



Grant Agreement No.: 825147
 Call: H2020-ICT-2018-2020
 Topic: ICT-24-2018-2019
 Type of action: CSA



D4.3 FIRST REPORT ON INDUSTRY RELATIONS AND SCALING ACTIVITIES

Revision: v.1.0

Work package	WP 4
Task	Task 4.3
Due date	31/05/2021
Submission date	21/06/2021
Deliverable lead	European Startup Network (ESN)
Version	0.3
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Abstract	<p>TETRA is an EU-funded project under the Horizon 2020 Research and Innovation Programme which aims to offer well-tailored business support services to the third-party beneficiaries of the R&I Actions and the C&S Actions funded under the Next Generation Internet (NGI) – an Open Internet Initiative (H2020-ICT-24-2018-2019) topic.</p> <p>In this context, the provision of services is based on the actual needs of the third-party beneficiaries so as to shorten the gaps and facilitate the transfer and commercialisation of the solutions they have developed or are developing.</p> <p>This document describes the actions taken so far regarding industry relations and scaling activities within the frame of TETRA project. Webinars, bootcamps and matchmaking events that helped NGI Initiatives to improve their projects and continue working on them at another level.</p>
Keywords	Next Generation Internet, TETRA, pitching, business development, commercialisation, matchmaking.

Document Revision History

Version	Date	Description of change	List of contributor(s)
V0.1	21/05/2021	1st version of the template for comments	ESN
V0.2	31/05/2021	2 nd version of the template for comments	ESN, TETRA partners
V0.3	21/6/2021	Final version	ESN, CE

DISCLAIMER

The free-of-charge, first-line support provided by the TETRA project aims to help beneficiaries of the “R&I Actions” (co-)funded under the topic H2020-ICT-24-2018-2019 and their third parties to turn their research results into marketable products and services. This support -including support on intellectual property- should not be considered neither as of a legal or professional nature nor substitute to private advisory services.

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Nature of the deliverable:		R
Dissemination Level		
PU	Public, fully open, e.g., web	<input type="checkbox"/>
CL	Classified, information as referred to in Commission Decision 2001/844/EC	<input type="checkbox"/>
CO	Confidential to TETRA project and Commission Services	<input type="checkbox"/>

** 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

The main aim of TETRA project is to develop and implement a series of business-support activities targeted at “R&I Actions” and their third parties funded under the topic H2020-ICT-24-2018-2019 to help turn their research results into marketable products and services and prepare them to success in the real market.

In order to achieve this, TETRA partners have identified and provided instruments and resources to assist ICT innovators to:

- Ensure the best use of their outcomes through specific exploitation strategies.
- Support their uptake at local, regional, national and international level.
- Asses the impacts at the level of the “Next Generation Internet-An Open Internet Initiative” topic.

The deliverable elaborates the actions taken towards industry relations and scaling activities. The aim of the activities have been focused on giving the NGI teams and initiatives advice and ideas to continue improving and supporting them to give a step forward with their projects.

In particular, we will describe the webinars, bootcamps and other matchmaking events that resulted especially adequate for these initiatives. Keeping into consideration COVID-19 and all changes the project team has made, we eventually could adapt all the dynamics to an online format and allow the participants to join several qualified events despite the pandemic.



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ABBREVIATIONS

NGI	Next Generation Internet
RIA	Research & Innovation Action
T	Task
TRL	Technology Readiness Level



1. INTRODUCTION AND COVID-19 IMPACT

The Next Generation Internet (NGI) initiative aims at developing a more human-centric Internet, supporting the values of openness, decentralisation, inclusiveness, and protection of privacy while also giving the control back to the end-users, in particular of their data, in order to increase trust in the Internet.

This requires more transparent services, more intelligence, greater involvement and participation that will lead towards an Internet that is more open, robust, more interoperable and more supportive of social innovation. In doing so, it is important to engage the Internet's best innovators in addressing tech opportunities, as well as validate and test relevant minimum viable products and services in real market conditions.

Deliverable 4.3 “First report on Industry relations and scaling activities” explains the scaling activities developed for TETRA NGI in the first half of the active project. The objective of TETRA project is to develop and implement a series of business-support activities targeted at “R&I Actions” and their third parties funded under the topic H2020-ICT-24-2018-2019 to help turn their research results into marketable products and services and prepare them for success in the real market.

Originally, the intention was to support the scaling of NGI teams by: (i) qualified introductions and matchmaking; and (ii) facilitating the participation in well-established pitching competitions. To maximise impact and to reduce travel and cost, the idea was to “piggy-back” on existing well-known startup events such as Websummit, Slush and 4YFN.

However, while the 4YFN participation was fully arranged, including a TETRA booth, the COVID-19 pandemic struck. It soon became clear that we had to change focus to virtual events, coaching and webinars preparing the NGI teams for online events (as was reported in the interim report and during the review meeting).

This approach is documented in the following sections.



2. WEBINARS TO IMPROVE THE INDUSTRY RELATIONS AND THE SCALING OPPORTUNITIES OF THE NGI TEAMS

The webinars mentioned in this section have taken place aimed at improving the industry relations and the scaling opportunities of the NGI teams. The concept behind these webinars is that they should be valuable standalone, but also that they should seamlessly connect to the corresponding sessions during the bootcamps (such as “Fundraising 101” and “Morning coffee with an investor”).

2.1 “Where to get money-investors, grants or crowdfunding?” - Introduction to different means of funding (May 2020)

About the webinar: “When you have a great idea, funding is nearly always the sticking point. How can you raise money to get it started? If you have a tech-based idea, you may have an easier time attracting attention from venture capitalists or angel investors, but as more and more startups work that angle, finding the right investor is harder than ever. So how could you get your idea off the ground?”

In this webinar, the participants have found 3 ways to fund their idea - be it attracting an angel investor, crowdfunding or grants.

This webinar is discussed in more detail in D4.1.

2.2 “EIC accelerator as a funding mechanism suitable for SMEs: Grant and equity funding for the most promising European SMEs” (September 2020)

About the webinar: The EIC Accelerator (previously known as SME Instrument) is part of the European Innovation Council (EIC) pilot that supports top-class innovators, entrepreneurs, small companies and scientists with funding opportunities and acceleration services.

The EIC Accelerator supports high-risk, high-potential small and medium-sized enterprises and innovators to help them develop and bring onto the market new innovative products, services and business models that could drive economic growth. Selected companies receive funding and optional equity and are offered business coaching and mentoring to scale up their innovation idea.

This webinar is discussed in more detail in D4.1.

2.3 “Pitch like there is no tomorrow”.

About the webinar: this seminar specifically dedicated to pitching was organised and included live pitching exercises for the NGI teams with pitching “guru” Gleb Maltsev.

Gleb listens to around 1,000 speeches a year ranging from a 60-second pitch to a 45-minute keynote. He’s trained presenters for industry-wide pitching showcases such as Slush, Latitude59, TechChill and LOGIN. TETRA engaged with Gleb before



the actual webinar/workshop during video calls to make sure he understood the project, the specifics of the NGI participants and the aimed for target audiences.

This way, we were able to deliver a finely tuned webinar/workshop to the NGI participants.

The webinar/workshop covered:

- Introduction to TETRA;
- Explore what a pitch is and how to adapt it to a specific audience by Jan Bormans and Adele Yaroulina. They are members of various national and international pitch juries and coach startups about how to pitch in front of investors;
- Dive into three proven approaches that will help upgrade the pitching skills;
- Get an overview of the pitching do's and don'ts with the pitching guru Gleb Maltsev
- Live coaching (2h).

Webinars — 23 September 2020

Webinar#7: Pitch like there is no tomorrow

When: 23 September 2020 | 10:00 AM
Where: Online



CEO at European Startup Network

Jan Bormans, Ph.D., MBA, has been active in the fields of innovation and entrepreneurship for more than 20 years. Jan was strategy advisor at the IMEC nanotechnology research centre (that developed one of the first open innovation business models worldwide) and valorisation manager of the Flanders DC/Vlerick Business School knowledge centre. He has been actively involved in various start-up initiatives such as start it @KBC and startups.be since 2010. Jan has also co-founded Kunigi, an interdisciplinary innovation agency. From 2019 on, Jan is the CEO of the European Startup Network. [Jan's LinkedIn profile](#)





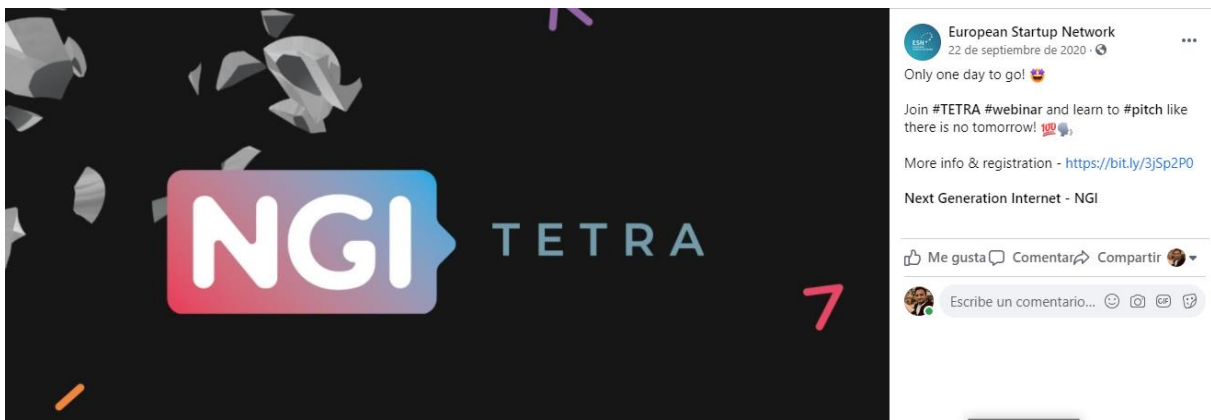
EU Project Manager at European Startup Network

Adèle studied International Trade and Investment at the Brussels Diplomatic Academy, a joint program by Vrije Universiteit Brussels and Solvay Business School. She has a 10-years experience in business development, sales, strategic partnerships and project management within private & public sectors. Adèle has acquired significant knowledge of digital innovation and is fascinated by the impact of new technologies on business activities. She is convinced that a cohesive European startup ecosystem is the key to empowerment and scaling up. [Adèle's LinkedIn profile](#)



Gleb listens to around 1,000 speeches a year ranging from a 60-second pitch to a 45-minute keynote. He's trained presenters for industry-wide pitching showcases such as Slush, Latitude59, TechChill and LOGIN. He's the co-founder of Fundwise, a founder-to-investor pitching platform with a 68% success rate and raising over 2.8 mln EUR for over a dozen projects. Every year he works with executives from almost every industry that would make the world a bit better, or at least have a shot at doing so. Around a 100 of those execs have gone on to pitch at trade fairs such as the Mobile World Congress, Smart City Expo, conhIT, boot Düsseldorf, Bygg Reis Deg, or BAU. Get an overview of the pitching do's and don'ts with the pitching guru [Gleb Maltsev](#).

While all the webinars have been promoted through NGI channels (including TETRA's own social media) all interested people / organizations could register and join the event.



The open webinars have been recorded and made available on TETRA's website for anyone to watch.

On the other hand, the closed webinars have been recorded and only shared with TETRA bootcamp participants as supportive material to come back to on their journey towards raising their first investment.



2. MATCHMAKING EVENTS AND PITCHING COMPETITIONS

Within the frame of WP 4 and regarding scaling up and investor readiness, all the matchmaking and pitching competitions planned for the NGI Tetra initiatives are focused on improving the projects and accelerating them. These events are strictly related to fundraising training, investment opportunities, local grants for start-ups, R&D, innovation, SME instrument and relevant ESIF actions.

In addition to offering qualified introductions and matchmaking events, we made the effort to facilitate the participation in well-established pitching competitions and facilitating the access to public contracts via relevant private platforms, which are designed to provide relevant services.

The matchmaking and pitching competitions offered by TETRA so far are:

- **2.1- Infoshare 2020**

When: September 23, 24,25,28,29,30. – Online.

After the cancellation of 4YFN, it was not clear at all how long the pandemic would last nor how and if events would be held. Looking back, we know how things unfolded, but at the time planning was very difficult because of the uncertainties of the situation.

Therefore, we engaged with the first major European event that decided to go fully online to maximise the opportunities for the NGI teams and to minimise possible idle time.

This event was Infoshare Online 2020 event, the biggest tech conference in Europe. TETRA contacted the Infoshare organisers to make a deal included extended access to:

- The Virtual Startup Expo;
- The Online matchmaking/ virtual space;
- Online access to speeches;
- Online access to moderated Q&A sessions.

In exchange the organizers asked us to participate to a workshop on startup-corporate collaboration, which also gave exposure to NGI and TETRA.

TETRA has disseminated this opportunity to the NGI projects. We then connected the interested NGI teams to established corporates and investors by exposing them to concrete strategic options at Infoshare.

Additionally, we organized 1-on-1 coaching calls for the 4 NGI teams that participated to the event.



[More Infoshare 2020 Speakers](#)

AGENDA 2020

STARTUP CONTEST QUARTERFINALS	INVESTORS MEETUP	23RD SEPTEMBER	24TH SEPTEMBER
25TH SEPTEMBER	28TH SEPTEMBER	29TH SEPTEMBER	30TH SEPTEMBER



JULIE EWALD
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FILIP WERSTLER
TRAINING FILIP WERSTLER



MARCIN HEJKA
OTB VENTURES

- **2.2- Venture Summit Virtual Connect WEST**



When: March 16 - 18, 2021. – Online

About the event: Venture Summit is the perfect online event to efficiently meet, interact and network One-on-One with future investors and partners utilizing an industry-leading built-in video meeting platform. It is about gaining access through a powerful matchmaking platform before the summit in order to build a profile, pre-book meetings in advance, and get connected.



“YoungStartup’s Venture Summits connect the most innovative, promising venture backed, emerging growth and early-staged companies with active Investors, Investment bankers, advisors and corporate professionals.

The summits feature insightful discussions, the newest technologies and latest trends currently shaping the future. YSV understands how important it is to meet the right people and network with like-minded individuals. Our summits ensure that only the most cutting edge companies and relevant investors are present. We work hard to make sure that at our conferences you are given the opportunity to mingle with those in the know, chat with those who are informed and forge the connections you need to succeed.”

TETRA contacted the organisers of the event upfront to explore opportunities for the NGI teams. It was particularly interesting that more than 1,500 VCs, Corporate VCs, angel investors, industry executives and founders of venture backed, emerging and early-stage companies were interested.

We negotiated the following package for the NGI teams:

- Participate in the one-on-one networking;
- Early access to networking app;
- Access to all Venture panels & workshops;
- Access to startup bootcamp sessions;
- The possibility to participate in the event’s pitch competition.

5 NGI teams participated in this event:

- Binare (NGI TRUST)
- Hybrid Core (NGI EXPLORERS)
- Georepublic (LEDGER)
- ISIBUD (NGI Initiative)
- Lightmeter (NG10 PET)

The online format (dictated by the pandemic) had the positive consequence that the NGI teams could participate to this event online which in normal circumstances would have been substantially more expensive due to the travel cost.



- **2.3- SXSW 2021**



When: March 16 - 20, 2021. – Online.

About the event: South by Southwest, abbreviated as SXSW, is an annual conglomeration of parallel film, interactive media, and music festivals and conferences organized jointly that take place in mid-March in Austin, Texas, United States. The event dedicates itself to helping creative people achieve their goals.

“Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries.

An essential destination for global professionals, the event features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together.”



SXSW Pitch showcases innovative new technology to a panel of industry experts, high-profile media professionals, venture capital investors, and angel investors.



SXSW Pitch 2021 featured 40 interactive technology companies from 8 different categories:

- Artificial Intelligence, Robotics & Voice
- Enterprise & Smart Data
- Entertainment, Gaming & Content
- Future of Work
- Health, Wearables & Wellbeing
- Innovative World Technologies
- Smart Cities, Transportation & Logistics
- Social & Culture

We believe that SXSW Pitch is one of the most challenging pitching competitions in the world and thus especially interesting for the NGI teams to participate to. The threshold to participate was lower than usual because of/thanks to the online format (dictated by the pandemic).

We contacted 37 teams from NGI project and 11 of them were offered a dedicated 1-on-1 coaching session with an SXSW Pitch advisory board member that shared his insights on how the SXSW jury selects startups for the pitching competition. The following NGI teams participated to these 1-on-1 coaching sessions:

- Binaire (NGI TRUST)
- Own your Data (NGI TRUST)
- Georepublic (LEDGER)
- Sensio (NGI TRUST)
- Lightmeter (NGI10 PET)
- Eyemersive (NGI EXPLORERS)
- Safe Mode (NGI Explorers)
- Behorizon (NGI Explorers)
- Move Phorward (NGI Explorers)
- ROUSTER (NGI Explorers)
- ISIBUD (NGI Trust)



3. CONCLUSION AND OUTLOOK

This deliverable describes how we had to adapt our approach due to COVID-19, focusing on virtual events, coaching and webinars that prepare the NGI teams for online events.

We organized webinars that were valuable standalone, but that also seamlessly connected to the corresponding sessions during the bootcamps. Where possible, we organised 1-on-1 coaching sessions and pitch training to prepare the NGI teams optimally for their participation to relevant online matchmaking and pitching events.

However, despite the intense outreach, through social media, emails and personal calls, the amount of NGI teams taking advantage of the opportunities presented to them was lacklustre. In all likelihood, the initial hesitation to participate to online events played a role as well as the subsequent “oversupply” of online events and activities.

We now see a slow but steady return to a more normal situation where hybrid events are being organised and, importantly, an increased willingness of corporates to engage with startups.

We will continue to make deals with events that are tailored towards the NGI teams. Will additionally also contact them with renewed insistence to understand their needs towards matchmaking (corporates, investors and possibly other stakeholders) even better so that we can present them fitting opportunities.

