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D4.4 SECOND REPORT ON INDUSTRY RELATIONS AND SCALING ACTIVITIES

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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	31/05/2022	1st version of the report for comments	ESN, PEDAL
V0.2	17/06/2022	Final version of the report	ESN
V0.3			

DISCLAIMER

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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

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 innovators in:

- Ensuring the best use of their outcomes through specific exploitation strategies;
- Supporting their uptake at local, regional, national, and international levels;
- Assessing the impact 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 was to connect the NGI project teams to key growth enablers such as investors, established corporates, SMEs, scaleups and other relevant key actors of the innovation ecosystem for the purpose of exposing them to concrete strategic opportunities.

In this report, we will describe the activities that have been carried out to allow the NGI innovators engage with industry leaders and influential decision-makers. While COVID-19 forced TETRA to adapt, as many external events took place online – it had finally the positive consequence that the NGI teams could benefit from more events. Internal activities have been adjusted to be more interactive so that our participants could be more actively engaged.



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ABBREVIATIONS

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



1. INTRODUCTION

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 4.2 “Second report on industry relations and scaling activities” presents the scaling activities developed and implemented for the NGI TETRA audience. The objective of the 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.



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

The webinars mentioned in this section aimed at encouraging growth and business development 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. The topics of the digital sessions have been chosen in concert with coordinators of NGI initiatives such as NGI Explorers, Zero and DAPSI. This allowed TETRA to ensure that the sessions were optimally tailored towards the needs of NGI beneficiaries.

2.1 “How to run and fund your lean start-up business in a strategic way” (18th of August 2021)

About the webinar: In this webinar, we have tackled:

- What type of funding to search for at the right time
- The do's and don'ts of a start-up funding journey
- The benefits of a long-term growth strategy
- The relationship between the lean start-up framework and the right funding mix

The morning session, from 09:30 to 11:30, consisted in a keynote with practical examples by Dirk Lievens, an expert in business development, open innovation, corporate venturing, investment banking, M&A, innovation banking, business planning, strategic analysis and implementation and coaching startups.

The afternoon session, from 13:00 to 17:00, gave the possibility to attendees to have 1-on-1 mentoring session with experts.

41 participants attended the morning session, and 8 NGI project teams have enjoyed a 1-on-1 mentoring session in the afternoon (30 minutes per participant) with the experts.

The 8 participants belonged to:

- NGI Explorers (4)
- NGI DAPSI (3)
- NGI Pointer (1)



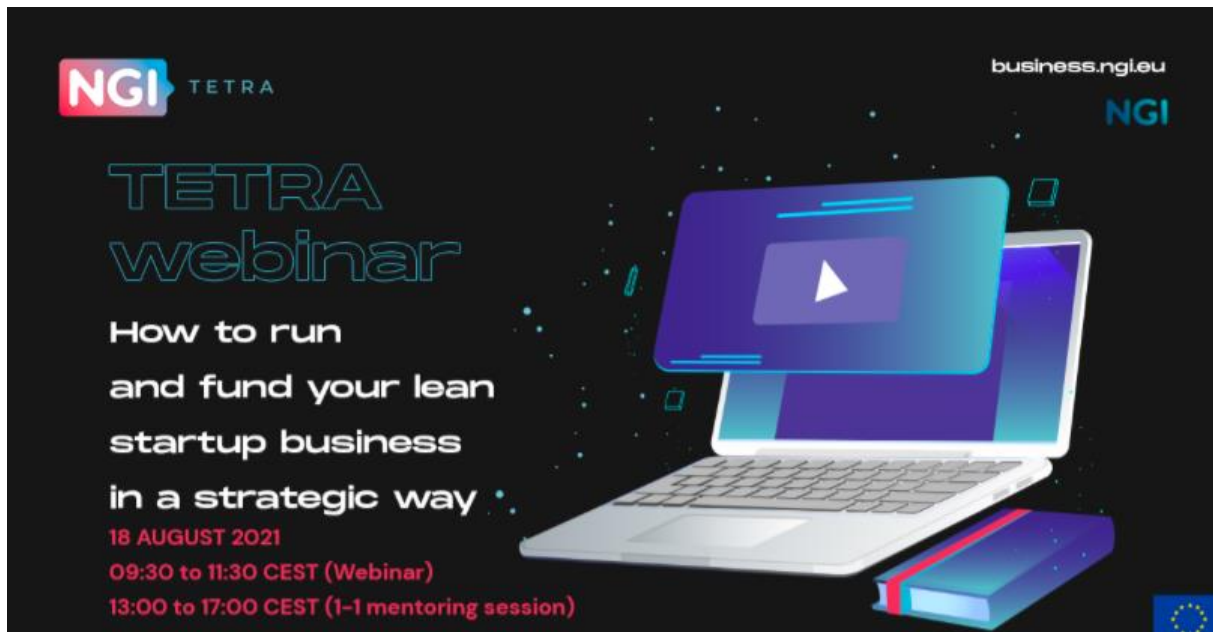


FIGURE 1: TETRA WEBINAR “HOW TO RUN AND FUND YOUR LEAN STARTUP BUSINESS IN A STRATEGIC WAY”

2.2 “Design Thinking” (10th of November 2021)

About the webinar: When designing complex systems, it is important to reduce the risks as soon as possible. The webinar introduced attendees to a pragmatic design thinking approach that allows to quickly formulate and test hypotheses (“fail fast, fail cheap”). The approach that has been presented is hands-on, validated on high-tech cases and avoids the “fluffiness” that is sometimes associated with design thinking methods.

The speaker, 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 and valorisation manager of the Flanders DC/Vlerick Business School knowledge centre. He has been actively involved in various startup initiatives such as start it @KBC and startups.be since 2010. Jan is a co-founder at Kunigi, an interdisciplinary innovation agency. From 2019 on, Jan is the CEO of the European Startup Network.



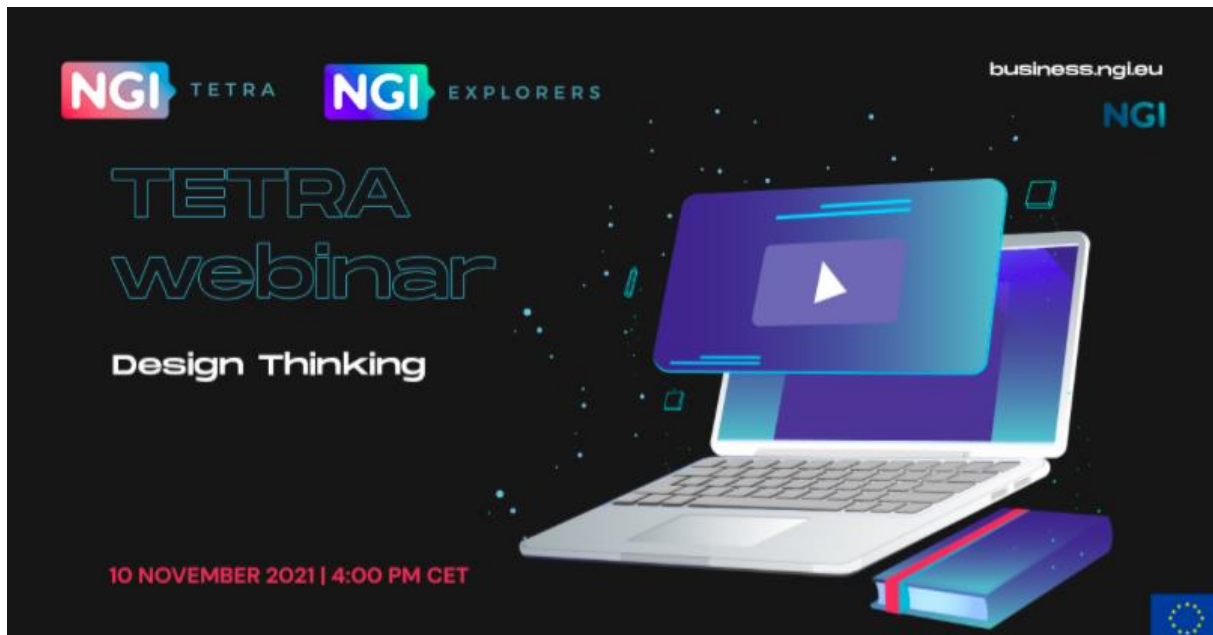


FIGURE 2: TETRA WEBINAR ON DESIGN THINKING

The webinar has been designed with and for the NGI Explorers, considering the needs of their beneficiaries.

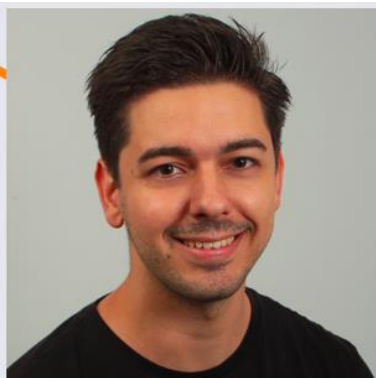
We have had 38 registrations before the event and 33 attendees on the day of the webinar. The participants were engaged via a questions & answers session and were encouraged to actively participate through an interactive exchange with the speaker.

2.3 “Data privacy – a practical approach for the concepts and principles of the GDPR” (19th of January 2022)

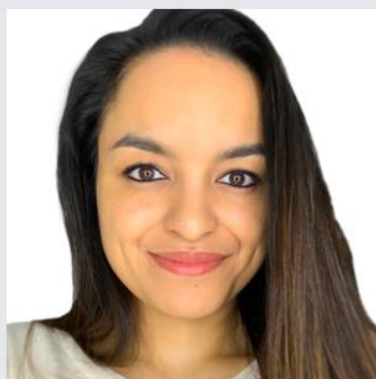
About the webinar: During the interactive webinar, we included essential theory regarding data privacy, more particularly the concepts and principles of the GDPR. Our speakers also linked the theory to their experiences and practical best practices. Furthermore, the attendees were actively engaged through an interactive Questions & Answers session where the speakers answered all the data privacy questions.

Our speakers are high-level experts from DPO Consultancy, the specialist in the field of GDPR based in the Netherlands.





Philippe Martens LL.M has been working as a data privacy professional at DPO Consultancy since April 2021. He completed a master in Business Law and a master in Law & Technology at Tilburg University. Philippe has assumed the role of DPO or privacy officer at several clients of DPO Consultancy that operate in varying sectors such as the automotive, life sciences and FinTech industry. Philippe has experience with GDPR implementation projects, managing data breaches and advising clients on how to maneuver around GDPR pitfalls.



Dounia Skalli LL.M, CIPP/E, CIP/T has been working as a certified data privacy professional at DPO Consultancy since March 2019. She studied the master Law and Technology at Tilburg University, in which privacy was as substantial part of the master program. She has been working in several roles, such as Data Protection Officer (DPO), Privacy Officer and Trainer for a variety of clients in different industries, like the automotive, government and life sciences industry around the globe. Dounia is experienced with managing privacy governance activities, such as managing the records of processing activities, conducting data protection impact assessments, and to provide training to increase knowledge and awareness within organizations.

FIGURE 3: SPEAKERS DPO CONSULTANCY

The webinar has been organised with and for NGI DAPSI. A call with the coordinator of the RIA has been set in advance to better understand the needs and expectations of NGI DAPSI initiatives and be able to address them with a targeted webinar.





FIGURE 4: TETRA WEBINAR ON DATA PRIVACY

36 participants have registered for the event and 25 attended on the day of the webinar. The NGI beneficiaries enjoyed the experiences and practical best practices shared by the speakers, as well as the highly interactive Questions & Answers session at the end of the session.

2.4 “Open Source Commercialisation” (9th of February 2022)

About the webinar: The webinar tackled essential issues related to open source commercialisation, such as:

- What are the characteristics of open source projects?
- Choosing OS license and tools
- Process and quality management
- Going 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’ experiences

Our speakers have been selected based on their open source expertise, both being highly experienced veterans who could provide numerous real-life cases as well as answer all the questions of our attendees.



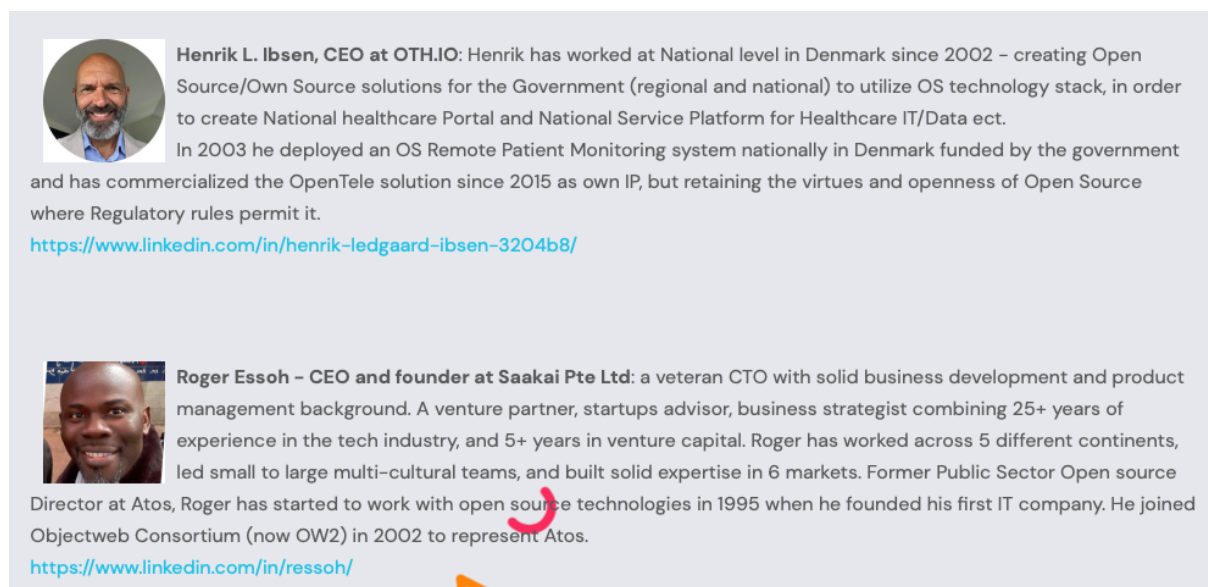


FIGURE 5: SPEAKERS FROM THE WEBINAR ON OPEN SOURCE COMMERCIALISATION

The webinar has been organised in collaboration with Startup Division and has been designed for and with NGI Explorers. A few calls with the coordinator of the RIA allowed us to get an in-depth understanding of NGI Explorers' beneficiaries needs and to build a webinar with high-level experts addressing the expectations of participants.

34 participants have registered for the event by filling out a dedicated survey and 35 attended on the day of the webinar. From the feedback received during the webinar and within the chat, the NGI beneficiaries enjoyed the hands-on presentations and best practices shared by the speakers, and were enthusiastic about the interactive Questions & Answers session.

2.5 “Open Source Business Development” (15th of March 2022)

About the webinar: The webinar explored open source business organisation and development as well as essential requirements for open source projects to grow and scale up.

Our speakers were business development expert Dirk Lievens and members of NGI Zero from the Accessibility foundation and Free Software Foundation Europe who shared their experiences and insights.

Dirk Lievens is an experienced and down to earth business coach and mentor for startups & scaleups. He has a background in strategy, corporate development (M&A) and new business development in all types of industries. Dirk is very well connected with and active in the European startup & scaleup ecosystem and a lot of corporate innovation leaders. Dirk is guest lecturer at multiple universities including the KU Leuven and is a public speaker on topics related to startups, innovation and entrepreneurship.

Eric Velleman ([HAN lectorate Inclusive Digital Design & Engineering](#)) is a passionate researcher and has built up a large international network in the field of inclusive digital design & engineering over the past 20 years. In addition to his position as a professor, Eric Velleman is scientific advisor at the [Accessibility Foundation](#) and innovation expert at [Bartiméus](#), a nationwide expertise organisation that supports blind and partially sighted people.

Gabriel Ku Wei Bin ([Free Software Foundation Europe](#)) has a background in law and is originally from Singapore, where he worked as a junior associate practicing corporate and commercial law. He left Singapore in 2012 to study international human rights law at Lund University in Sweden, and since graduating has conducted legal research and writing in the fields of human rights and constitutional law in various non-profit organizations in Europe.

FIGURE 6: SPEAKERS FROM THE WEBINAR ON OPEN SOURCE BUSINESS DEVELOPMENT

The webinar has been organised in collaboration with NGI Zero and designed for the RIA's beneficiaries. A few calls and email exchanges with the coordinator allowed us to get a better understanding of NGI Zero activities and specific needs.

Even though it was challenging to forecast the number of users attending the webinar, as the tool used was the open source tool *fairteaching pro* - allowing participants to join freely without having to register - we have counted 30 attendees at the event. Again, the session was as interactive as possible, with a real exchange with between the attendees and the speakers.

2.6 “Peer learning session” (5th of May 2022)

About the session: The peer learning activity allowed the NGI initiatives to learn from each other by sharing their experiences and challenges. A survey has been shared with the project teams before the event to better understand the expectations as well as get a first idea of their learnings and struggles.

After having introduced the activity and discussion questions to the group, participants were able to discuss questions freely in a separate breakout room. Reflection being a key part of learning, attendees were asked to share the highlights of the session: what stood out for them and what insights were particularly interesting to them. As a final step, the participants were asked to translate what has been discussed into the lessons learned and how these can be applied to their own current situation.



FIGURE 7: PEER LEARNING SESSION

While the event has been shared with more than 110 NGI project teams via direct emails and disseminated internally within the NGI community as well as to the RIA coordinators, only 3 participants showed up at the event. Some NGI initiatives, such as NGI Explorers – usually very reactive and engaged – could not be present as their project officially ended in February.

Despite the size of the group, the participants were eager to share their experiences and provided mostly positive feedback regarding TETRA's business acceleration services.

“Meeting new people, networking was the most useful for our team”.

“What was most relevant for our project is the visibility we have received”.

“Funding processes are lengthy and not easy to navigate, we particularly appreciated the mentoring opportunities”.

2.7 “Startup-corporate collaboration” (11th of May 2022)

About the webinar: 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 welcomes a corporate (Serco) and a startup (devopsbay) that shared their respective co-innovation journeys.



Gianmaria Giaconia, Serco: I started my career in Space in 2002 (I'm older than you think). After three years, I changed industries into Aviation & Defence and it took me more than 16 years spent there to figure out that Space was my real passion.

I'm half Italian, half Spanish but used to live and work just in the middle (Toulouse, France) because there's a saying about being an aerospace engineer (sooner or later you will end up working in Toulouse...).

Back to Space in 2021 with Serco, I knew I wanted to spread the word about Space Economy sustainability in new business environments and challenges.

Over the past two years at Serco, I launched this accelerator program called RedLab for startups with brilliant ideas to "boost and host" their solution into our platform.

LinkedIn: <https://www.linkedin.com/in/gianmariagiaconia/>



Michał Kułaczkowski, Devopsbay: I was the Co-founder, CTO, and chief software engineer at startup ClusterOne, an independent Deep Learning infrastructure platform that, after reformatting from a startup, was monetized as commercial IP to a pharmaceutical company. My resume also includes working as an AI Engineer for Google and Head of Product at Paperspace, a solution currently being developed by Devopsbay a software house, with a highly specialized group of skilled engineers that share a passion for IT and are outcome-driven. I have experience working with companies like Blizzard, King, Datarobot, Algorithmia Spreadsheet

During the presentation, I will be addressing the issue of how a startup can work with a corporate client. Most important. I will share my insights on the dark and the light side of the cooperation.

LinkedIn: <https://www.linkedin.com/in/michal-kulaczkowski/>

FIGURE 8: SPEAKERS FROM THE WEBINAR ON STARTUP-CORPORATE COLLABORATION

44 participants registered for the webinar and 41 attended the event.

The event was engaging and interactive: the speakers were sharing their real-life cases, experiences, and recommendations, while the attendees could ask their questions in the chat. At the end of their presentation, the questions were read aloud by the moderator and the speakers answered extensively to the attendees.

The open webinars have been recorded whenever feasible (whenever no objections have been raised by the audience) and made available on TETRA's website.

The presentations as well as the contact details of the speakers have been shared with the attendees after the webinars.

2. QUALIFIED INTRODUCTIONS AND MATCHMAKING

2.1 Matchmaking events and pitching competitions

This task connects NGI project teams to key growth enablers such as established corporates, investors, SMEs, scaleups – among other innovation stakeholders – to provide them with funding opportunities and to accelerate their business.

In addition to offering qualified introductions and matchmaking events, TETRA has facilitated the participation of project teams in well-established pitching competitions by providing them with pitch coaching, as well as continuous feedback and support.

The matchmaking events and pitching competitions offered by TETRA:

- **Infoshare 2021**

When: October 14-15 – On site and online.

Having received positive feedback from project teams who participated in the event in 2020, we have decided to engage again with the biggest tech conference in CEE (6.000+ attendees, 200+ speakers, 500+ startups).

TETRA reiterated the deal made with Infoshare organizers in 2020, including an extended access to:

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

TETRA has disseminated this opportunity to the NGI projects via personal emails and through the NGI social media channels. We then connected the interested NGI teams to key growth enablers at the Infoshare tech conference 2021.

Additionally, project teams were given the possibility to be coached in 1-on-1 calls.





FIGURE 9: INFOSHARE CONFERENCE 2021

12 project teams have expressed their interest in attending the event. One team, VIDAVO from NGI Explorers, was among the semi-finalists selected by the jury at the event's pitch competition.

- **Venture Summit Virtual Connect WEST**

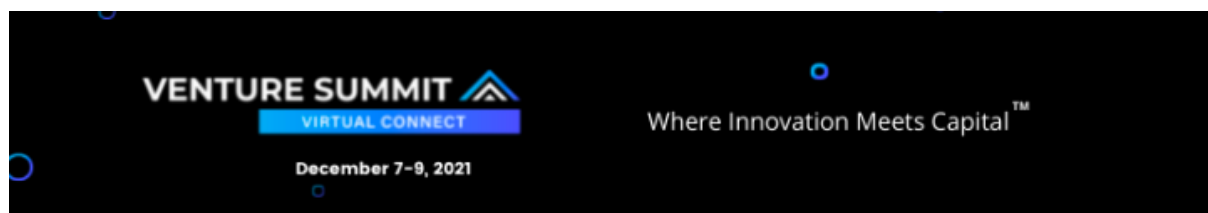


FIGURE 10: VENTURE SUMMIT VIRTUAL CONNECT WEST

When: December 7 - 9 – 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.”

A few NGI project teams asked whether they could participate in the 2021 edition, TETRA therefore contacted the organisers of the event to make sure the innovators can benefit from the negotiated opportunities another consecutive year.

The same package was proposed 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.

4 NGI teams participated in this event:

- PhD researcher Serena Leka (NGI EXPLORERS)
- Hybrid Core (NGI EXPLORERS)
- Safemode (NGI EXPLORERS)
- Better Internet Search (NGI ZERO)

The online format 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.

- **SXSW PITCH 2022**



FIGURE 11: SXSW 2022

When: March 12 – 13 – On-site if selected.

About the event: South by Southwest (abbreviated as SXSW) Pitch is an annual contest showcasing innovative new technologies to a panel of industry experts, high-profile media professionals, venture capital investors, and angel investors from around the globe.

The 14th annual SXSW Pitch took place during [SXSW 2022](#) in Austin, Texas.



The pitch competition featured 45 interactive technology companies from 9 different categories that pitched and participated in a live Q&A in front of a panel of judges.



FIGURE 12: SXSW PITCH

We believe that SXSW Pitch is one of the most challenging pitching competitions in the world and thus particularly interesting for the NGI teams to participate to. Preparing and exercising for pitching at such a high level, together with an experienced TETRA coach, has been an exciting and very relevant experience for our innovators.

As it is always the case for all our TETRA initiatives, the 110+ NGI project teams (innovators who have participated in our previous events and who have expressed an interest in being informed about upcoming opportunities) have been contacted via a direct email, and the whole NGI community has been kept up to date via the NGI channels.

Five teams 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:

- Least Authority (NGI TRUST)
- MoodMe (NGI EXPLORERS)
- Healthymity (NGI EXPLORERS)
- ROUSTER (NGI EXPLORERS)
- Taltech (NGI EXPLORERS)

- **STARTUP DAY ESTONIA 2021**



FIGURE 13: STARTUP DAY 2021

When: August 25 – 27 – On-site and online.

About the event: Startup Day is a three-day festival with a stage programme, effective matchmaking, hands-on seminars, an innovative demo area and side events. In 2022, the event took place in a new format with a focus on opportunities to make new contacts.

In 2021, the Startup Day brought together over 160 world-class speakers, 330 startups, 160 investors and 3100 attendees from 67 countries all over the world.

The NGI project teams have been contacted via a direct email, and the whole NGI community has been kept up to date via the NGI channels.

11 teams have expressed an interest in participating in the event, with most engagement from NGI EXPLORERS:

- Safemode (NGI EXPLORERS)
- MoodMe (NGI EXPLORERS)
- Come Together (NGI EXPLORERS)
- Digio Touch (NGI EXPLORERS)
- Vidavo (NGI EXPLORERS)
- Taltech (NGI EXPLORERS)
- BeHorizon (NGI EXPLORERS)
- Kelp Digital (NGI TRUST)
- Binare.io (NGI TRUST)
- B.Smart (NGI TRUST)
- Orvium (LEDGER)



- **SOUTH SUMMIT'S START-UP COMPETITION 2021**



FIGURE 14: STARTUP DAY 2021

When: October 5 – 7 – On-site.

About the event: South Summit's Startup Competition defines itself as a benchmark for innovation and brings together innovative startups from any industry, development stage or country.

The advantages for the finalists caught our attention, the opportunity to present a project in front of a top-level jury with top-notch investors and leading corporations seemed especially relevant for NGI innovators.

5 teams have expressed an interest in participating in the competition:

- LightMeter (NGI POINTER)
- Matereo (NGI EXPLORERS)
- BeHorizon (NGI EXPLORERS)
- Rouster (NGI EXPLORERS)
- HybridCore (NGI EXPLORERS)
- EyeGauge (NGI EXPLORERS)

The event organizers have updated us that Rouster completed the form yet did not make it to the top 400, and HybridCore were preselected among the 400 top startups, but did not make it to the Final 100.



- **GLOBAL INNOVATION SUMMIT 2021**



FIGURE 15: GLOBAL INNOVATION SUMMIT 2021

When: May 18 – 20 – On-site and online.

About the event: The Global Innovation Summit is a hybrid event providing an international meeting place for businesses, innovators, researchers, and funding experts to network, share knowledge and develop new business ideas. International speakers share their inspirational stories of the journey and growth of their ideas and innovations. The Global Innovation Summit 2021 focused on green transition and digital transformation in post-COVID times.

TETRA has negotiated with the organizers an access for innovators to the matchmaking platform, visibility via booths as well as access to the pitching competition.

TETRA has disseminated this opportunity to the NGI projects via personal emails and through the NGI social media channels.

2.2 NGI Portfolio

Convinced that co-innovation between innovators and large established companies is essential for sustainable growth, we created an extensive portfolio of NGI startups and connected the teams with key growth enablers for potential collaboration.

The first step was to reach the NGI project teams and to expose the initiative as well explain what is expected from them. 110+ innovators who have participated in our previous events and who have expressed an interest in being informed about upcoming opportunities have been reached via direct emails, RIA coordinators have been personally contacted and online meetings have been organized whenever needed to request support in sharing the NGI portfolio initiative.



One-on-one calls have been suggested and performed with the project teams that wanted to have more information and/or had more specific questions.

The portfolio is composed of 30 NGI projects, who expressed an interest in being introduced to corporates from ESN's network. The contact details of the founders have been included in the document.



FIGURE 16: START-UP & SCALEUP PORTFOLIO



FIGURE 17: NGI PORTFOLIO INTRODUCTION

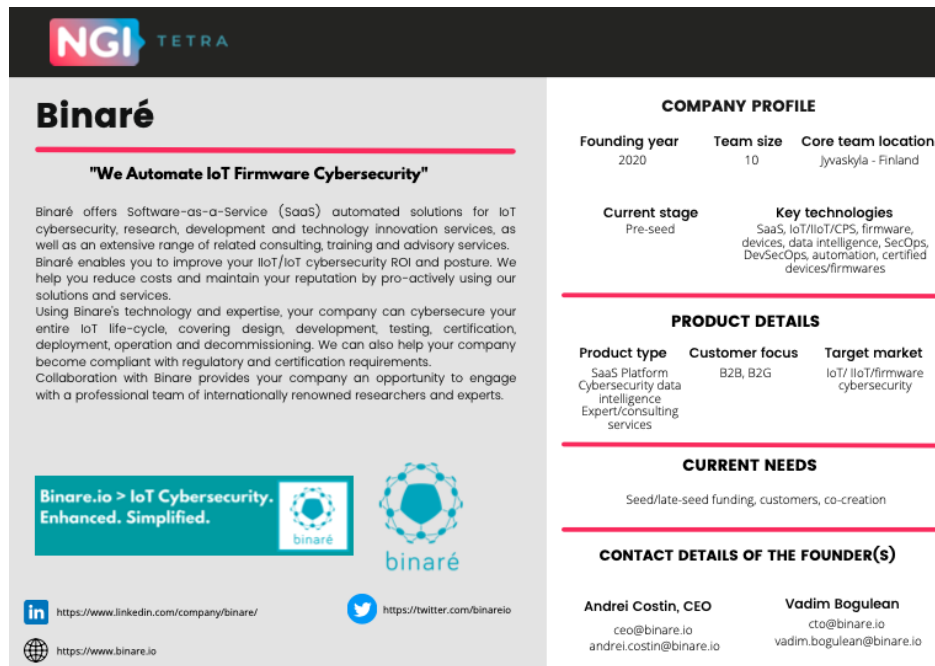


FIGURE 18: BINARE, ONE-PAGER

To visualize the entire NGI Portfolio: [HERE](#).

The portfolio has been personally shared with the innovation managers of 11 corporates potentially interested and ready to collaborate with promising startups and scaleups:

- [Acciona](#)
- [Acea](#)
- [Ferrovial](#)
- [SACYR Group](#)
- [Eni](#)
- [Prosegur](#)
- [Autodesk](#)
- [Centrica](#)
- [Saipem](#)
- [Serco](#)
- [Telefonica](#)

ESN being actively present at the Mobile World Congress/4YFN 2022 in Barcelona, the NGI portfolio has been introduced to more potential key enablers such as [Orange](#), [Nestlé](#), [Decathlon](#) and [Wayra Spain](#) (Telefonica's accelerator).

Furthermore, the portfolio has been presented to ESN's members, national start-up associations, that expressed an interest in disseminating it amongst their respective networks:

- Austrian Startups
- InnovUp Italy
- Scale Ireland
- Techleap Netherlands
- France Digitale



ESN's social media channels (5,620 followers on LinkedIn, 3,896 followers on Facebook and 2,999 followers on Twitter) have been leveraged to disseminate about the NGI portfolio and followers having liked or commented the post have been contacted and introduced to the NGI TETRA initiative and its innovators.

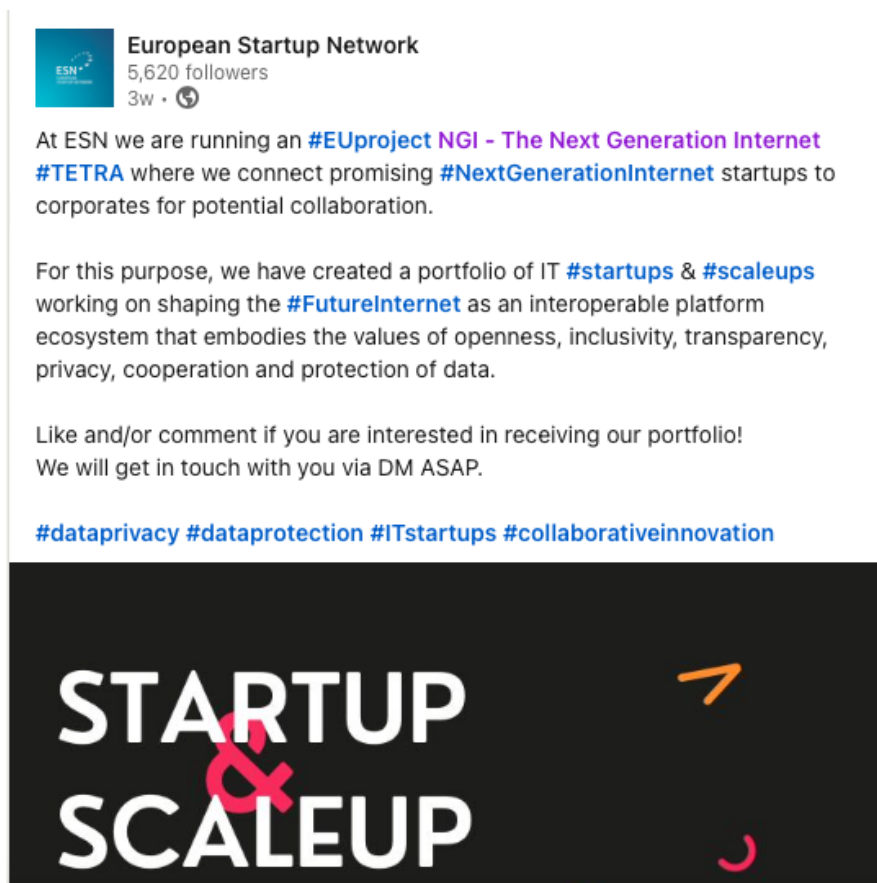


FIGURE 19: POST ON ESN'S SOCIAL MEDIA, LINKEDIN

The NGI portfolio unquestionably triggered interest from large companies, and one-on-one calls were organized whenever needed in order to introduce the NGI project teams in more detail. NGI innovators have been updated through the process while continuous support was provided upon request.

2.3 Final event

The TETRA Final event takes place online on the 8th of June and will present the results of the project as well as host a pitch competition, an Awards Ceremony, and a matchmaking event for the whole NGI community. In the frame of WP4, ESN actively contributes to the organisation of the full day event targeting an audience of at least 50 delegates, mainly made up of project teams, TETRA mentors, investors, venture capitalists and representatives of the European Commission.

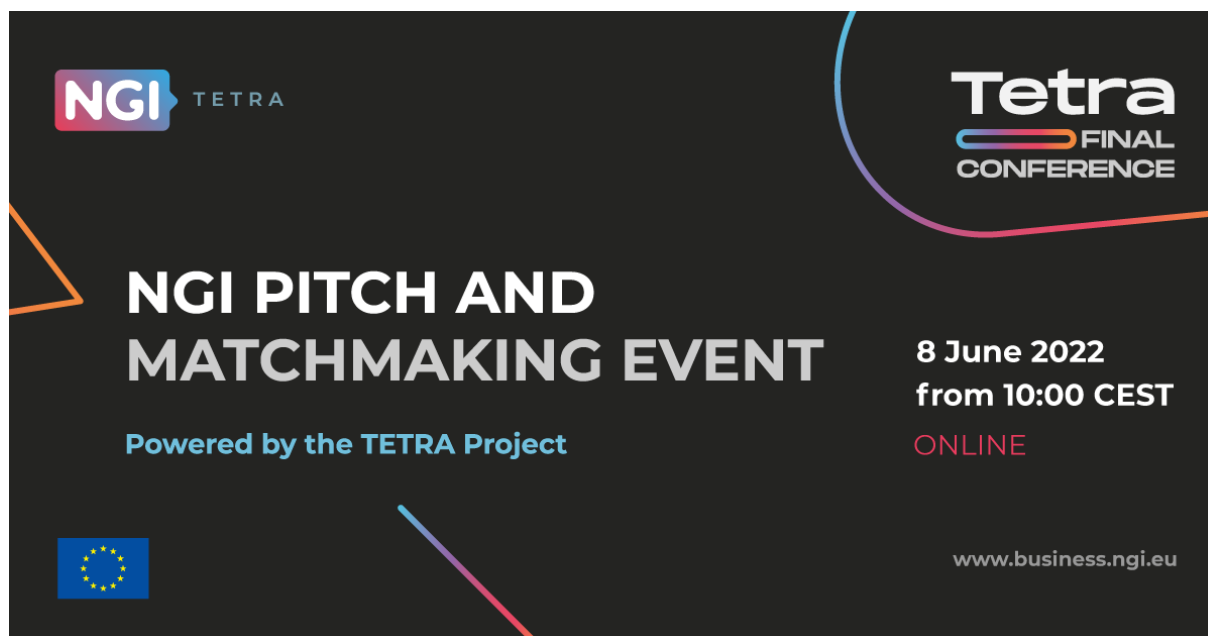


FIGURE 20: NGI PITCH AND MATCHMAKING EVENT

NGI TETRA intends to continue connecting NGI project teams to the external key growth enablers present at the event.

Additionally, ESN will present the insights from the peer learning session held on the 4th of May. The purpose is to translate what has been discussed with the NGI project teams into the lessons learned and how these can be applied to their current realities.



3. CONCLUSION AND OUTLOOK

This deliverable describes all the events that have been carried out in the frame of WP4 with the aim of preparing for and introducing NGI project teams to qualitative global opportunities and potential key growth enablers.

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.

In the first deliverable, it has been shared that 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. TETRA has therefore adapted its approach, negotiating, and offering more tailored, diversified opportunities as well as establishing an even closer relationship with the NGI innovators.

The feedback received from the project teams attending our events has been encouraging and the connections established with the innovators through the project very rewarding. Sustainability will be insured after the final TETRA event, where a set of professionally drafted business acceleration-related materials will be shared with the NGI community.

