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## D6.8 REPORT ON THE PROJECT'S EVENTS

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Authors	Pietro Rigonat (LOBA)
Reviewers	Joao Gaspar (LOBA); Alexandre Almeida (LOBA)

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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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## EXECUTIVE SUMMARY

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This deliverable provides an overview of online events (e.g., webinars, bootcamps, workshops) organised by TETRA Consortium from M1 until M38 of the project. More specifically, the document is structured as follows:

1. Overview of webinars and online events organised
2. Public funding masterclass
3. Overview of bootcamps organised
4. Final event
5. Conclusions



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# 1 OVERVIEW OF WEBINARS AND ONLINE EVENTS

## ORGANISED

The TETRA project organised 52 webinars 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 and 5 were “closed sessions” for specific NGI Projects (not public), with a view to providing training on specific topics, co-created and required by NGI Innovators, with the support of the respective NGI coordinator.

In Table 1 an overview of all webinars organised is provided, including: Title, TETRA Service Category, Date, Responsible partner, Topics addressed, NGI Collaborations, Number of participants.

Title	TETRA Service Category	Date	Responsible partner	Topics addressed	In collaboration with	Participants
<a href="#">An introduction to the world of international tendering</a>	Access to finance	29/04/2020	PEDAL	Workshop on what is tendering abroad, what is the difference between tenders and grants, what are the specific features of international and national tenders, how to identify the right opportunities for your business, how to build a strong consortium, how to write a competitive offer, what are the secret strategies on winning tenders		45

				abroad and also get some useful hints and tips on how to win your (first) tender abroad.		
<a href="#"><u>The contribution of NGI in re-design the post COVID-19 society</u></a>	Management skills and soft competencies	20/05/2020	FVA			54
<a href="#"><u>Where to get money - investors, grants or crowdfunding?</u></a>	Access to finance	27/05/2020	CE	<ul style="list-style-type: none"> <li>- Who are angel investors and where to find them?</li> <li>- Grants - funding that you don't need to pay back.</li> <li>- Crowdfunding and other alternative financing options. How to choose?</li> </ul>		48
<a href="#"><u>Introduction to Intellectual Property for NGI Community</u></a>	Innovation management	17/06/2020	IPIL	<ul style="list-style-type: none"> <li>- What IP is all about,</li> <li>- The main titles for IP protection (patents, trademarks, designs and copyright),</li> <li>- Basics of IP management,</li> <li>- Some real-life</li> </ul>		28



				examples and hints on start managing IP		
<a href="#">European Innovation Council Accelerator: Grant and equity funding for the most promising European SMEs</a>	Access to finance	01/07/2020	BIC	<ul style="list-style-type: none"> <li>- EIC Accelerator: How to take disruptive products and services to the market</li> <li>- Target companies, eligible activities, evaluation process</li> <li>- Results of previous calls and success stories</li> <li>- Vision beyond 2021</li> <li>- Proposal evaluation in practice</li> <li>- How to improve your chances to get funding</li> <li>- Most common mistakes</li> </ul>		32
<a href="#">An introduction to IP Commercialisation for the NGI Community</a>	Innovation management	15/07/2020	IPIL	<ul style="list-style-type: none"> <li>- What IP commercialisation is all about,</li> <li>- The main routes for IP commercialisation,</li> <li>- The basics of IP assignments and IP licensing,</li> <li>- General essential</li> </ul>		16

				elements in IP licensing contracts		
<a href="#"><u>Pitch like there is no tomorrow</u></a>	Access to finance	23/09/2020	ESN	How to effectively pitch your idea: - What a pitch is and how to adapt it to your audience - Three approaches that will help you upgrade your pitching skills - Overview of the pitching do's and don'ts		38
<a href="#"><u>(Secret) strategies for winning public tenders abroad</u></a>	Access to finance	21/10/2020	PEDAL	Webinar on strategies of succesful public tendering abroad and help that TETRA can offer in this respect.		25



<a href="#"><u>Innovation and internationalisation</u></a>	Access to finance	04/11/2020	BIC	<ul style="list-style-type: none"> <li>- Innovation and internationalisation and its importance for company</li> <li>- Set-up of a company before entering the international cooperation</li> <li>- Introduction to Enterprise Europe Network</li> <li>- Support of clients' journey to growth</li> <li>- Individual advisory services</li> <li>- Enhancement of innovation management</li> <li>- Partnership opportunity database: thousands of high-quality cooperation profiles</li> <li>- Find your clients and partners at transnational brokerage events and company missions</li> <li>- Success stories</li> </ul>		28
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<a href="#"><u>IP protection in software development</u></a>	Innovation management	25/11/2020	IPIL	<ul style="list-style-type: none"> <li>- Copyright protection and other IP aspects of a software product,</li> <li>- Patents, registered designs,</li> <li>- Trade secrets; that can attach to data sets, coding techniques and other proprietary aspects of software development.</li> </ul>		25
<a href="#"><u>Open-source software licences</u></a>	Innovation management	16/12/2020	IPIL	<ul style="list-style-type: none"> <li>- Presentation of different types of licenses and their impact from different perspectives as a user, a contributor, and editor,</li> <li>- How to develop a sound software licencing strategy (e.g. open-source, free, proprietary, mix, dual licenses)</li> </ul>		24

<a href="#"><u>Business models for the Next Generation Internet</u></a>	Innovation management	17/01/2021	BIC	<ul style="list-style-type: none"> <li>- Introduction to business models: Definition of a business model, its basic features and evolution over time</li> <li>- How do business models differ, when to use which? Business models that we know today, inspiring examples of various applications</li> <li>- Business models for non-profit? Guidance on how to find a fitting business model, how-to's and advice for not purely profit driven projects</li> </ul>		46
<a href="#"><u>How to write a winning offer</u></a>	Access to finance	17/02/2021	PEDAL	Webinar on how TETRA can help you to win business abroad and how to get involved and how to write a winning offer.		29



<a href="#"><u>IP and Software Code Management</u></a>	Innovation management	24/02/2021	IPIL	<ul style="list-style-type: none"> <li>- Software Package Data Exchange (SPDX) license standard,</li> <li>- Different practices used by developers to license their codes,</li> <li>- "Version control system" to audit and understand the creation of source codes,</li> <li>- tools to build the software bill of materials</li> </ul>		13
<a href="#"><u>IP Basics Research</u></a>	Innovation management	03/03/2021	CE	Introduction into different IP elements, legal structures and research methods to consider when building or scaling an innovative product or service	NGI TRUST	30



<a href="#"><u>Equity financing for your venture</u></a>	Access to finance	31/03/2021	BIC	<ul style="list-style-type: none"> <li>- Presentation of different types of funding sources for your project with a more detailed overview about equity financing.</li> <li>- How to prepare for fundraising, how to choose the best financing structure and what is its impact to your business model.</li> <li>- The shareholder agreement (SHA) or investment agreement and their essential clauses and parts, such as valuation, special rights, founders vesting or liquidation preference</li> </ul>		30
<a href="#"><u>Managing Copyright with Open Source Licenses and Creative Commons</u></a>	Innovation management	21/04/2021	IPIL	<ul style="list-style-type: none"> <li>- Basic copyright law and its relationship with open licenses;</li> <li>- How to use open licenses in your professional practice;</li> <li>- How to develop an open business model and integrate open access licenses in your projects.</li> </ul>		13

<a href="#"><u>Introduction to Intellectual Property for ICT start-ups</u></a>	Innovation management	26/05/2021	IPIL	<ul style="list-style-type: none"> <li>- IP in the ICT sector: The basics</li> <li>- IP protection in the framework of ICT/NGI: success and failure stories</li> <li>- To protect or not to protect? From counterfeiting to IP valorisation in the sector</li> </ul>		20
<a href="#"><u>Intellectual Property in the World of Blockchain</u></a>	Innovation management	02/06/2021	IPIL	<ul style="list-style-type: none"> <li>- Managing IP in Blockchain Applications</li> <li>- IP Landscape in Blockchain</li> </ul>	ONTOCHAIN	34
<b>INTERNATIONAL GRANTS &amp; TENDERS: HOW TO SECURE PUBLIC CONTRACTS</b>	Access to finance	22/07/2021	PEDAL	Workshop on what is tendering abroad, what is the difference between tenders and grants, what are the specific features of international and national tenders, how to identify the right opportunities for your business, how to build a strong consortium, how to write a competitive offer, what are the secret strategies on winning tenders	NGI Atlantic	14



				abroad and also get some useful hints and tips on how to win your (first) tender abroad.		
<a href="#"><u>How to run and fund your lean start-up business in a strategic way</u></a>	Innovation management	18/08/2021	ESN	<ul style="list-style-type: none"> <li>- What type of funding to search for at the right time;</li> <li>- The dos and don'ts of your startup funding journey;</li> <li>- The benefits of a long-term growth strategy;</li> <li>- The relationship between the lean startup framework and the right funding mix</li> </ul>		41
<a href="#"><u>Community engagement for NGI projects</u></a>	Access to finance	07/09/2021	CE	<ul style="list-style-type: none"> <li>- Community-led growth as a powerful strategy for open-source companies.</li> </ul>	NGI ZERO	41
<a href="#"><u>Funding your open-source project</u></a>	Access to finance	21/09/2021	CE	<ul style="list-style-type: none"> <li>- Various non-profit business models</li> <li>- Crowdfunding for open-source projects.</li> </ul>	NGI ZERO	34

<a href="#"><u>Optimizing your Access to Capital – Building FOMO and Understanding the Fundraising Process</u></a>	Access to finance	29/09/2021	CE	<ul style="list-style-type: none"> <li>- How do I identify the highest potential investors?</li> <li>- How do I move the process forward step by step?</li> <li>- What are fast-forwarding and investment process “hacks” that can supercharge the process?</li> </ul>	NGI Explorers	19
<a href="#"><u>Smart use of IP in the Next Generation Internet</u></a>	Innovation management	05/10/2021	IPIL	<ul style="list-style-type: none"> <li>- Introduction to IP</li> <li>- Defensive Publications</li> <li>- Basics of Open-Source Software Licensing</li> <li>- Open hardware IP management</li> <li>- Legal infrastructure for open source projects</li> </ul>	NGI POINTER and NGI ZERO	30
<a href="#"><u>Visibility and Growth Hacking</u></a>	Access to finance	08/10/2021	BIC	<ul style="list-style-type: none"> <li>- Why is visibility important to startups?</li> <li>- What is Growth Hacking</li> <li>- Introduction to conversion funnels</li> <li>- How to create marketing experiments</li> <li>- Where to take growth having next?</li> </ul>	NGI DAPSI	22

<a href="#"><u>The 4C - Critical thinking, Creativity, Collaboration, Communication</u></a>	Management skills and soft competencies	19/10/2021	FVA	<ul style="list-style-type: none"> <li>- Critical thinking</li> <li>- Creativity</li> <li>- Collaboration</li> <li>- Communication</li> </ul>	NGI Explorers	16
<a href="#"><u>Finding customers and getting your go-to market strategy off the ground</u></a>	Innovation management	21/10/2021	BIC	<ul style="list-style-type: none"> <li>- What is product market fit and when to start thinking about it?</li> <li>- Introduction to design thinking methodology and the importance of speaking to the market.</li> <li>- Finding your targets and getting insights.</li> <li>- Crafting value propositions and communication strategy.</li> <li>- Taking first steps in validation</li> </ul>	NGI Atlantic	32
<a href="#"><u>From lab to market generated revenue: Finding customers and getting your go-to market strategy off the ground</u></a>	Innovation management	27/10/2021	BIC	<ul style="list-style-type: none"> <li>- What is product market fit and when to start thinking about it?</li> <li>- Introduction to design thinking methodology</li> <li>- Finding your targets and getting insights</li> <li>- Crafting value propositions</li> <li>- Taking first steps in validation</li> </ul>	NGI Explorers	34

<b>IP webinar series for NGI Essif Lab and NGI Ledger-I: An Introduction to IP for the NGI community</b>	Innovation management	27/10/2021	IPIL	<ul style="list-style-type: none"> <li>- What IP is all about,</li> <li>- The main titles for IP protection (patents, trade marks, designs and copyright) and their costs,</li> <li>- The general IP protection rules for such titles,</li> <li>- Introduction to IP searches and examples of the IP search tools</li> </ul>	NGI Essif-Lab and NGI Ledger	18
<b>IP webinar series for NGI Essif Lab and NGI Ledger-II: Managing Open Source Software (OSS) Licences</b>	Innovation management	10/11/2021	IPIL	<ul style="list-style-type: none"> <li>- Software patents</li> <li>- Legal instruments for software copyright protection</li> <li>- Types of OSS licences, their risks and benefits</li> <li>- Compatibility of these licences</li> <li>- Developing a strategy around OSS licences</li> </ul>	NGI Essif-Lab and NGI Ledger	18
<a href="#"><b>Design Thinking</b></a>	Management skills and soft competencies	10/11/2021	ESN	<ul style="list-style-type: none"> <li>- Design thinking process</li> <li>- Introducing a pragmatic design thinking approach that allows to quickly formulate and test hypotheses ("fail fast, fail cheap")</li> <li>- Tools: empathy map</li> </ul>	NGI Explorers	33

				canvas; value proposition canvas; the Business Model Canvas; ideation, prototype, test techniques		
<a href="#"><u>Tools for an Open Business Model: Creative Commons and Open Licences</u></a>	Innovation management	09/12/2021	IPIL	<ul style="list-style-type: none"> <li>- Basic copyright law and its relationship with open licenses;</li> <li>- How to use open licenses in your professional practice;</li> <li>- How to develop an open business model and integrate open access licenses in your projects.</li> </ul>		19
<a href="#"><u>Data privacy - a practical approach for the concepts and principles of the GDPR</u></a>	Innovation management	09/01/2022	ESN	Essential theory regarding data privacy (i.e. the concepts and principles of the GDPR) linked to practical best practices	DAPSI	25
<a href="#"><u>Visual Thinking Strategy</u></a>	Management skills and soft competencies	25/01/2022	FVA		NGI Atlantic	11

<a href="#"><u>Open-source Commercialisation</u></a>	Innovation management	09/02/2022	SD	<ul style="list-style-type: none"> <li>- What are the characteristics of Open Source projects?</li> <li>- Choosing OS license and tools</li> <li>- OS impact on Compotents</li> <li>- Process and Quality management</li> <li>- Going commercial</li> <li>- Open Source business models</li> <li>- Examples of successful OS go to market strategies and revenue models</li> <li>- How to build an engaged community</li> <li>- Tips and tricks from Speakers' experience</li> </ul>	NGI Explorers	35
<a href="#"><u>How to finance your project through crowdfunding</u></a>	Access to finance	10/02/2022	CE	<ul style="list-style-type: none"> <li>- What is considered crowdfunding?</li> <li>- What are the different types of crowdfunding available in Europe?</li> <li>- Which requirements do the platforms have - who is eligible?</li> <li>- How to know if crowdfunding is for my project? And if yes, then</li> </ul>		39



				which kind? - How to find the providers – do I go for local platforms or cross-European ones?		
<a href="#">How to start using blockchain for innovation and real-world projects</a>	Innovation management	15/02/2022	SD	How to start using blockchain: - Short history of Blockchain - What is Blockchain? - Different Blockchains, different opportunities - Key Adoption drivers - Existing challenges - Blockchain benefits - How to think Blockchain? Presentations by NGI TruBlo funded projects: Vehicle Chain, OttCT, SHARP	NGI TRUBLO	15



<a href="#"><u>Post-investment life with investor</u></a>	Access to finance	16/02/2022	BIC	<ul style="list-style-type: none"> <li>- What to expect directly after investment</li> <li>- Interests of Investors of Founders and of Employees</li> <li>- Long-term cooperation with investor and reporting expectations</li> <li>- How to leverage your investors know-how and contacts</li> <li>- Next fundraising</li> </ul>	34
<a href="#"><u>GDPR Fundamentals: Straight to the point!</u></a>	Innovation management	23/02/2022	IPIL	<ul style="list-style-type: none"> <li>- Basic knowledge about the GDPR rules</li> <li>- The concept of personal data, what it is, what it is not,</li> <li>- The main principles of data processing,</li> <li>- The main obligations of the data controller and data processor.</li> </ul>	13
<a href="#"><u>Customer Journey Mapping</u></a>	Innovation management	02/03/2022	BIC	<ul style="list-style-type: none"> <li>- What is Customer Journey Mapping (CJM)?</li> <li>- Why mapping your customer journey is important?</li> <li>- How to do it</li> </ul>	22



				- Where to take CJM next?		
<a href="#"><u>One step further on GDPR: Privacy and GDPR tools</u></a>	Innovation management	09/03/2022	IPIL	<ul style="list-style-type: none"> <li>- The main obligations of the data controller and data processor,</li> <li>- Data management plan as a driving tool,</li> <li>- Cookies, privacy policy and other sweeties.</li> </ul>		10
<a href="#"><u>Open-source business development</u></a>	Innovation management	15/03/2022	ESN	<ul style="list-style-type: none"> <li>- Open-source business organisation and development</li> <li>- Essential requirements for open source projects to grow and scale up</li> <li>- Best practices from high-level experts</li> </ul>	NGI Zero	30
<a href="#"><u>How to strengthen your software protection through trademark and design rights</u></a>	Innovation management	23/03/2022	IPIL	<ul style="list-style-type: none"> <li>- What are design and trademark rights?</li> <li>- Ownership in design and trademarks</li> <li>- Relevancy of design and trademark rights in IT projects</li> <li>- Strategies to use design and trademark rights in IT start-ups</li> </ul>		7

<a href="#">Pitch training</a>	Access to finance	2/05/2022	SD	Webinar focused on how to communicate your message, how to deliver a powerful pitch, how to prepare your deck and other tips and tricks for client presentations, events or investor meetings.		16
<a href="#">Peer learning session</a>	Management skills and soft competencies	04/05/2022	ESN	Peer learning activity allowing NGI participants to learn from each other by sharing their experiences and challenges.		5
<a href="#">Start-up-corporate collaboration</a>	Innovation management	11/05/2022	ESN	The first part of the webinar presented an interactive approach developed by the European Startup Network that aims at significantly improve the chances of success in startup-corporate collaborations. TETRA then welcomed a corporate (Serco) and a startup (devopsbay) that shared their respective co-innovation journeys.		41

<a href="#"><u>Mission impossible: Finding work-life balance in small companies</u></a>	Management skills and soft competencies	17/05/2022	FVA; CE	<ul style="list-style-type: none"> <li>- Sharing of a story of how a mismanaged life balance as a startup founder can lead to a severe burnout</li> <li>- How to communicate with stakeholders such as investors, and how to create smarter routines and work habits in order to avoid burnout</li> <li>- Practical experience learning session</li> </ul>		21
<a href="#"><u>Meeting an investor - how to get it right?</u></a>	Access to finance	31/05/2022	CIVITTA	<ul style="list-style-type: none"> <li>- Should participants already know my exit strategy?</li> <li>- How to plan a successful exit strategy?</li> <li>- What are the best strategies for exits?</li> </ul>	NGI Atlantic	14
<a href="#"><u>How to assess and access your company's growth potential?</u></a>	Access to finance	02/06/2022	CIVITTA	<ul style="list-style-type: none"> <li>- What are the key questions to ask before scaling.</li> <li>- What is premature scaling.</li> <li>- What are the components of a good "ready to scale checklist".</li> <li>- What is KTH Innovation Readiness</li> </ul>	NGI TRUBLO	14

				Level™ and how to use it to assess your company.		
<a href="#"><u>Exit Strategies: you can't ignore the end game</u></a>	Access to finance	17/06/2022	CIVITTA	<ul style="list-style-type: none"> <li>- Should I already know my exit strategy?</li> <li>- How to plan a successful exit strategy?</li> <li>- What are the best strategies for exits?</li> </ul>		16
<a href="#"><u>Design Thinking</u></a>	Management skills and soft competencies	28/06/2022	ESN	<ul style="list-style-type: none"> <li>- Design thinking process</li> <li>- Introducing a pragmatic design thinking approach that allows to quickly formulate and test hypotheses ("fail fast, fail cheap")</li> <li>- Tools: empathy map canvas; value proposition canvas; the Business Model Canvas; ideation, prototype, test techniques</li> </ul>	NGI Atlantic	32

TABLE 1 – WEBINARS AND ONLINE EVENTS

**Link:** <https://business.ngi.eu/join-now/webinars/public-funding-masterclass-your-gateway-to-public-funding-in-europe/>

**Date:** from 03/03/2022 to 31/03/2022

**Responsible partner:** CIVITTA

**Format:** Online

**Participants:** 144

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.

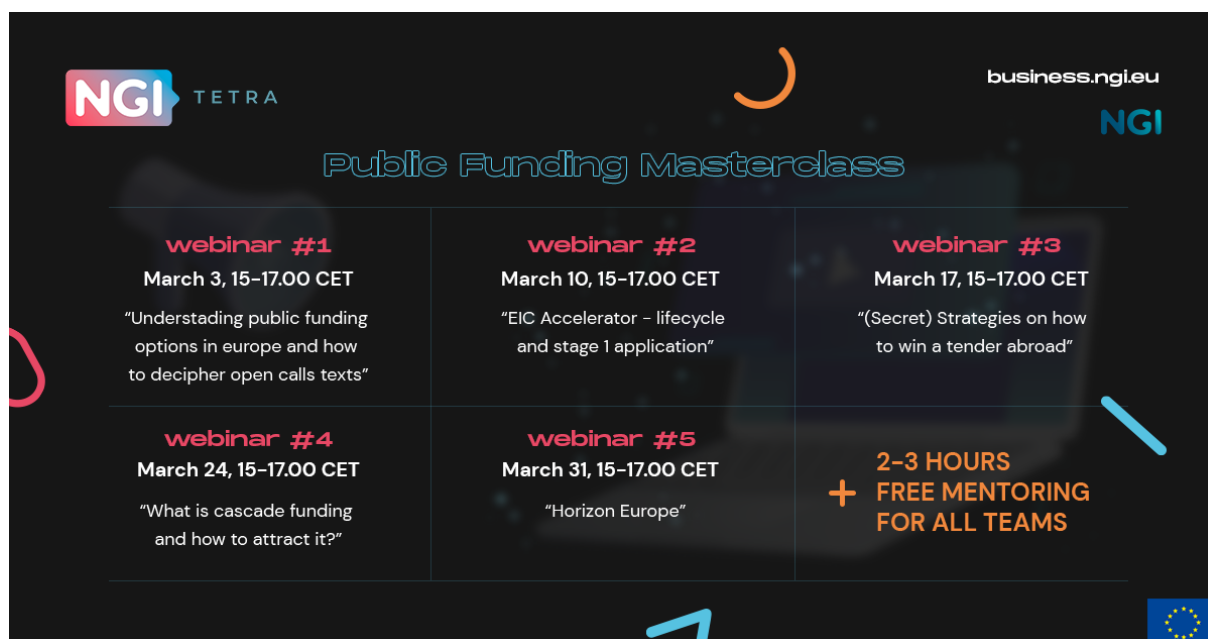


FIGURE 1 - PUBLIC FUNDING MASTERCLASS

Title	Topics	Participants
<b>Webinar 1 - Understanding public funding options in Europe and how to decipher open call texts</b>	<ul style="list-style-type: none"> <li>Overview of funding opportunities for SMEs/Startups in different programmes</li> <li>Differences between the programmes</li> <li>What is more suitable for your company?</li> <li>TIPS form a NCP</li> <li>Good practices/examples from SMEs/Startups already funder</li> <li>Reading a topic/call</li> <li>Benefits for SMEs/Startups</li> <li>Barriers/Resistances/Worries/Risks</li> <li>Partner search/How to prepare a USP to be involved in other consortia/what to disclose/how to balance between protecting sensitive contents and being attractive for consortia (Maybe in collaboration with IPIL)</li> <li>How to describe logically your idea (Target beneficiaries/Strategic objectives/ Operational Objectives/ Impacts/ Communication/ Exploitation)</li> </ul>	25
<b>Webinar 2 - EIC Accelerator</b>	<ul style="list-style-type: none"> <li>Introduction to EIC Accelerator: Funding and investments through</li> </ul>	29



<b>lifecycle and stage 1 application</b>	<p>the EIC Fund for individual start-ups and small companies to develop and scale up game changing innovations</p> <ul style="list-style-type: none"> <li>• EIC Accelerator lifecycle: From short proposal, through full business plan and jury interview, to implementation and investment</li> <li>• EIC Accelerator: results so far (statistics on the first 2 rounds of funding), typical projects, most attractive sectors</li> <li>• Short proposal: 3 different parts (text, pitch presentation, video)</li> <li>• Tips and tricks (incl. presentation of different approaches to video)</li> </ul>	
<b>Webinar 3 - (Secret) strategies on how to win a tender abroad</b>	<ul style="list-style-type: none"> <li>• What is tendering abroad</li> <li>• What is the difference between tenders and grants</li> <li>• What are the specific features of international and national tenders</li> <li>• How to identify the right opportunities for your business</li> <li>• How to build a strong consortium</li> <li>• How to write a competitive offer</li> <li>• What are the secret strategies on winning tenders abroad</li> <li>• Hints and tips on how to win your (first) tender abroad</li> </ul>	27
<b>Webinar 4 - What is cascade funding and how to attract it?</b>	<ul style="list-style-type: none"> <li>• What is the cascade funding and how to find a right call for you?</li> <li>• How is the cascade funding different from other Horizon Europe grants?</li> <li>• How to prepare a successful cascade funding application?</li> <li>• Which calls are open now?</li> </ul>	27
<b>Webinar 5 - Horizon Europe</b>	<p>Introduction to the Horizon Europe</p> <ul style="list-style-type: none"> <li>• Work Plan</li> <li>• Clusters</li> <li>• Funding Scheme (RIA, IA, CSA)</li> <li>• Info days and NCPs</li> </ul> <p>The Funding and Tenders Portal</p> <ul style="list-style-type: none"> <li>• PIC number</li> <li>• Calls and Topics</li> <li>• Partners Search</li> </ul> <p>How to write a successful Horizon Europe proposal, presentation of the template</p>	36



	<ul style="list-style-type: none"><li>• Part A</li><li>• Part B</li><li>• Budget</li><li>• Tips and Tricks</li></ul>	
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TABLE 2 - PUBLIC FUNDING MASTERCLASS





### 3 OVERVIEW OF BOOTCAMPS ORGANISED

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, intellectual, property rights 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 **master plan strategies** with recommendations for additional steps to be taken and **20 hours of individual mentoring** from TETRA mentor pool.

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.

### 3.1 TETRA FIRST BUILD-UP BOOTCAMP

**Link:** <https://business.ngi.eu/join-now/events/1st-build-up-bootcamp/>

**Date:** From 29 September 2020 to 01 October 2020

**Responsible partner:** ESN

**Format:** Online

**Participants:** 51

TETRA first online "Build-up" bootcamp was designed to help accelerate your project, idea or start-up from "R&D stage" to "Go-To Market stage". During this bootcamp, participants were trained on the fundamentals of start-ups that tackle intellectual property rights and management, business models, value proposition, importance of the team and good leadership, and fundraising basics.



FIGURE 2 - FIRST BUILD-UP BOOTCAMP

#### 3.1.1 Agenda

##### Day 1

Day 1	
09:00 – 10:00	Introduction
10:00 – 10:05	Intro to the bootcamp (logic of the 3 days)
10:05 – 10:30	Intro to pitching
10:30 – 11:00	Break

11:00 – 12:30	Understanding your customer & value propositioning - Persona - Customer Journey - VPC
12:30 – 13:30	Lunch time
13:30 – 14:30	Scoping market size
14:30 – 14:45	Break
14:45 – 15:45	Team related transversal competences and skills
15:45 – 16:00	Break
16:00 – 16:15	Assignment explanation
19:00	NGI culture and values in projects' organisations

## Day 2

Day 2	
09:00 – 10:00	Business model definition
10:00 – 12:00	Break and Teams working on Pitch & VPC/ BMC
12:00 – 12:45	Lunch time
12:45 – 13:45	Fundamentals of IP management in NGI projects
13:45 – 14:00	Break
14:00 – 15:30	Mentoring/ coaching sessions
15:30 – 16:00	Break
16:00 – 18:00	Networking with Conversation Starter
19:00 – 20:30	Introduction to public tenders

## Day 3

Day 3	
09:00 – 10:45	Fundraising 101: Morning coffee with an investor
10:45 – 11:00	Break
11:00 – 12:30	Adapt & Practice pitch
12:30 – 13:30	Lunch time
13:30 – 16:00	Final pitch plenary and break
16:00 – 16:30	Pitch evaluation by a jury of experts
16:30 – 16:45	Winner award & closure

### 3.1.2 NGI Teams

Despite COVID, TETRA attracted 27 high-level teams from NGI projects, with an attendance of 40+ participants. These teams all fell into the TRL 1 to 6 category and therefore fitted the “early stage” program the first online bootcamp offered. The Project received also 7 submissions from NGI initiatives with TRL 7 to 9 which were invited for the second “later stage” bootcamp.

The 27 NGI Teams who participated in the bootcamp were, namely:



- ADINVEST International
- Binare
- B-Smart
- Casper
- Coast Vision
- DAppNode
- Decentralized Science
- DPella
- Experimental Architecture Group
- Eyemmersive
- Fair Squares
- Georepublic
- Healthymithy
- IN2
- Kuleuven
- Lightmeter
- Matereospace
- Move Phorward
- Nym Technologies
- Own Your Data
- Pi-Lar Enterprise Architects
- PLUME
- Porwol
- Promptino
- QuarkXR
- Satori Labs
- Sensio

Overview of participants by project:



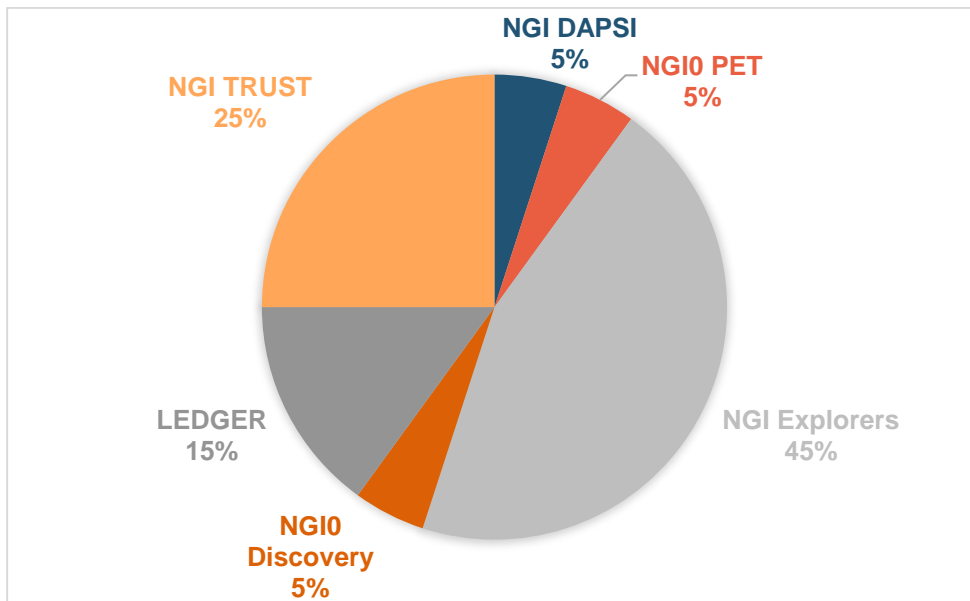


FIGURE 3 - OVERVIEW OF PARTICIPANTS BY PROJECT - BUILD-UP BOOTCAMP#1

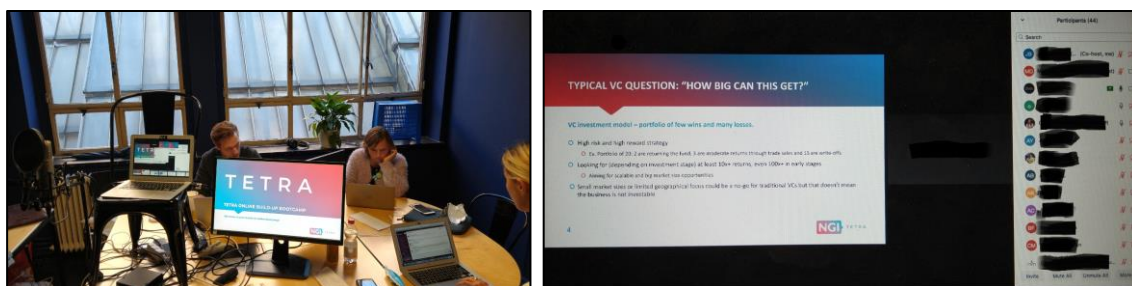


FIGURE 4 - PARTICIPANTS TETRA FIRST BUILD-UP BOOTCAMP

## 3.2 TETRA FIRST SCALE-UP BOOTCAMP

**Link:** <https://business.ngi.eu/join-now/events/online-scale-up-bootcamp-1/>

**Date:** from 16 to 18 March 2021

**Responsible partner:** CIVITTA

**Format:** Hybrid

**Participants:** 50

TETRA first online “Scale-up” Bootcamp was meant for NGI innovators and businesses willing to accelerate their already established product or service with the aim of making the Internet more resilient, trustworthy and sustainable by bringing their innovative solution to the market.

The Bootcamp was a practical, hands-on training and mentoring program which allowed innovators to accelerate the development process of their idea or business with the help of experienced international experts.





FIGURE 5 - FIRST SCALE-UP BOOTCAMP

### 3.2.1 Agenda

#### Day 1

Day 1	
09:00 – 09:30	Introduction to the bootcamp, coaches and teams
09:30 – 11:30	Introductory pitching session
11:30 – 12:00	Teamwork session: business model update
12:00 – 12:30	Break
12:30 – 13:00	Workshop: Advanced business modelling and customer validation
13:00 – 13:30	Teamwork session: interview script
13:30 – 14:00	Teamwork session: validation of hypothesis
14:00 – 14:30	Break
14:30 – 16:00	Introduction to scale-up financing
16:00 – 16:30	Break
16:30 – 17:00	Workshop: team management
17:00 – 17:30	Teamwork session: exercise on how to improve your team composition
17:30 – 18:00	Actionable insights on leading teams to higher performance

#### Day 2

Day 2	
09:00 – 10:00	Open-source software and legal imperatives
10:00 – 10:30	Teamwork session: IP task
10:30 – 11:30	IP concluding discussions
11:30 – 12:00	Funding options and investments for science-based companies
12:00 – 12:30	Teamwork session: financial statement
12:30 – 13:30	Break



13:30 – 14:30	How to pitch to an investor: inside the investor's mind
14:30 – 16:00	Teamwork session: pitch deck
16:00 – 16:30	Break
16:30 – 17:00	The art of pitching
17:00 – 17:30	Teamwork session: present your idea to a target audience
17:30 – 18:00	Teamwork session: exercise on how to improve your team composition

### Day 3

Day 3	
09:00 – 09:30	How to be memorable in an online pitch?
09:30 – 10:30	Teamwork session: pitch deck
10:30 – 12:00	Pitch rehearsal
12:00 – 12:30	Teamwork session: pitch deck
12:30 – 13:30	Break
13:00 – 15:00	Pitching competition
15:00 – 16:00	Teamwork session: masterplan preparation
16:00 – 17:00	Closing session and awarding to participants

### 3.2.2 NGI Teams

As a result of the recruitment process, 21 teams were invited to the bootcamp, 7 were redirected to the upcoming build-up bootcamp and 9 teams were rejected due to their disconnection to NGI, resulting in 16 NGI Teams. All teams were contacted via F6S and asked for a confirmation about their attendance.

The 16 NGI Teams who participated in the bootcamp were, namely:

- AnonymAI
- b.smart
- Casper
- Evolveum
- eyeGauge
- Farikom
- Georepublic
- Geowallet
- Kelp.Digital
- Koruza
- Least Authority
- Nebulous Systems
- Orvium
- Prosume
- Rouster
- Usody.com



Overview of participants by project:

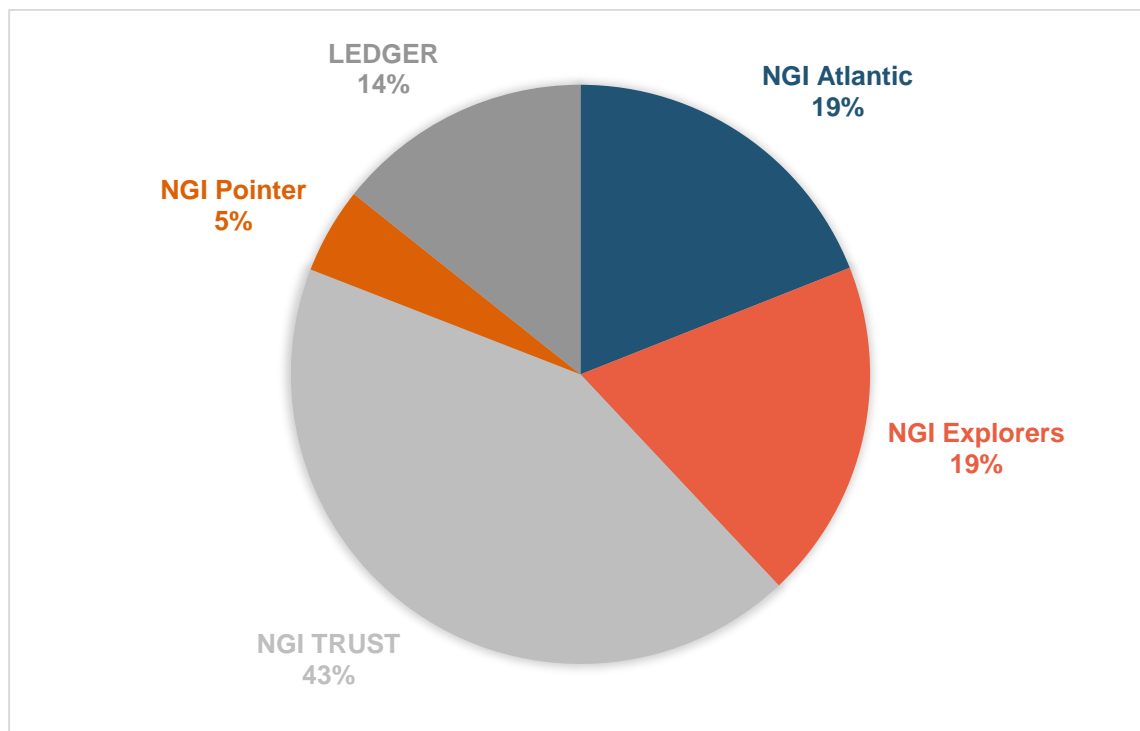


FIGURE 6 - OVERVIEW OF PARTICIPANTS BY PROJECT - SCALE-UP BOOTCAMP#1



FIGURE 7 - PARTICIPANTS FIRST SCALE-UP BOOTCAMP

### 3.3 TETRA SECOND BUILD-UP BOOTCAMP

**Link:** <https://business.ngi.eu/join-now/events/online-build-up-bootcamp-2/>

**Date:** From 29 June 2021 to 01 July 2021

**Responsible partner:** FVA

**Format:** Online



## Participants: 25

TETRA second online "Build-up" bootcamp was designed to help accelerate your project, idea or start-up from "R&D stage" to "Go-To Market stage". During this bootcamp, participants were trained on the fundamentals of start-ups that tackle intellectual property rights and management, business models, value proposition, importance of the team and good leadership, and fundraising basics.



FIGURE 8 - SECOND BUILD-UP BOOTCAMP

### 3.3.1 Agenda

#### Day 1

Day 1	
09:00 – 09:15	Introduction to the bootcamp, coaches and teams
09:15 – 10:15	Presentations from teams
10:15 – 10:45	Ice break online game "App2TheSky" Introduction to Transversal Competences and Skills
10:45 – 11:00	Break
11:00 – 12:30	Shape your idea
12:30 – 13:30	Lunch time
13:30 – 15:00	Understanding your customer through customer research & definition of riskiest assumptions
15:00 – 15:15	Break
15:15 – 16:00	Promoting your idea to different target audiences (customers, partners, your team, investors, etc.) - common mistakes and tips
16:00 – 17:00	Consolidation of the learning experience with the support of TETRA facilitators

#### Day 2



Day 2	
09:00 – 09:15	Welcome
09:15 – 10:45	Boosting your business: Managing IP strategy
10:45– 11:00	Break
11:00 – 12:00	Competencies and skills in small teams
12:00 – 12:30	Network like a Casanova
12:30 – 12:45	The power of mentoring
12:45 – 13:45	Lunch time
13:45 – 15:15	How to create a roadmap to test your hypotheses, validate them and find your first customers along the way.
15:15 – 15:30	Break
15:30 – 16:30	8 sentences to communicate your idea
16:30 – 17:00	Consolidation of the learning experience with the support of TETRA facilitators

### Day 3

Day 3	
09:00 – 09:15	Welcome
09:15 – 11:05	Sustainability for your NGI project
11:05 – 11:20	Break
11:20 – 12:20	NGI funding opportunities
12:20 – 12:50	EIC Pathfinder: Your next opportunity in Horizon Europe?
12:50 – 13:50	Lunch time
13:50 – 14:00	Pitching connecting the dots
14:00 – 15:00	Finalise your presentation (pitch) - working with TETRA facilitators
15:00 – 16:30	Final pitch
16:30 – 17:00	Pitch evaluation by a jury of experts
17:00 – 17:30	Closing session and awarding to participants

### 3.3.2 NGI Teams

As a result of the recruitment process, 20 teams were invited to the bootcamp, 4 were redirected to the upcoming build-up bootcamp. All teams were contacted via F6S and asked for a confirmation about their attendance.

A total of 16 NGI teams participated in the bootcamp, namely:

- Aerial Power
- Atlas Engineer
- Better Internet Search
- CreativeConnections
- Danaides.org
- DataHop
- Deriveum



- Empatic Identities of Virtual Agents
- Encrypted ML
- MAGOS
- MakoLab.com
- MoodMe
- OpenConsent
- Rosetta AI
- Sosteco
- SPRITZ Security & Privacy Research

Overview of participants by project:

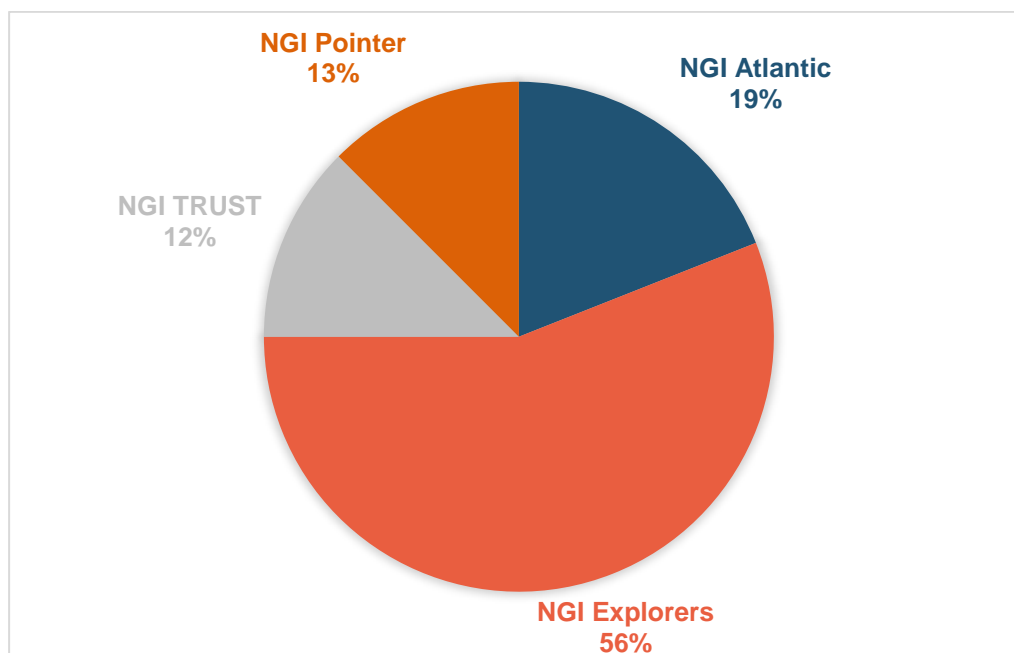


FIGURE 9 - OVERVIEW OF PARTICIPANTS BY PROJECT - BUILD-UP BOOTCAMP#2

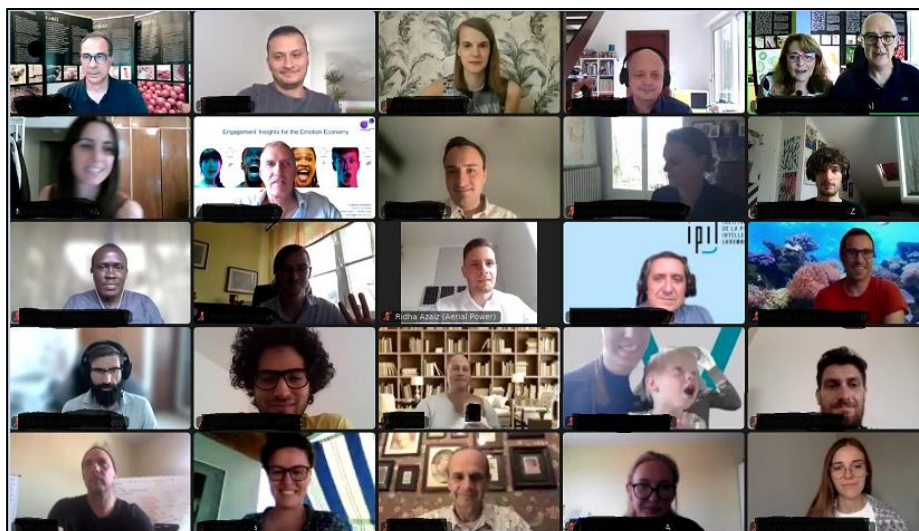


FIGURE 10 - PARTICIPANTS SECOND BUILD-UP BOOTCAMP



### 3.4 TETRA SECOND SCALE-UP BOOTCAMP

**Link:** <https://business.ngi.eu/join-now/events/tetra-scale-up-bootcamp-2/>

**Date:** From 23 to 25 November 2021

**Responsible partner:** PEDAL

**Format:** Hybrid

**Participants:** 27

TETRA second “Scale-up” bootcamp was structured as a business driven and expansion oriented micro accelerator for NGI funded projects and included a pitching competition.

The online event consisted of a 3-days practical, hands-on training and mentoring program meant for individuals and projects (SMEs, start-ups, innovators, researchers, activists, visionaries) who are in the more advanced/ready to go to market development phase. A pool of international experts was involved as trainers to help those projects accelerate their business growth and help them to expand their product or service.



FIGURE 11 - TETRA SECOND SCALE-UP BOOTCAMP

#### 3.4.1 Agenda

##### Day 1

Day 1	
09:00 – 09:15	Intro to the bootcamp (logic of the 3 days)
09:15 – 09:30	From Open Source to Successful business
09:30 – 10:30	Initial pitch
10:30 – 10:45	Break
10:45 – 12:15	Self-audit your business, are you ready to scale?
12:15 – 13:15	Lunch time



13:15 – 14:45	How to get faster to a successful strategy for your startup?
14:45 – 15:00	Break
15:00 – 16:30	Market & competition <ul style="list-style-type: none"> <li>○ Competitive analysis</li> <li>○ Macro market analysis</li> </ul>
16:30 – 17:00	Consolidation of the learning experience with the support of TETRA facilitators

## Day 2

Day 2	
09:00 – 09:15	Introduction to Day 2
09:15 – 10:45	Proposition validation before entering new market
10:45 – 11:00	Break
11:00 – 12:15	Sales on new markets and Growth hacking
12:15 – 13:15	Lunch time
13:15 – 14:45	How to fund your growth?
14:45 – 15:00	Break
15:00 – 16:00	Collaborate to grow: how to approach a corporate
16:00 – 16:30	Consolidation of the learning experience with the support of TETRA facilitators

## Day 3

Day 2	
09:00 – 09:15	Introduction to Day 3
09:15 – 10:45	Building and leading a high growth organisation
10:45 – 11:00	Break
11:00 – 12:00	Managing IP around Free Software for Socially Responsible Businesses
12:00 – 13:00	Lunch time
13:00 – 14:30	Final pitch
14:30 – 14:45	Pitch evaluation by a jury of experts
14:45 – 15:00	Winner award & closure

### 3.4.2 NGI Teams

As a result of the recruitment process, 13 teams were invited to the bootcamp, while 4 have been redirected from the previous Build-up bootcamp due to their higher TRL, resulting in 17 NGI Teams. All teams were contacted via F6S and asked for a confirmation about their attendance.

A total of 17 NGI teams participated in the bootcamp, namely:

- b.smart
- Deriveum



- GeneConsent
- Hybridcore
- IDISS
- ipfs-search.com
- kentyou
- LIBRE SOC GIGABIT ROUTER
- LibreOffice P2P" Project
- MAGOS
- NQMCyber
- Open AR Cloud Europe
- Project re-isearch
- Rosetta AI
- Rouster
- Sequoia-PGP-project
- Vidavo S.A

Overview of participants by project:

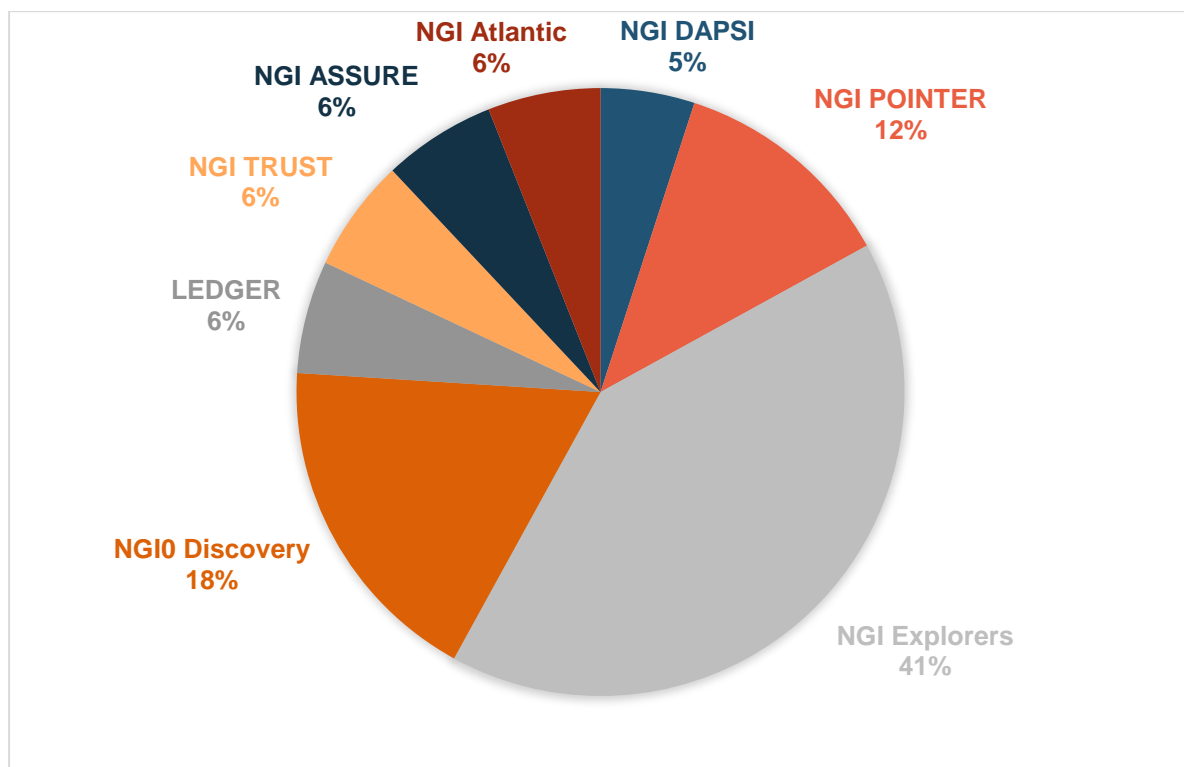


FIGURE 12 - OVERVIEW OF PARTICIPANTS BY PROJECT - SCALE-UP BOOTCAMP#2

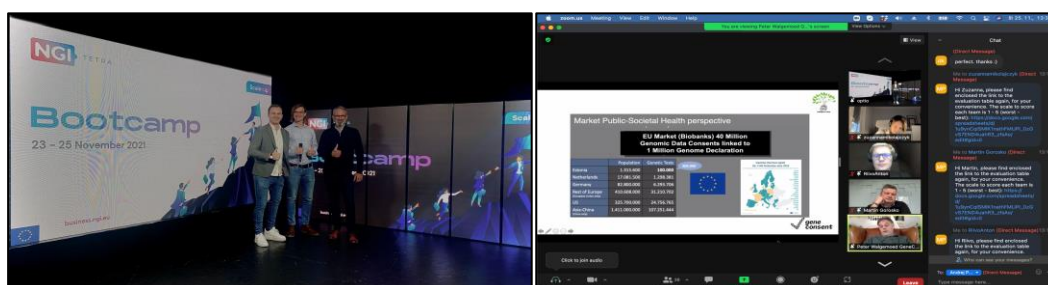


FIGURE 13 - PARTICIPANTS SECOND SCALE-UP BOOTCAMP



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## 4 TETRA FINAL EVENT

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**Link:** <https://business.ngi.eu/join-now/events/ngi-pitch-and-matchmaking-event/>

**Date:** 8 June 2022

**Responsible partner:** LOBA

**Format:** Hybrid

**Participants:** 32

**Live viewers:** 263

**Total views:** 452

TETRA Final event was branded as “NGI Pitch and Matchmaking Event” and aimed on the one hand at showcasing TETRA’s activities, materials and reports, on the other, at providing NGI beneficiaries pitching and networking opportunities.

The event was in hybrid format, broadcasted from Lisbon and live streamed.

The event was structured in two parts:

- **Morning session:** dedicated to TETRA materials (guidelines, reports, recordings, etc.) available for NGI innovators even after project’s end; Overview of the NGI Initiative and its impact; Upcoming NGI Open Calls from NGI ASSURE and ONTOCHAIN.
- **Afternoon session:** dedicated to a Pitch competition with external investors as jury members and a Matchmaking session. The afternoon session was closed to external viewers.

The 3 winning teams of the pitch competition could benefit, for a period of 6 months, from Tenderio Plus Package consultancy on public tendering. More specifically, the winning teams benefitted from the following:

- Access to new tenders every day
- Follow potential customers anywhere in the world
- Do not miss any relevant tender opportunity due to short deadlines
- Match with local qualified bid writers with proven track record
- Match with relevant legal experts from the country of their tender
- Find out the names of companies who won previous tenders in their sector
- Benchmark yourselves against competitors

In total, 22 NGI Teams participated in the event and the YouTube live streaming of the morning session reached 263 live viewers and 452 views.



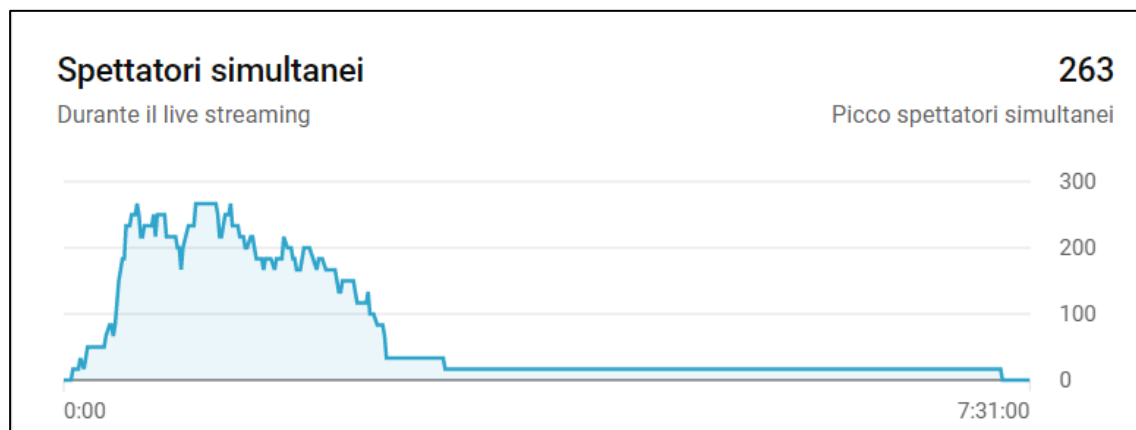


FIGURE 14 - TETRA FINAL EVENT, LIVE VIEWERS

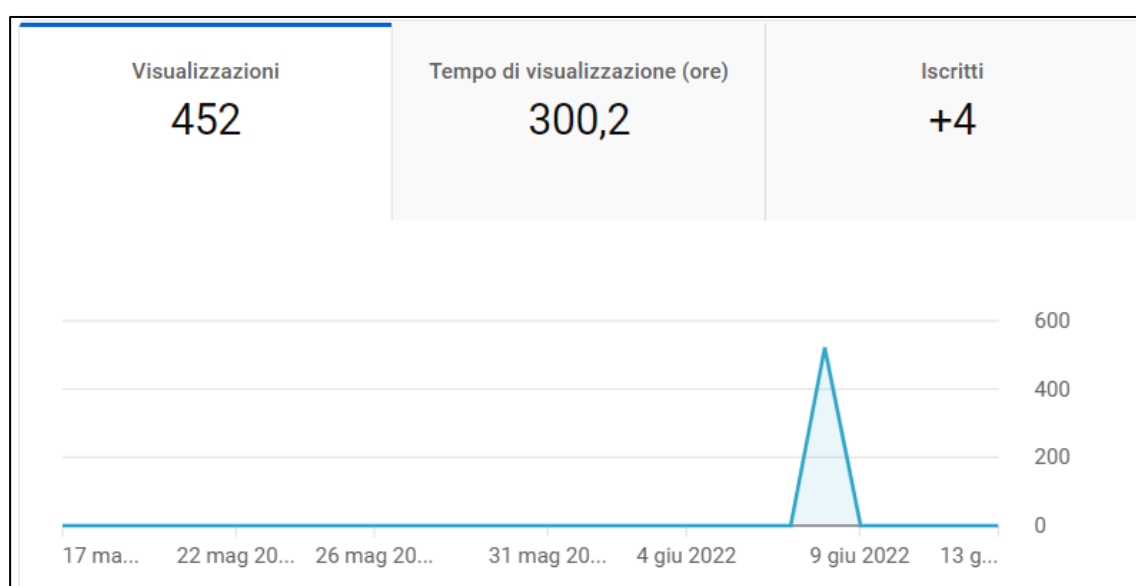


FIGURE 15 - TETRA FINAL EVENT, VIEWS

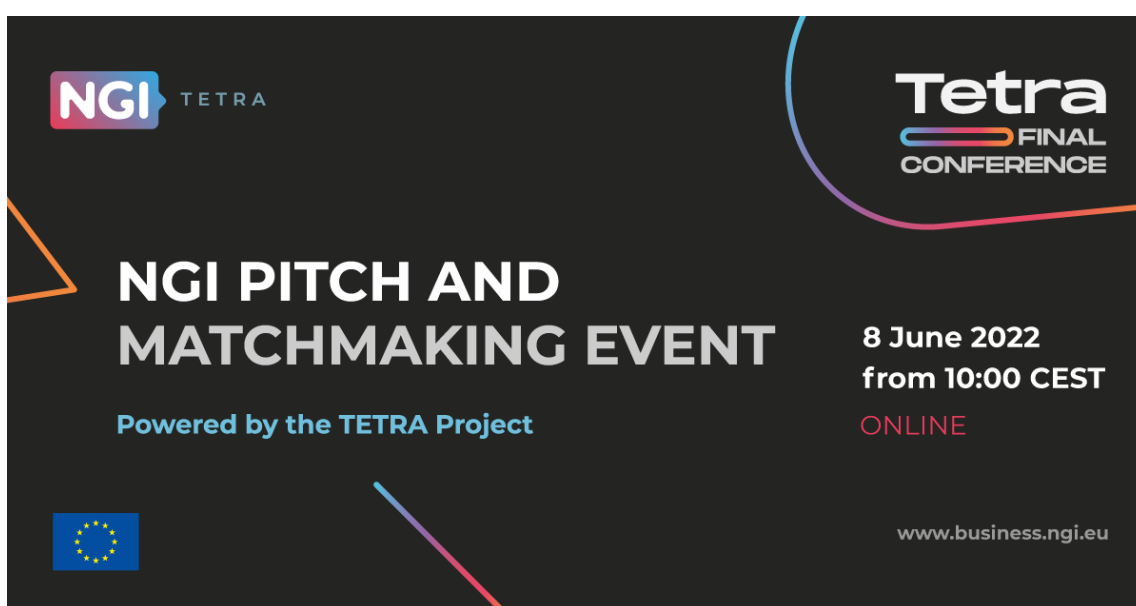


FIGURE 16 - TETRA FINAL EVENT (I)





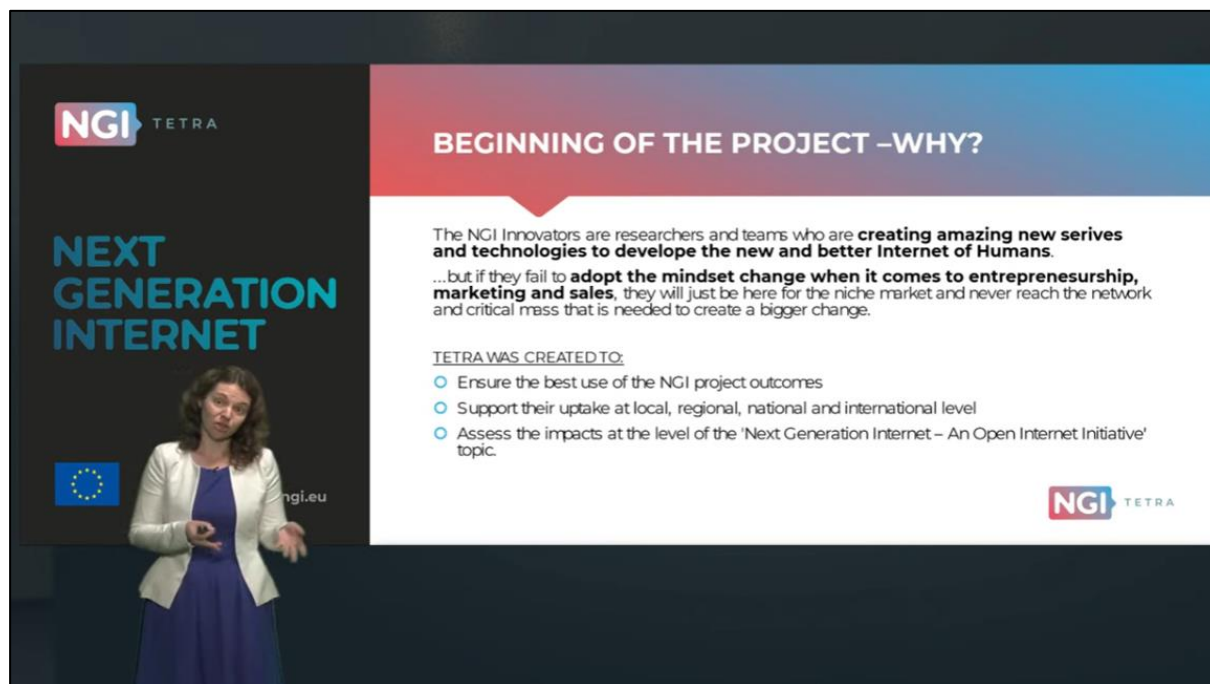


FIGURE 17 - TETRA FINAL EVENT (2)

## 4.1 AGENDA

MORNING SESSION (IN CEST)	
10:00 - 10:05	Welcome
10:05 - 10:10	What is NGI? Welcoming words from the European Commission <ul style="list-style-type: none"> <li>• <b>Ragnar Bergstrom, Team Lead at European Commission</b></li> </ul>
10:10 - 10:25	Overview of TETRA services, mentorship and coaching <ul style="list-style-type: none"> <li>• <b>Elo Meier, CIVITTA - TETRA Coordinator</b></li> </ul>
10:25 - 10:55	TETRA's legacy – tailored business development package for NGI <ul style="list-style-type: none"> <li>• <b>Onur Emul, IPIL - TETRA Partner</b></li> <li>• <b>Iakovos Delioglani, FVA - TETRA Partner</b></li> <li>• <b>Kostas Giagtzoglou, QPLAN - TETRA Partner</b></li> </ul>
10:55 - 11:15	Overview of the NGI Initiative and NGI Impact assessment: what is out there for innovators? <ul style="list-style-type: none"> <li>• <b>Pietro Rigonat, LOBA – TETRA Partner</b></li> </ul>
11:15-11:25	Coffee Break
11:25 - 11:55	NGI Open Calls and initiatives: insights from the Projects <ul style="list-style-type: none"> <li>• <b>Nuno Manarte, NGI ASSURE: ASSURE open calls</b></li> <li>• <b>Caroline Barelle, ONTOCHAIN: ONTOCHAIN OC3</b></li> </ul>



<b>11:55 - 12:10</b>	Get ready to pitch to...An overview of the pitch jury members (external investors) <ul style="list-style-type: none"> <li>• <b>Luis Miguel Campos, Chairman - PDMFC Group / Head of Research and Development</b></li> <li>• <b>Nuno Folque, partner at SMENT Digital S.A.</b></li> </ul>
<b>12:10 - 12:30</b>	Insights from peer learning sessions <ul style="list-style-type: none"> <li>• <b>Adele Yaroulina, ESN – TETRA Partner</b></li> </ul>
<b>12:30 - 13:30</b>	<b>Lunch break</b>

TABLE 3 - TETRA FINAL EVENT, MORNING SESSION

<b>AFTERNOON SESSION (IN CEST)</b>	
<b>13:30 - 15:00</b>	<b>Pitch competition</b>
<b>15:00 - 15:45</b>	TETRA Alumni: what was your NGI journey and how you see NGI in the future? <ul style="list-style-type: none"> <li>• <b>Alex D'Elia, PROSUME</b></li> <li>• <b>Nicolas Reffé, GeoWallet</b></li> <li>• <b>Chandra De Keyser, Elevate AI</b></li> </ul>
<b>15:45 - 16:45</b>	<b>Matchmaking session! Meet with peer colleagues, or ask anything to TETRA experts!</b>
<b>16:45 - 17:00</b>	Wrap-up and announcement of winners

TABLE 4 - TETRA FINAL EVENT, AFTERNOON SESSION

## 4.2 THE PITCH COMPETITION

In order to be prepared for the pitch competition, the selected NGI participants were first asked to provide their pitch decks in advance, secondly, they were invited to participate in a **pitch dry run** organised by TETRA partner Startup Division on the 2nd of June 2022 from 09:00 to 11:00 CEST.

On 8 June 2022, the following NGI teams participated in the pitch competition (13:30 – 15:00 CEST):

<b>PITCHING TEAMS</b>
Asvin GMBH
Better Internet Search Ltd
Elevate AI
eyeGauge
GeoWallet
Gigabit Router
Letos
Nyxt
PROSUME
SafeMode Mobility



Smart Navigator
VAIMEE

TABLE 5 - PITCHING TEAMS

#### 4.2.1 THE JURY MEMBERS AND WINNERS OF THE PITCH COMPETITION

The jury of the pitch competition was composed of two external investors who had extensive experience with tech start-ups and telecommunications, namely: Luis Miguel Campos, Chairman - PDMFC Group / Head of Research and Development and Nuno Folque, partner at SMENT Digital S.A.

The two jury members selected the following NGI teams as winners of the pitch competition:

1. ASVIN GMBH
2. Nyxt
3. Smart Navigator

### 4.3 THE MATCHMAKING SESSION

The matchmaking session (15:45 – 16:45 CEST) was meant to facilitate community building within NGI communities that have not met yet in the past.

Each team had the opportunity to introduce their project, what their background was and what they were looking for, in terms of collaborations with other NGI beneficiaries.

NGI beneficiaries were divided into 2 clusters moderated by LOBA and ESN, based on technology domains of NGI Teams, as follows:

<b>Cluster 1: Big Data, machine learning and AI/ Healthcare and well-being</b>	<b>Moderator: LOBA</b>
Better Internet Search Ltd	
Dasi Breaker	
eyeGauge	
Letos	
Libre-SOC	
Nyxt	
Project Re-isearch	
Rouster	
Smart Navigator	
YaCy Searchlab	
VAIMEE	

TABLE 6 - MATCHMAKING SESSION, CLUSTER 1



Cluster 2: Decentralized solutions (ledger and blockchain)/ Cloud computing	Moderator: ESN
ASVIN	
DESMO-LD	
Domi	
GeoWallet	
Gigabit Router project	
Librecast Live	
MFSSIA	
Moosedog	
PhaseGrowth	
PROSUME	
SUS Technology	

TABLE 7 - MATCHMAKING SESSION, CLUSTER 2

In the light of the discussions facilitated by moderators in each cluster, the following teams requested to be introduced to each other via email to explore mutual collaborations with their respective projects:

- Project re-Isearch & Better Internet Search Ltd
- VAIMEE & Smart Navigator
- Libre-SOC & Project re-Isearch



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## 5 CONCLUSIONS

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During its lifespan, with a view to providing business acceleration services tailored to NGI Innovators' needs during COVID-19 pandemic, the TETRA Project adapted its services and turned the envisioned activities into online formats, resulting in 52 webinars, one online public funding masterclass which comprised 5 webinars, 4 online bootcamps and one online final event.

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.

A fundamental contribution to the high participation of NGI Innovators across different TETRA activities - apart from bootcamps and public funding masterclass which were activities closed solely to NGI Innovators - was the organisation of 22 webinars in close collaboration with NGI Projects, which allowed TETRA to tailor its services and organise online trainings responding to the specific needs of NGI Innovators, from specific NGI Projects. In this regard, the collaboration with NGI coordinators was a key aspect for the success of TETRA activities as NGI coordinators had a thorough overview of the needs of their beneficiaries and moreover, they had a clear overview even on the specific NGI Innovators that could benefit the most from the specific TETRA services.

