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## D6.7 EXECUTIVE SUMMARY OF THE PROJECT'S FINAL REPORT

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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.



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# 1 SUMMARY OF THE CONTEXT AND OVERALL OBJECTIVES OF THE PROJECT

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The [Next Generation Internet](#) (NGI) is a European Commission initiative that aims to shape the development and evolution of the Internet into an Internet of Humans. An Internet that responds to people's fundamental needs, including trust, security, and inclusion, while reflecting the values and the norms all citizens enjoy in Europe. To do so, the NGI initiative has already supported around **1.000 Internet researchers and innovators** involved in many **hundreds of projects with €250m (2018-2020)**. [The many innovative solutions are all available on the NGI Portal.](#)

The [TETRA Project](#) (GA No. 825147) started in May 2019 and ended in June 2022 and delivered **capacity building** services and **personalised mentoring** to NGI researchers and innovators to support them scaling their projects and businesses. More specifically, the objectives of the TETRA Project were:

1. To identify and engage relevant R&I Actions' and their third parties funded under the NGI initiative by:
  - Creating and pitching the TETRA value proposition to them
  - Identifying their market potential, as well as challenges and barriers
  - Conducting individual analysis and proposing targeted growth programmes
  - Creating a dedicated pool of mentors
  - Creating a dedicated supporting package
2. To assist these projects in acquiring the competences needed to bring their innovation to the market exploitation of social innovations through a capacity building programme, addressing:
  - o IP advisory, training and linkage to national IP programmes
    - o Managerial and entrepreneurial skills
    - o Soft skills (design thinking, collaboration, team management, etc.)
    - o NGI culture and proposition
    - o Usability, acceptability and integration elements
    - o Tech-transfer services to digital innovation hubs (DIHs)
    - o Training on new markets, sales and marketing model models
3. To develop vital ecosystem enabling these projects in scaling their activities through:
  - Investment readiness
  - Brokering industry relations consisting of:
  - Mentoring and coaching including
  - Facilitating access to Public Contracts



4. To assess the impacts of the supporting activities provided and their contribution towards the accomplishment of NGI Initiative's objectives



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## 2 WORK PERFORMED FROM THE BEGINNING OF THE PROJECT TO THE END OF THE PERIOD COVERED BY THE REPORT AND MAIN RESULTS ACHIEVED SO FAR

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Since May 2019, the TETRA Project supported NGI researchers and innovators through 2 pillars:

1. Training activities
2. Mentoring activities

### 2.1 TRAINING ACTIVITIES

TETRA's training activities covered the following topics:

1. Intellectual Property Rights Advisory
2. Transversal competences and soft skills
3. New markets, sales and business models
4. Investment readiness
5. Access to equity funding
6. Access to (international) public contracts
7. Qualified introductions and matchmaking services
8. Facilitating participation in well-established pitching competitions

TETRA delivered training activities from May 2019 until June 2022 through online events, more specifically:

1. Webinars
2. Public funding masterclass
3. Bootcamps

#### 2.1.1 WEBINARS

The TETRA project organised 52 webinars covering all training topics starting from April 2020 until June 2022, as part of a general approach aiming at on the one hand delivering its services to the NGI community, on the other, finding proper countermeasures to the COVID-19 outbreak in the EU zone, which obstructed the organisation of live events.

Out of the 52 webinars, 22 were organised in collaboration with one or more [NGI Projects](#), with a view to providing training on specific topics, co-created and required by NGI Innovators, with the support of the respective NGI coordinator.

**A total of 1214 participants joined the webinar series.**



## 2.1.2 PUBLIC FUNDING MASTERCLASS

From 3 to 31 March 2022 TETRA organised a public funding masterclass which was composed of 5 practical webinars as well as 1-on-1 mentoring with industry experts.

The webinars covered a wide range of topics, starting from how to read open call texts and write a successful proposal to specific overviews on funding measures available in Europe.

The duration of each webinar was approximately 2 hours involving both hands-on practical tasks, tips, and tricks as well as comprehensive information provided in lecture form.

After the completion of the masterclass, participants received 2-3 hours of mentoring.

**A total of 144 participants joined the Public Funding Masterclass.**

## 2.1.3 BOOTCAMPS

TETRA bootcamps were 3-day events focused on trainings, workshops, and presentations with clear instructions on how to utilise the learnings provided during the days. One day builds into the next and by the end of the event, participants have a better understanding of what is necessary to be done to bring their project, business or research idea to the market.

TETRA provided two types of bootcamps:

**TETRA Build-Up Bootcamp:** Dedicated to NGI projects with a low technological maturity level (TRL that need support in building their idea into a business. No previous contact in business development was expected).

At the build-up bootcamp, participants received introductory trainings on business modelling, fundamentals of intellectual property rights management and fundraising as well as a chance to practice presenting your business idea to different audiences, boost their team management skills and get access to other likeminded people.

**TETRA Scale-Up Bootcamp:** Dedicated to NGI projects with a medium/high technological maturity level (TRL >5) and/or projects with an established product/service that have the ambition to grow or scale their business. Previous experience in business development was expected, but not required for participation.

At the scale-up bootcamp, participants were trained on advanced intellectual property topics, researching and entering (new) markets, filling gaps in transversal competences, specifying business and investment needs. Further fundraising options were introduced, including how to approach investors and access international public tenders.

TETRA bootcamps provided NGI participants with the skills and knowledge necessary to accelerate their idea or business. Participants were supported by **dedicated coaches** that helped to tailor the program according to their



current needs – whether building on open-source principles or following a traditional business model.

Apart from coaches, the role of **facilitators**, played by TETRA partners, was instrumental for the practical exercises implemented during the bootcamps and to apply the knowledge and notions learnt (e.g., pitch dry runs). Each facilitator was assigned to one NGI team.

After each bootcamp, NGI participants received **20 hours of individual mentoring** from TETRA mentor pool and tailored **masterplan** recommendations for additional steps to be taken after the end of mentoring..

More information on mentoring activities is available in D4.5 First report on Mentoring and coaching services and D4.6 Second report on Mentoring and coaching services.

During the project lifespan, TETRA organised two online Build-up and two online Scale-up bootcamps.

**A total of 153 participants joined the online bootcamps.**

## 2.2 MENTORING ACTIVITIES

Following the aim of providing personalised mentoring for NGI researchers and innovators, **46 teams from 4 bootcamps were selected and provided with 20 hours of mentoring for each team, resulting in 581 hours in total** during the project lifetime.

A pool of mentors was composed of experts bringing knowledge from the areas of innovation, business development, and commercialization from a variety of ICT areas including:

- Future internet
- Cloud
- Content
- Components and systems
- Robotics
- Data privacy
- Blockchain
- Machine learning and etc.

After each bootcamp, experts were chosen from the pool of mentors based on their expertise and knowledge as well as experience working with projects relevant to the NGI topics.

The mentor and network pools of TETRA partners were screened to find the most suitable candidates for the NGI teams.

As the length of the mentoring program was 20-24 weeks, each of the NGI teams were recommended to schedule 1 hour of mentoring sessions per





week or 2 hours every 2 weeks. To keep the sessions more productive participants also received a recommendation to keep the session topics close to their business activities and needs.

A variety of topics were discussed during the mentorship sessions including business and product development, such as:

- Product development and MVP
- Go-to-market strategies
- Customer discovery
- Value proposition development
- Fundraising
- Pitch techniques
- Product roadmap
- Business model development
- Use cases identification and validation
- Market research
- Proposal writing for EC funding

“Customer discovery”, “Value proposition development” and “Pitching techniques” were among the most frequently discussed topics.

Each of the mentored NGI teams were recommended to set their KPIs and milestones to be able to track their progress through the duration of the programme.

In addition to the opportunity to participate in the mentoring program as one of the TETRA Bootcamp best-performing teams, Innovators were also awarded a tailored masterplan which included specific recommendations for the NGI team in one of the areas listed below, depending on the most pressing needs (the topics slightly differed based on the specific case):

- Business model canvas
- Sales strategy
- Market research
- Experimentation

The Innovators were invited to a diagnostic meeting with their mentor and an assigned expert to determine their needs. After assessing their needs one (or several, if specific needs were identified) topic was selected for further recommendations.

In some of the cases an additional potential assignment was provided to the NGI Innovator to complete. After this optional assignment or in the follow up of the meeting if no assignment was provided, a personally tailored masterplan was created and shared with the NGI Innovator. In addition to the above-mentioned recommendations, NGI Innovators also



received a list of start-up ecosystem support organizations operating in their country and internationally.

The overwhelming majority of NGI teams were satisfied with their matches and had very fruitful mentoring sessions as reported in monthly monitoring surveys.



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## 3 PROGRESS BEYOND THE STATE OF THE ART, EXPECTED RESULTS UNTIL THE END OF THE PROJECT AND POTENTIAL IMPACTS

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In total, the TETRA Project involved 1543 participants (1214 from webinars, 144 from the online masterclass, 153 from online bootcamps and 32 from final event).

Out of the 1543 participants across all activities, TETRA had an average of 52% of participants from the NGI Initiative, resulting in 802 NGI Innovators. Out of the 802 NGI Innovators, TETRA kept an average of 55% of returning visitors (e.g., NGI Innovators who participated in different webinars and/or participated first in Build-up bootcamps and second in Scale-up bootcamps), resulting in 441 NGI Innovators who benefitted from multiple TETRA services.

Additionally, 69 NGI Teams benefitted from intensive training during TETRA bootcamps while 46 NGI Teams out of the 69 mentioned above received mentoring sessions for a total of 581 hours.

To ensure sustainability of the project and keep providing support to NGI Innovators after project's end, [TETRA website](#) was restructured in the form of an online repository of knowledge and materials related to:

1. Intellectual Property Rights Advisory
2. Transversal Competences and Soft Skills
3. New Markets, Sales and Business Models
4. Funding your project or company
  - a. General overview of funding options
  - b. Public funding
  - c. Access to international public contracts
  - d. Equity funding
  - e. Alternative funding
5. Brokering Industry Relations

Per each of the sections mentioned above, users are able to retrieve materials (e.g., guidelines, webinars' presentations and recordings), contacts (responsible TETRA partner), useful tips and external links related to the specific topic.

