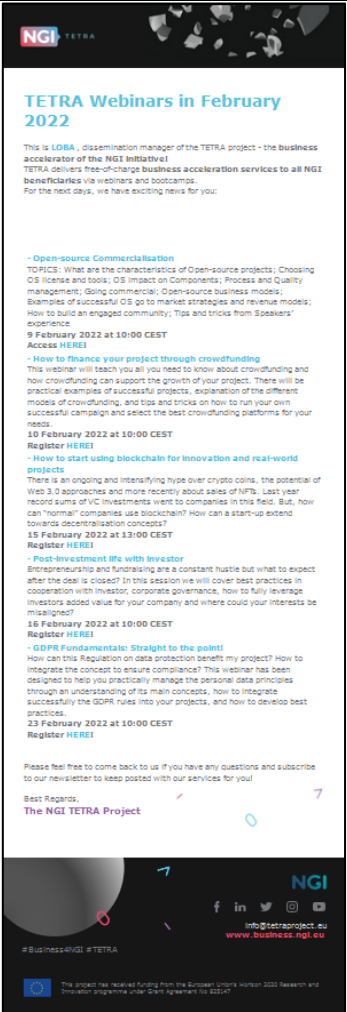

In order to promote and update TETRA users on a monthly/bi-weekly basis on TETRA webinar series, bootcamps and activities, TETRA distributed 21 newsflashes from December 2020 to June 2022 to TETRA mailing list of NGI beneficiaries (224 recipients as of June 2022).

December 2020	January 2021 (1)
<p>TETRA Online Scale-up bootcamp: Registration is open!</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>TETRA wishes you a merry Christmas and opens registration for the first online Scale-up bootcamp in March 2021!</p> <p>For more information click HERE</p> <p>What will you learn at the bootcamp?</p> <ul style="list-style-type: none"> - Who else would use your product/service? - How and why should you analyze potential international markets? - How to attract or engage users or customers in a new market? - How to develop and manage your team? - How to legally protect your idea on different markets? - How to gain funding from either public or private sources for science-based companies? - How to present and explain your idea to different stakeholders? <p>APPLY HERE</p> <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</p>	<p>TETRA Online Scale-up bootcamp: Registration is open!</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>Registration for the first online Scale-up bootcamp is open!</p> <p>For more information click HERE</p> <p>What will you learn at the bootcamp?</p> <ul style="list-style-type: none"> - Who else would use your product/service? - How and why should you analyze potential international markets? - How to attract or engage users or customers in a new market? - How to develop and manage your team? - How to legally protect your idea on different markets? - How to gain funding from either public or private sources for science-based companies? - How to present and explain your idea to different stakeholders? <p>APPLY HERE</p> <p>Don't forget you can also apply to Tenderio open call to receive professional consultancy of public tendering, free of charge!</p> <p>APPLY HERE TO TENDERIO OPEN CALL!</p> <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</p>
January 2021 (2)	February 2021 (1)
<p>Webinar: Business models for the Next Generation Internet</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>For the next days, we have 1 free-of-charge webinar for you:</p> <ul style="list-style-type: none"> - Business models for the Next Generation Internet 27 January at 10:00 CET Register HERE <p>We will explore "direct sale" models, software/product-as-a-service and other hybrid models suitable for open source!</p> <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</p>	<p>Free webinars for NGI beneficiaries</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>For the next days, we have 2 free-of-charge webinars for you:</p> <ul style="list-style-type: none"> - How to write a winning offer 17 February 2021 at 10:00 CET Register HERE - IP and Software Code Management 24 February 2021 at 10:00 CET Register HERE <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</p>

February 2021 (2)	March 2021
 <p>Bootcamp and webinar updates</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative!</p> <p>TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>For the next days, we have exciting updates for you:</p> <ul style="list-style-type: none"> - Scale-up bootcamp deadline extended until 28/02/2021 You are still in time to apply for the first TETRA Scale-up bootcamp. Register HERE - Webinar: IP and Software Code Management 24 February 2021 at 10:00 CET Register HERE - Webinar: IP basics research 03 March 2021 at 10:30 CET Register HERE <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>info@tetraproject.eu www.business.ngi.eu</p> <p><small>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</small></p>	 <p>Upcoming TETRA webinars for NGI beneficiaries</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative!</p> <p>TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>For the next days, we have 3 events for you:</p> <ul style="list-style-type: none"> - Public Funding Masterclass A series of 5 highly valuable and practical webinars as well as 1-on-1 mentoring with industry experts From 3 to 31 March 2022 As a bonus, all teams will also receive 2-3 hours of personalised mentoring in their chosen topic! Register HERE! - Open-source business development This webinar explores open source business organisation and development as well as essential requirements for open source projects to grow and scale up. 15 March 2022 at 11:00 CET Register HERE! - How to strengthen your software protection through trademark and design rights In this webinar, we will analyse how to select the appropriate rights to create value, increase your balance sheet, and how to select the best appropriate way to protect said rights. 23 March 2022 at 10:00 CET Register HERE! <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>info@tetraproject.eu www.business.ngi.eu</p> <p><small>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</small></p>
May 2021 (1)	May 2021 (2)
 <p>TETRA Online Scale-up bootcamp: Registration is open!</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative!</p> <p>TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>Registration for the second Build-up bootcamp is open!</p> <p>For more information click HERE</p> <p>APPLY HERE</p> <p>Don't forget you can also apply to Tenderio open call to receive professional consultancy of public tendering, free of charge!</p> <p>APPLY HERE TO TENDERIO OPEN CALL!</p> <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>info@tetraproject.eu www.business.ngi.eu</p> <p><small>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</small></p>	 <p>Free webinars for NGI beneficiaries</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative!</p> <p>TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>For the next days, we have 2 free-of-charge webinars for you:</p> <ul style="list-style-type: none"> - Introduction to Intellectual Property for ICT start-ups 26 May 2021 at 10:00 CEST Register HERE - Intellectual Property in the World of Blockchain 2 June 2021 at 10:00 CEST Register HERE <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>info@tetraproject.eu www.business.ngi.eu</p> <p><small>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</small></p>

May 2021 (3)	June 2021
 <p>Upcoming webinars and next Bootcamp</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative!</p> <p>TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>For the next days, we have exciting news for you:</p> <ul style="list-style-type: none"> - Introduction to Intellectual Property for ICT start-ups 26 May 2021 at 10:00 CEST Register HERE - Intellectual Property in the World of Blockchain 2 June 2021 at 10:00 CEST Register HERE - TETRA Bootcamp - Summer edition 29 June - 1 July 2021 Register HERE <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>info@tetraproject.eu www.business.ngi.eu</p> <p><small>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</small></p>	 <p>NGI Atlantic networking workshop and TETRA Summer bootcamp</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative!</p> <p>TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>For the next days, we have exciting news for you:</p> <ul style="list-style-type: none"> - NGIatlantic.eu - NSF EU - US Networking workshop for Open call 4 19 June 2021 at 14:00 CEST Register HERE - TETRA Bootcamp - Summer edition 29 June - 1 July 2021 Register HERE <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>info@tetraproject.eu www.business.ngi.eu</p> <p><small>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</small></p>
August 2021	September 2021 (1)
 <p>Webinar: How to run and fund your lean startup business in a strategic way</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative!</p> <p>TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>For the next days, we have 1 free-of-charge webinar for you:</p> <ul style="list-style-type: none"> - How to run and fund your lean startup business in a strategic way 18 August at 09:30 CEST and at 13:00 CEST Access HERE for the webinar Access HERE for the mentoring session <p>In the morning, the webinar will first give insights on what types of funding to search, right funding mix and growth strategy. While in the afternoon, participants will have the chance to speak with and consult mentors in one on one sessions.</p> <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>info@tetraproject.eu www.business.ngi.eu</p> <p><small>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</small></p>	 <p>Upcoming TETRA webinars for NGI beneficiaries</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative!</p> <p>TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps.</p> <p>For the next days, we have 2 free-of-charge webinars for you:</p> <ul style="list-style-type: none"> - Community engagement for NGI projects Community-led growth is a perfect model for open-source projects where development is already driven by community. This webinar will focus on community engagement, user acquisition and retention for NGI projects. 7 September 2021 at 10:00 CEST Participate HERE. No registration required! - Funding your open source project This webinar is dedicated to the sustainability of open source projects. The webinar is divided into two parts - firstly we will discuss various nonprofit business models and secondly take a look at crowdfunding for open source projects. 21 September 2021 at 10:00 CEST Participate HERE. No registration required! <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>info@tetraproject.eu www.business.ngi.eu</p> <p><small>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</small></p>

September 2021 (2)	October 2022
 <p>Upcoming TETRA webinars for NGI beneficiaries</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps. For the next days, we have 3 free-of-charge webinars for you:</p> <ul style="list-style-type: none"> - Funding your open source project This webinar is dedicated to the sustainability of open source projects. The webinar is divided into two parts - firstly we will discuss various nonprofit business models and secondly take a look at crowdfunding for open source projects. 21 September 2021 at 10:00 CET Participate HERE. No registration required! - Optimizing your Access to Capital – Building FOMO and Understanding the Fundraising Process How do you go about raising a round of finance with money hitting your account at the right time, at the best possible terms? This session will look at the tools of the trade, which are evolving day by day. 29 September 2021 at 16:00 CET - Smart use of IP in the Next Generation Internet This webinar brings the open source intellectual property experts in the Next Generation Internet community (and any interested parties!) together, and discusses relevant issues around open source software (OSS) and open hardware IP management. 5 October 2021 at 10:00 CET Participate HERE. No registration required! <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</p>	 <p>TETRA Bootcamp: registration is open!</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps. For the next days, we have 1 free-of-charge webinar for you:</p> <ul style="list-style-type: none"> - TETRA Scale-up bootcamp 23-25 November 2021 (2,5 days) Register HERE <p>During the bootcamp, we will give you concrete hints on how to pitch, innovative business models, how to scale with growth, market & competition, financing, Proposition validation before entering new market and much more!</p> <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</p>
November 2021	January 2022
 <p>TETRA Webinar on Intellectual Property!</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps. For the next days, we have 1 free-of-charge webinar for you:</p> <ul style="list-style-type: none"> - Tools for an Open Business Model: Creative Commons and Open Licences 9 December 2021 from 10:00 to 11:00 CET Register HERE <p>Ever wanted to share and promote your work in a legal way? Or ever questioned if you can legally use the works you find online? Open licences can help you answer these questions! This webinar has been designed to help you manage IP rights in a legal and practical way.</p> <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</p>	 <p>Upcoming TETRA webinars for NGI beneficiaries</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps. For the next days, we have 3 free-of-charge webinars for you:</p> <ul style="list-style-type: none"> - Visual Thinking Strategy The webinar focuses on identifying the product/service Unique Selling Proposition (USP) and work on a concept extracted from it using modalities that are usually not explored (Visual Thinking Strategy). 25 January 2022 at 16:00 CET Register HERE! - Post-Investment life with investor Entrepreneurship and fundraising are a constant hustle but what to expect after the deal is closed? 16 February 2022 at 10:00 CET Register HERE! - Customer Journey Mapping During this webinar we will look at examples of companies using customer journey and we will also discuss some of the tools that you can use to start analysing your customer journey. We will close the session with Q&A. 2 March 2022 at 10:00 CET Register HERE! <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</p>

February 2022	March 2022
 <p>TETRA Webinars in February 2022</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI Initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps. For the next days, we have exciting news for you:</p> <ul style="list-style-type: none"> - Open-source Commercialisation TOPICS: What are the characteristics of Open-source projects; Choosing OS license and tools; OS impact on Components; Process and Quality management; Doing commercial; Open-source business models; Examples of successful OS go to market strategies and revenue models; How to build an engaged community; Tips and tricks from Speakers' experience. 9 February 2022 at 10:00 CEST Access HERE - How to finance your project through crowdfunding This webinar will teach you all you need to know about crowdfunding and how crowdfunding can support the growth of your project. There will be practical examples of successful projects, explanation of the different models of crowdfunding, and tips and tricks on how to run your own successful campaign and select the best crowdfunding platforms for your needs. 10 February 2022 at 10:00 CEST Register HERE - How to start using blockchain for innovation and real-world projects There is an ongoing and intensifying hype over crypto coins, the potential of Web 3.0 approaches and more recently about sales of NFTs. Last year record sums of VC investments went to companies in this field. But, how can "normal" companies use blockchain? How can a start-up extend towards decentralisation concepts? 15 February 2022 at 13:00 CEST Register HERE - Post-Investment life with Investor Entrepreneurship and fundraising are a constant hustle but what to expect after the deal is closed? In this session we will cover best practices in cooperation with investor, corporate governance, how to fully leverage investors added value for your company and where could your interests be misaligned? 16 February 2022 at 10:00 CEST Register HERE - GDPR Fundamentals: Straight to the point! How can this Regulation on data protection benefit my project? How to integrate the concept to ensure compliance? This webinar has been designed to help you practically manage the personal data principles through an understanding of its main concepts, how to integrate successfully the GDPR rules into your projects, and how to develop best practices. 23 February 2022 at 10:00 CEST Register HERE <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>info@tetraproject.eu www.business.ngi.eu</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 825147</p>	 <p>Upcoming TETRA webinars for NGI beneficiaries</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI Initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps. For the next days, we have 3 events for you:</p> <ul style="list-style-type: none"> - Public Funding Masterclass A series of 5 highly valuable and practical webinars as well as 1-on-1 mentoring with industry experts From 3 to 31 March 2022 As a bonus, all teams will also receive 2-3 hours of personalised mentoring in their chosen topic! Register HERE - Open-source business development This webinar explores open source business organisation and development as well as essential requirements for open source projects to grow and scale up. 15 March 2022 at 11:00 CET Register HERE - How to strengthen your software protection through trademark and design rights In this webinar, we will analyse how to select the appropriate rights to create value, increase your balance sheet, and how to select the best appropriate way to protect said rights. 23 March 2022 at 10:00 CET Register HERE <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#Business4NGI #TETRA</p> <p>info@tetraproject.eu www.business.ngi.eu</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under grant agreement No 825147</p>

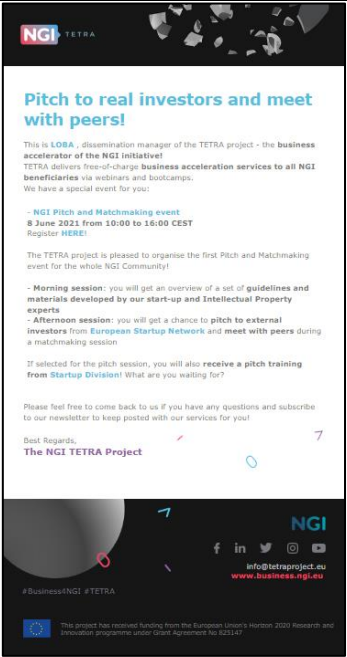
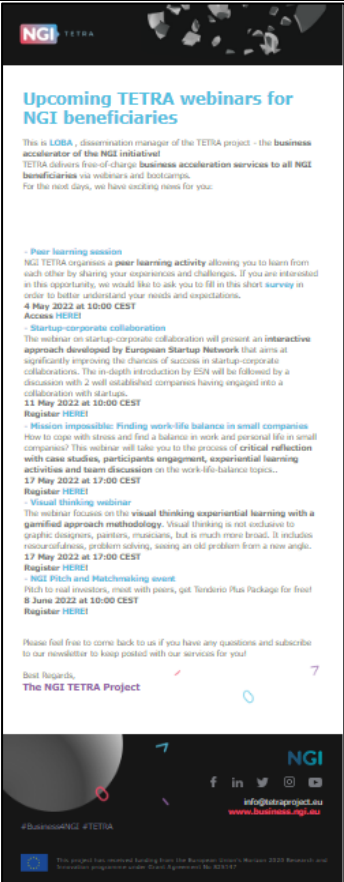
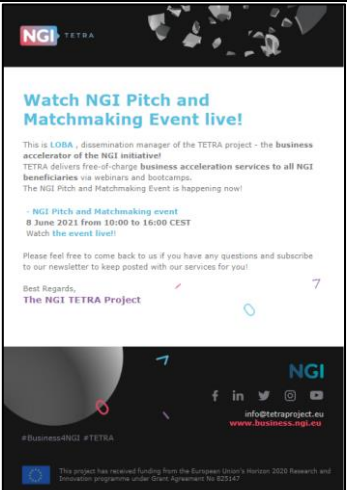
April 2022	May 2022
 <p>Pitch to real investors and meet with peers!</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps. We have a special event for you:</p> <ul style="list-style-type: none"> - NGI Pitch and Matchmaking event 8 June 2021 from 10:00 to 16:00 CEST Register HERE! <p>The TETRA project is pleased to organise the first Pitch and Matchmaking event for the whole NGI Community!</p> <ul style="list-style-type: none"> - Morning session: you will get an overview of a set of guidelines and materials developed by our start-up and Intellectual Property experts - Afternoon session: you will get a chance to pitch to external investors from European Startup Network and meet with peers during a matchmaking session <p>If selected for the pitch session, you will also receive a pitch training from Startup Division! What are you waiting for?</p> <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#BusinessNGI #TETRA</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</p>	 <p>Upcoming TETRA webinars for NGI beneficiaries</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps. For the next days, we have exciting news for you:</p> <ul style="list-style-type: none"> - Peer learning session NGI TETRA organises a peer learning activity allowing you to learn from each other by sharing your experiences and challenges. If you are interested in this opportunity, we would like to ask you to fill in this short survey in order to better understand your needs and expectations. 4 May 2022 at 10:00 CEST Access HERE! - Startup-corporate collaboration The webinar on startup-corporate collaboration will present an interactive approach developed by European Startup Network that aims at significantly improving the chances of success in startup-corporate collaborations. The in-depth introduction by ESN will be followed by a discussion with 2 well established companies having engaged into a collaboration with startups. 11 May 2022 at 10:00 CEST Register HERE! - Mission impossible: Finding work-life balance in small companies How to cope with stress and find a balance in work and personal life in small companies? This webinar will take you to the process of critical reflection with case studies, participants engagement, experiential learning activities and team discussion on the work-life-balance topics. 17 May 2022 at 17:00 CEST Register HERE! - Visual thinking webinar The webinar focuses on the visual thinking experiential learning with a gamified approach methodology. Visual thinking is not exclusive to graphic designers, painters, musicians, but is much more broad. It includes brainstorming, problem solving, seeing an old problem from a new angle. 17 May 2022 at 17:00 CEST Register HERE! - NGI Pitch and Matchmaking event Pitch to real investors, meet with peers, get Tenders Plus Package for free! 8 June 2022 at 10:00 CEST Register HERE! <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#BusinessNGI #TETRA</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</p>
June 2022	
 <p>Watch NGI Pitch and Matchmaking Event live!</p> <p>This is LOBA, dissemination manager of the TETRA project - the business accelerator of the NGI initiative! TETRA delivers free-of-charge business acceleration services to all NGI beneficiaries via webinars and bootcamps. The NGI Pitch and Matchmaking Event is happening now!</p> <ul style="list-style-type: none"> - NGI Pitch and Matchmaking event 8 June 2021 from 10:00 to 16:00 CEST Watch the event live! <p>Please feel free to come back to us if you have any questions and subscribe to our newsletter to keep posted with our services for you!</p> <p>Best Regards, The NGI TETRA Project</p> <p>#BusinessNGI #TETRA</p> <p>This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 825147</p>	

TABLE 2 - TETRA NEWSFLASHES