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## D6.4 PROJECT WEBSITE

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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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The present document entitled deliverable 6.4 Project Website, explains the structure and functionalities of the TETRA website. This report is included under "WP6 Dissemination and exploitation activities", and is related, in particular, to Task 6.2 - Dissemination and communication activities.

This document is composed by the following 4 main sections:

- Initial setting: This section includes information about the definition and setting of the URL and domain for the website;
- Landing page: This section refers to the development of a first version of the website or landing page;
- Official website: This section outlines the structure, interfaces and proposed contents to be included in the official version of the website, as well as its functionalities and methods for statistics and monitoring;
- Conclusions: This section wraps up the main aspects to consider about the website.



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## INTRODUCTION

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The TETRA website will act as the main communication and dissemination channel of the project, comprising both institutional and promotional content about the project, including information about its scope, objectives and activities, relevant news and events and key public results.

Furthermore, the website will also showcase project's success stories and present all TETRA business-support services in a nutshell.

TETRA website will establish the online visual identity of the project which will be developed with a consistent approach and in close synergy with the new NGI brand identity<sup>1</sup>.

The TETRA website will have the following main features:

- **RESPONSIVE:** The website platform will suit different devices such as mobile, tablet and desktop versions.
- **SOCIAL MEDIA SHARING:** The website is prepared to share information with social media networks such as LinkedIn, Twitter and Facebook.
- **MAILING LIST SUBSCRIPTION:** The website will have available a submission form for newsletter subscription requesting the name, the email and the sector of the user.
- **ACCESS TO RESTRICTED AREA:** The website will have a “door” for a private area where only project partners will have access to. It's an area where the users will be able to access and upload materials for the online resources, etc
- All website's contents will be reviewed by LOBA regarding SEO (Search Engine Optimisation) best practices for a better indexation and accessibility of the project. Additionally, the project will use Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help to optimise the website and the communication and dissemination strategy.

Relevant statistics that will be monitored are the following:

- Number of visitors;
- Number of unique visitors;
- From which links (referrals) and countries the web traffic comes from;
- Number of downloaded documents, newsletters, etc.

The progress of the project will be closely monitored and reflected in the project's website.

The link for the website will be included in all promotional materials and communications developed and conducted under the frame of the project, such as brochure, poster, roll-up, PPT, Newsletter, emailing, events, etc.

The objective will be to strategically use the different communication and dissemination actions, which reach different types of audiences, to direct them towards TETRA's official website.

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<sup>1</sup> Next Generation Internet Brand Guide, version 1.0, June 2019



# 1 INITIAL SETTING AND LANDING PAGE

The URL (Uniform Resource Locator) defined for the website was [business.ngi.eu](https://business.ngi.eu), which focuses on the objective of the project, rather than on the name of the project itself.

The subdomain selected was chosen in order to immediately convey TETRA mission - “Business accelerator for NGI” - within the Next Generation Internet graphical and online frameworks.

Once landed on TETRA landing page, users will have the impression of navigating the business-support section of NGI website, not the website of a different EU-funded project.

This aspect will certainly serve also as an important sustainability asset at the end of the project.

The current landing page displays:

- TETRA claim: Business Accelerator for NGI
- TETRA contacts: [info@tetraproject.eu](mailto:info@tetraproject.eu)
- TETRA disclaimer
- TETRA consortium
- TETRA logo
- NGI logo (explicit version)

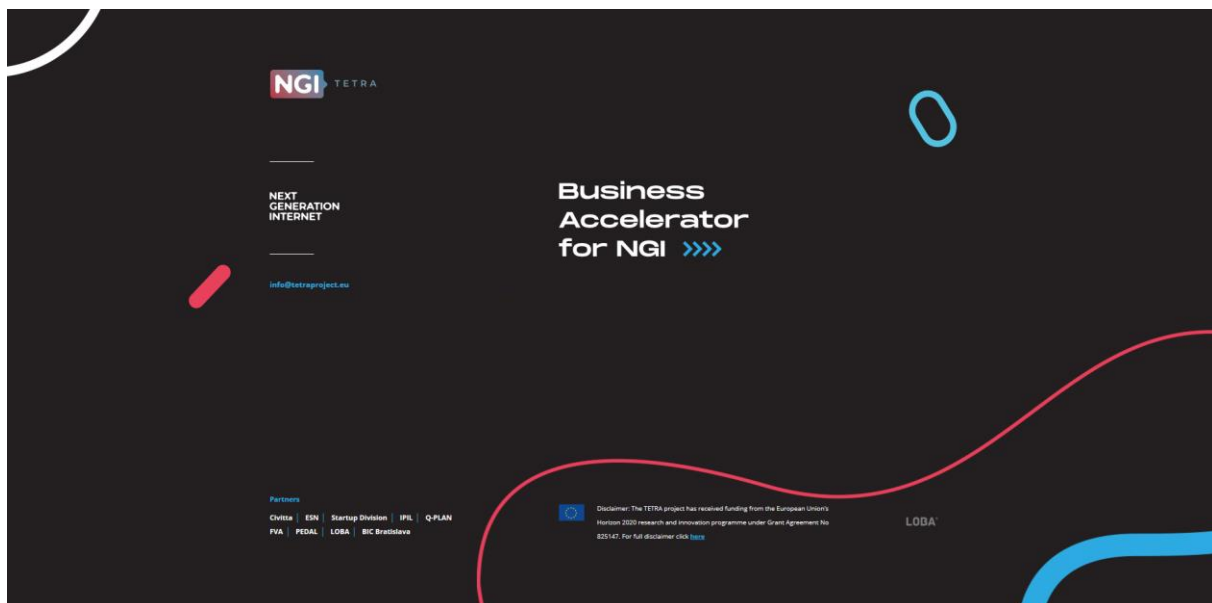


FIGURE 1: TETRA LANDING PAGE

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## 2 STRUCTURE OF THE OFFICIAL WEBSITE

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Below we provide the Consortium's vision on how TETRA official website shall be structured to pitch in the clearest possible way the services and activities of the project.

Such structure may be revised and amended throughout project lifespan.

TETRA official website will be designed and developed by LOBA using HTML5, CSS3, JavaScript, PHP4 and MySQL database and will be presented in a responsive model suitable for all devices.

### 2.1 METHODOLOGY

In the process of drafting the initial website contents and text, TETRA Consortium faced the problem of finding an effective and suitable terminology capable of exhaustively explaining all business-support services to be implemented by TETRA towards third parties awarding NGI open calls<sup>2</sup>.

To do so, it was clear to TETRA Consortium how important finding a common terminology with NGI projects issuing open calls was, since the objective of TETRA website is and will be to effectively pitch all business-support services to be concretely implemented by TETRA, acting as an additional multiplying and promotional asset benefitting the currently running NGI projects<sup>3</sup>.

In the light of this, the first Advisory Board (AB) Workshop of TETRA, held in Brussels on the 17<sup>th</sup> of July 2019, offered the perfect occasion for effectively tackling the abovementioned issue, by bringing together the following coordination and research & innovation NGI projects: NGIO-PET, NGI\_TRUST, LEDGER, NGIO-Discovery, NGI Forward, Think NEXUS, NGI Explorer, FED4FIRE+.

For the occasion, LOBA designed and produced two posters ad-hoc to be used at the AB Workshop, for framing both

- timing of activities of NGI projects (Figure 3)
- services/ modalities of implementation of TETRA activities (Figure 2)

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<sup>2</sup> <https://www.ngi.eu/opencalls/>

<sup>3</sup> <https://www.ngi.eu/about/ngi-projects/>





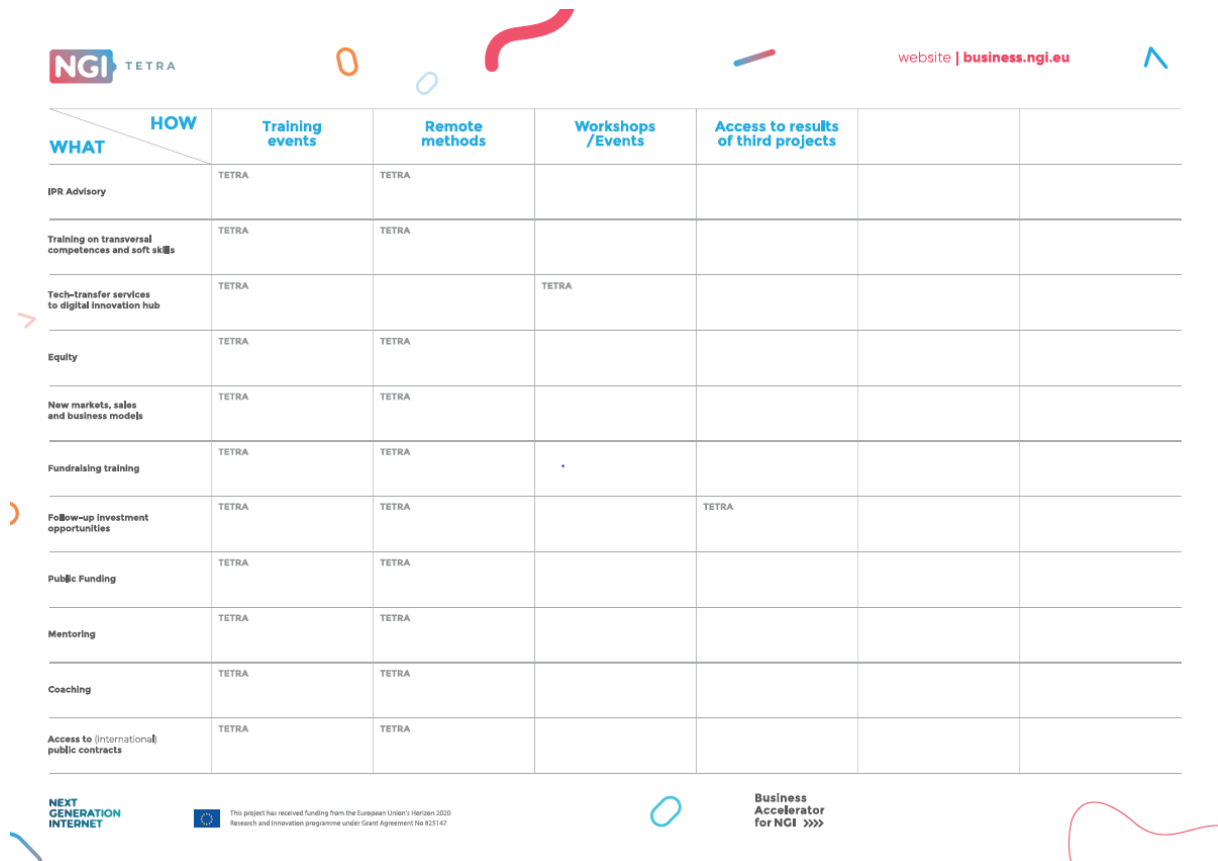


FIGURE 2: TETRA POSTER FOR AB WORKSHOP: WHAT AND HOW

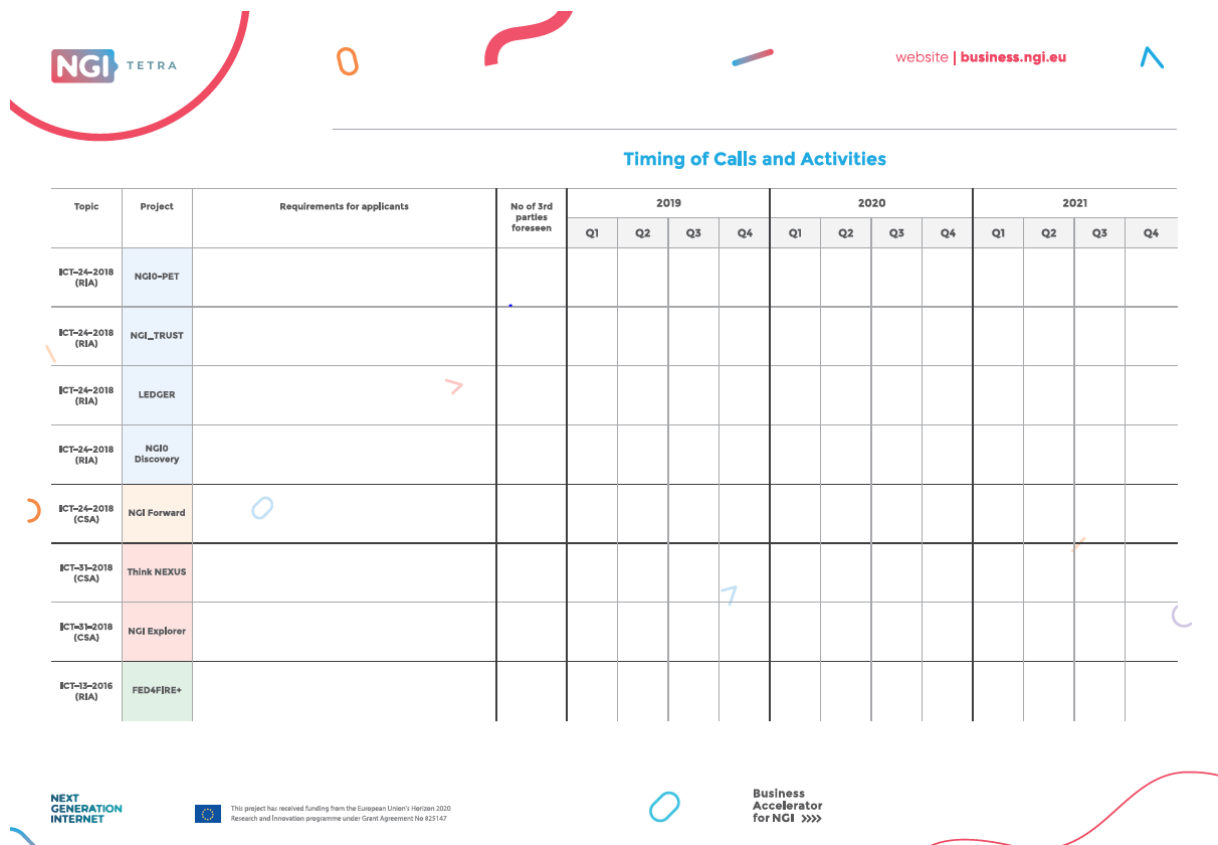
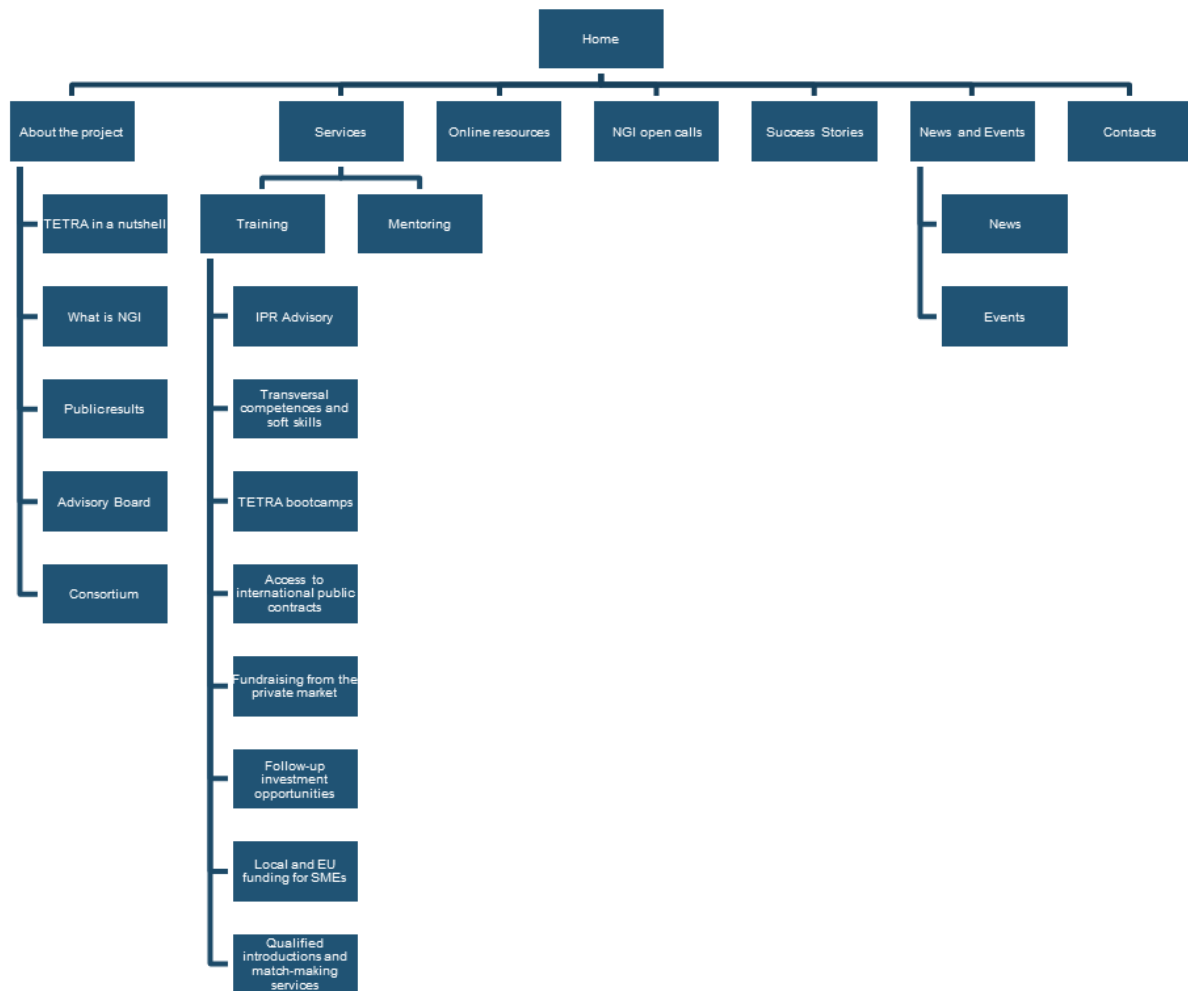


FIGURE 3: TETRA POSTER FOR AB WORKSHOP: TIMING OF CALLS AND ACTIVITIES



## 2.2 STRUCTURE OF TETRA OFFICIAL WEBSITE

The website is envisioned to be composed by the following structure (sitemap):



\*Current structure and contents of TETRA official website may be subject to change, in a process of continuous improvement aiming at reflecting at best the identity, activities and outcomes of the project

### About the project

#### 2.2.1 TETRA in a nutshell

The section “About the project/ TETRA in a nutshell” is envisioned to display the following text:

TETRA is a business accelerator for [NGI](#) beneficiaries.

If you received funding from an NGI Project through an [NGI Open Call](#), we will support your business and help your idea achieve success on the market!

Our objective is to help your project or initiative skyrocket from “R&D stage” to “Go-To Market stage”. How, you may ask? We will create a **tailored development plan** for your business or idea **based on the exact needs of your business or idea and struggles of your team. We will assist you in developing**

**your business taking into account your expertise and skills as well as the phase of your idea or start-up.** We will connect you with valuable networks of investors, mentors and coaches and other starting businesses to share experience with.

Based on your challenges, your individual development plan will include **capacity building trainings and services** that will follow a growth path structured into three main blocks:

1. **BUILD** – trainings on the fundamentals of start-ups that tackle intellectual property rights and management, importance of the team and good leadership.
2. **SELL** – trainings that help you enter new markets and develop a marketing and sales strategy. We will connect you with networks of mentors and innovation hubs who will assist you in further developing your business.
3. **SCALE** – connecting you with investors and corporates to help you establish connections, raise investments and skyrocket your business.

### 2.2.2 What is NGI

The section “What is NGI” is envisioned to display the following text:

The **Next Generation Internet (NGI) initiative**, launched by the European Commission in the autumn of 2016, aims to shape the future internet as an interoperable platform ecosystem that embodies the values that Europe holds dear: openness, inclusivity, transparency, privacy, cooperation, and protection of data. The NGI will drive this technological revolution and ensure the progressive adoption of advanced concepts and methodologies spanning the domains of artificial intelligence, Internet of Things, interactive technologies and more, while contributing to making the future internet more human-centric.

This ambitious vision requires the involvement of the best Internet researchers and innovators to address technological opportunities arising from cross-links and advances in research fields ranging from network infrastructures to platforms, and application domains to social innovation.

For more information visit: <https://www.ngi.eu>

### 2.2.3 Public results

The section “Public results” is envisioned to serve as repository for all documents (public deliverables) produced by the project.

### 2.2.4 Advisory Board

The section “About the project/ Advisory Board” is envisioned to display Name, Surname, Title, Position in the organisation and Photo of the Advisory Board members.

### 2.2.5 Consortium

The section “About the project/ Consortium” is envisioned to display TETRA Consortium partners and their logos.

Each logo will redirect to partners’ respective corporate websites.

## Services



## 2.2.6 Training

The section “Training” is envisioned to display the following subpages:

### 2.2.6.1 IPR Advisory

#### *What*

TETRA will run activities to ensure trainees get their business models correct, and to help them in reaching successful commercialisation by considering Intellectual Property (IP) aspects that have to be taken into account according to the specificities of their project and their business strategy.

The activities aim to:

- create awareness about IP rights,
- underline the IP specificities in projects,
- highlight the IP enforcement policies, and
- highlight the significance of IP in business management strategies

#### *How*

The services will be delivered in two formats:

Training sessions during boot camps. IP training sessions will be organised for the boot camp participants covering the following topics:

- IPR basics (patents, trademarks, designs, copyright)
- IP specificities in projects (incl. IP management and IP exploitation)
- IP enforcement
- IP management in businesses (IP strategy, IP audit, etc.)

The first two topics will be targeted mainly to  $\leq$ TRL5 participants, and the last two to  $\geq$ TRL5 participants.

Remote IPR advisory: will be provided for specific questions from the beneficiaries regarding IP rights, web-meetings, phone calls or coaching, where necessary.

*Note: the services consist in first-line advisory and are of neither legal or professional nature nor substitute to private IPR services.*

### 2.2.6.2 Transversal competences and soft skills

#### *What*

In this set of services, TETRA focuses on transversal competence and soft skills, with a special focus on specific needs of SMEs and Start-ups.

The main topics are:

- Managerial and entrepreneurial skills



- Soft skills (i.e. Leadership - Change and innovation management - Flexibility / Adaptability - Proactivity, Self-management / Self-organisation - Self-Improvement - Uncertainty management - Critical thinking - Full stack competences – Initiative Resourcefulness – Enthusiasm - Curiosity)
- Usability, acceptability and integration of elements to ensure that the innovation is adopted and used
- NGI culture and value (responsible research & innovation (RRI), social innovation, open innovation - Trust, security, respect of privacy - Participative design and bottom-up co-creation, personalized user experience, inclusiveness and diversity - Ensuring stakeholders engagement)

### *How*

The services will be composed by gamified, challenging and engaging learning experiences.

The learning experiences will be facilitated by TETRA coach/trainer/psychologist that will moderate and engage the groups to co-create and mutually learn during the training session.

The advantages of delivering gamified learning experiences are:

- Engagement and Flow: Combine intrinsic enjoyment and extrinsic motivation; Leverage emotional experience; Self motivating sensation (Flow)
- Experiential Learning: Concrete actions; Reflection; Abstraction of the experience
- Multiple perspectives: Role playing; Different viewpoints
- Social learning and participation: Shared and agreed vision/solution; Social experience; Participatory culture (co-ownership of outcomes)
- Safe participation and learning from failure: Freedom to explore (and fail); Safe awareness-raising of possible consequences of choices; Failure as occasion to learn and improve
- Creativity: Experiment creative approaches; Co-creation of shared solutions to common problems

### **2.2.6.3 New markets, sales and marketing models**

#### *What*

The beneficiaries will receive insights on sales, market uptake and marketing from international experts during hands-on sessions at TETRA bootcamps (6 in total).

During the bootcamps, all TETRA services will be made available to the participants.

#### *How*

- Topic 1– New markets: We will kick-off by the design and operation on market uptake strategies and tactics, including: market & competition analysis, internationalization & resources planning, recruiting.  
Output: By the end of the training all teams have analysed their target markets, gotten an overview of their competition and drafted a plan of market uptake.
- Topic 2 – Sales & Marketing: We will help you develop an overall company and commercialisation strategy, analyse your value chain and distribution network, different customer acquisition methods, commercial partnerships and products portfolio.  
Output: By the end of the training all teams should be able to design their commercialisation and customer retain strategies and sales funnel.



#### 2.2.6.4 Access to (international) public contracts

##### *What*

Procurement rules often vary depending on the country, legal environment, and nature of the entity. If you are interested in participating in a tender, you'll often face the following challenges:

- I don't know how to find a relevant tender
- I found a relevant tender, but the deadline is too soon
- I don't speak the language
- I don't understand specifications. What do they want from me?
- I could prepare the offer, but I do not meet a few compulsory requirements
- Too much paperwork to be filled in
- Is it really transparent?
- Who are my competitors?

##### *How*

The course will face the abovementioned challenges through the following modules:

- What is public procurement? Tendering abroad, why not?
- How to search for public tenders
- Tenders: Am I eligible?
- Finding a partner for a consortium
- Public procurement regulation and specifications
- Things to consider before preparing a bid offer
- What to take into account when submitting the financial offer
- How to fill in tender documents?
- What can you do when you run into language barriers?
- Pros and cons of doing business with governments
- Public Tender Procedures
- Going beyond the world of tenders: exploring available grant schemes
- Winning does not mean it's done: Project management
- Managing advocacy for change skills

Additionally, we will give you access to private platforms providing access to public contracts in a customised and individualised way.

#### 2.2.6.5 Fundraising from the private market



## What

These trainings will provide an overview on how to attract various forms of funding from the private market.

The activities aim to build up the right mix of materials (documents & videos) and online and face-to-face sessions that will be tailored based on the beneficiary's needs and market development stage. The specific topics will include:

- Options available on the private market according to the teams' development stages
- How to attract a private investor to invest in your start-up?
- Expectations of private investors (business angels, VCs)
- Benefits of involving private capital
- How to present an early stage company to investors

## How

The fundraising training activities will be implemented through:

1. Investment readiness sessions within TETRA bootcamps
2. 4 webinars (all of which will be recorded and published) comprising:
  - a. European investors presenting their way of working followed by Q&A;
  - b. Experienced entrepreneurs share their experiences (success and failures), followed by Q&A
3. Online investor pitches: users will have the opportunity to pitch towards a group of experts and get valuable feedback

### 2.2.6.6 Follow-up investment opportunities

## What

- How to develop investor pitch decks?
- How to pitch to an investor?
- How to choose a suitable investor according to your company's development stage?
- Understanding investor strategies
- Sessions on exit strategy
- How to report to an investor?

## How

The follow-up investment opportunities, activities will be implemented through:

1. Follow-up investment sessions within TETRA bootcamps: these sessions will cover both workshops as well as individual coaching to identify opportunities and compile concrete action plans.
2. 4 webinars on the abovementioned topics, involving also experienced investors and entrepreneurs.



3. Facilitate access to information on Alternative Financing through [ALTFinator project](#) results, including the map of alternative financing providers (business angels, VCs, crowdfunding options etc)
4. Personal online sessions (via Skype and email) to identify concrete needs and facilitate matchmaking to relevant investors.

#### 2.2.6.7 Local and EU funding for SMEs: local grants for start-ups, R&D, innovation, SME instrument and relevant ESIF actions

##### *What*

Users supported by the TETRA project will be **trained for the preparation and submission of [SME instrument proposals](#)**, consistently with technology readiness level and market acceptance of the product/services. Guidelines for submission will be carefully analysed and best and worst practices will be explained.

The purpose of the training will be to support the submission of an SME instrument proposal within the duration of the TETRA project. Relevant ESIF in targeted countries will be assessed as well and ad hoc training programmes will be provided addressing specific local funding opportunities.

##### *How*

Public funding activities will be implemented through:

1. **Public funding sessions** within TETRA boot camps
2. Up-to-date materials on different opportunities stemming from public funding will be made available on TETRA website

#### 2.2.6.8 Qualified introductions and match-making services

##### *What*

We will connect your team with corporates, Stock Markets and Investors to provide you with financing that encourages growth and business development, and exposes you early to concrete strategic options.

##### *How*

- Profiling: TETRA profiles scaleups fitting the corporates' or a particular sector's needs based on strict criteria
- Selection: Best startups and scaleups likely to bring the most important impact and innovation to Europe are selected..Once selected,you are basically all game changers.
- Recruiting: TETRA organizes one-on-one calls to better understand your team, your needs, and expectations.
- Invitation: Once selected, your team will be formally invited to join.
- Matchmaking: TETRA organizes closely monitored one-on-one sessions for your team and connect you with corporates and investment funds' key stakeholders.

#### 2.2.7 Mentoring

##### *What*





TETRA will provide personalised mentoring and coaching through a pool of experts with deep experience in innovation, business development and commercialisation from a variety of ICT-areas (future internet, cloud, content, components and systems, robotics, data privacy, blockchain, machine learning, etc.) and areas benefiting from ICT (health, environment, space, transport, security etc.).

### *How*

Each team is going to benefit from 20 hours of different types of mentoring and coaching (online and face-to-face during TETRA bootcamps). These types of mentoring are:

1. Mentoring from Senior Entrepreneurs: TETRA can rely on a network of 150,000 entrepreneurs from all sectors and all ages. A large network is indeed necessary in order to find the right mentors who can help young entrepreneurs.
2. Reverse mentoring with Corporate Managers: the progress of a deal or of a project delivery may have obstacles of different nature. Our experience in matchmaking scaleups with corporates made us experts in identifying the right decision makers to be brought to the table.
3. Ecosystem mentoring: a lot of stakeholders “gravitate” around start-ups. The role of our TETRA members, partners, and enablers is to guide the entrepreneurs to the right stakeholders whether it is a start-up studio, an incubator, an investor network, a technology community, a sectorial start-up community, etc.

## **NGI open calls**

### **2.2.8 NGI open calls**

The section “NGI open calls” is envisioned to consist in a forwarding link redirecting to: <https://www.ngi.eu/opencalls/>.

The proposed text is the following:

Want to know how to grow your start-up through an individual development plan and benefit from TETRA services and trainings?

Participate and award an [NGI Open call!](#)

## **Success stories**

### **2.2.9 Success Stories**

The section “Success Stories” will display business-support services successfully implemented by TETRA project, its follow-up and details on the beneficiary.

## **News and events**

### **2.2.10 News and Events**

The section “News and Events” is envisioned to display TETRA latest updates and events.



The section will be constantly fed with contents and will be updated throughout the project lifespan.

## **Online resources**

### **2.2.11 Online resources**

The section “Online resources” is envisioned to act as online repository for all documents, materials (which are not public Deliverables) and graphical outputs (i.e. fact-sheets, TETRA brochure, etc.) produced by the project.

## **Contacts**

### **2.2.12 Contacts**

The section “Contacts” is envisioned to display TETRA coordinator contacts, TETRA contact email ([info@tetraproject.eu](mailto:info@tetraproject.eu)) and TETRA Newsletter subscription form.



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## 3 CONCLUSIONS

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The current version of TETRA landing page can be visualised at [business.ngi.eu](https://business.ngi.eu).

Both content and structure of the website will be continuously updated, maintained and improved with additional content relevant to TETRA's target groups.

The progress of the project will be closely monitored and this progress will be reflected in the content published on the project's website.

The link for the website, as well as NGI logo, will be included in all promotional materials and communications developed and conducted under the frame of the project, such as brochure, poster, roll-up, PPT, Newsletter, emailing, events, etc.

The objective will be to strategically use the different communication and dissemination actions, which reach different types of audiences, to direct them towards the TETRA website and increase traffic.

The use of Google Analytics will help us monitor the site's performance and to improve the project's communication and dissemination strategy.

