



Europe

Building a deeptech Europe

D1.2: Interim Progress Reports

December 2020



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Deliverable 1.2: Interim Progress Reports

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X-Europe Partners



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1. Introduction

This document was developed by F6S as part of the X-Europe project (XEUROPE). It corresponds to deliverable [D1.2 – Interim Progress Reports](#), as referenced in the Description of Action found in Annex 2 of Grant Agreement no. 871795.

D1.2 is included in Work Package 1 (WP1) – Project Management, which aims to ensure that the X-Europe programme is successfully delivered, best practices are established, and programme partners are adequately supported.

As a PUBLIC deliverable, D1.2 aims to provide a concise overview on the progress achieved and activities implemented per work package during the first twelve months of the project. More detailed information regarding each task will be presented in the Periodic Report corresponding to the first Reporting Period (Month 1 – Month 13).

After this introduction, this deliverable is organised as follows:

- Project progress
 - Objectives
 - Timeline
 - Overall achievements
- Progress WP by WP
 - WP1 – Project Management
 - WP2 – Community and Platform
 - WP3 – Skills and Training
 - WP4 – Connecting and Nesting
 - WP6 – Ethics Requirements
- Upcoming activities
 - Measures of success
 - Next steps



Figure 1. X-Europe programme

2. Project progress

2.1 Objectives

X-Europe aims to promote the growth and strengthening of relationships between developing startup ecosystems in the Baltics and Visegrad region and more developed ones such as the Benelux, through the enhancement of deeptech stakeholders and the delivery of skills, opportunities, promotion and capital.

The service delivery is built around addressing five key needs of startups and ecosystems: **access to investment, promotion, talent, training, and partnerships (either corporate, investor, or wider support agencies)**. This innovative blend of support services focuses on creating positive feedback loops and sustainable impact to the startup ecosystems.

To achieve this core goal, the following specific objectives have been set:

- **Objective 1: Engaging startups and SMEs**
- **Objective 2: Providing access to skills, training and job creation**
- **Objective 3: Enabling access to public and private capital**
- **Objective 4: Creating corporate-startup pilot programmes**
- **Objective 5: Promoting and publicising deeptech startups and developing ecosystems**
- **Objective 6: Coordinating the X-Europe programme**

Over the course of 26 months, X-Europe will identify and support 150 high-potential deeptech companies at different maturity levels (early stage, growth and scaling) and from a mix of developing and developed ecosystems across Europe. The programme will offer them a range of skills and training services, as well as matchmaking and visibility support. For a more focused and relevant delivery of the services, the project was divided in six cohorts, each dedicated to a different vertical:

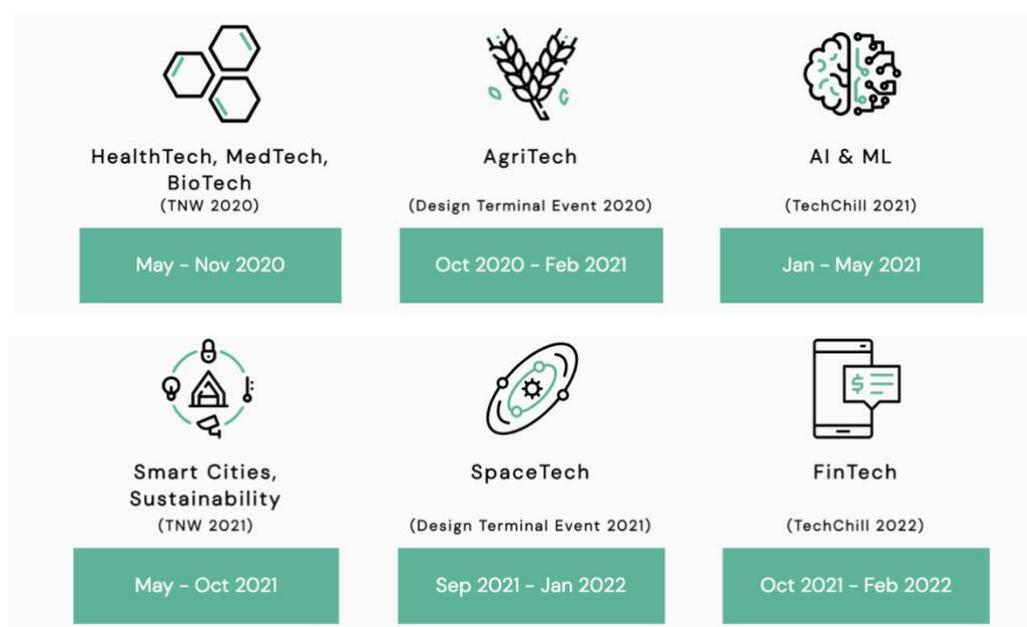


Figure 2. The six X-Europe cohorts

2.2 Timeline

The X-Europe project runs from January 2020 (M1) to February 2022 (M26). Reporting Period 1 (RP1) corresponds to M1-M13 and RP2 corresponds to M14-M26.

As the X-Europe project divides its service delivery into six cohorts, the project calendar demonstrates six corresponding focused pushes of activities, each with a dedicated period for its cohort’s open call, planning and service delivery. Each cohort’s open call for startups lasts for two full months, while the period for attracting corporations and investors is prolonged into the delivery of that cohort’s services. The cohort programme typically lasts five months (being prolonged as needed due to unavoidable implications of Covid-19, such as event postponement).

The timeline of the X-Europe open calls and corresponding cohorts is presented below. As this timeline shows, the first twelve months of the project progressed as follows: the project setup was achieved in the initial project months, three open calls (Cohorts 1, 2 and 3) have been concluded, two flagship events were organised, Cohort 1 is nearly finished (only the incubation service delivery remains), and Cohort 2 is well underway.

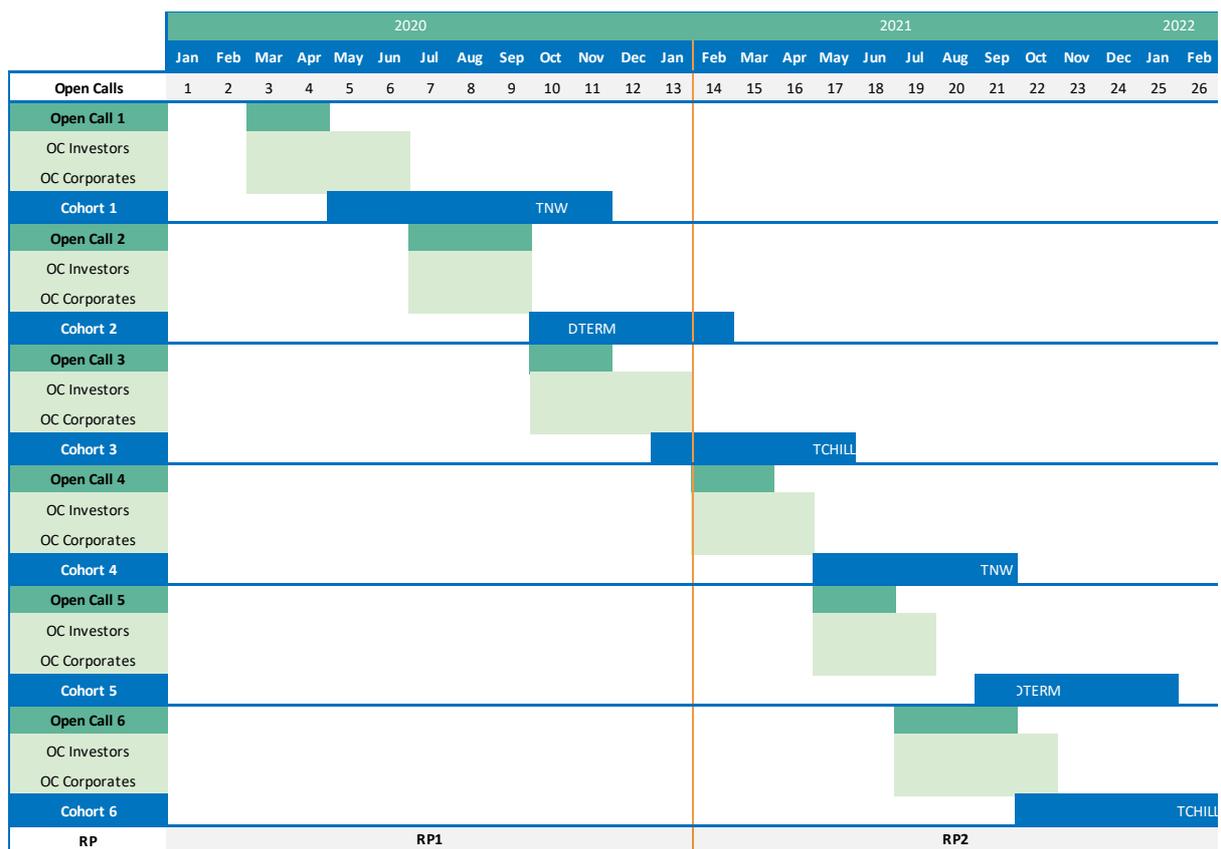


Figure 3. X-Europe Open Calls & Cohorts timeline

2.3 Achievements

X-Europe has achieved its objectives for the first twelve months of the project and is progressing according to the plan outlined in the Grant Agreement, with necessary adjustments for Covid-19 mitigation. This section presents a brief overview of the project achievements, which will then be followed by an illustration of the progress achieved per work package in the sections to come.

Programme setup

For each X-Europe cohort, the following preparation actions are taken:

- Outreach strategy and open calls for each target audience
- Promotion activities and stakeholder sourcing
- Programme timeline
- Training plan
- Service plan
- Event strategy
- Feedback mechanism

At the delivery time of this report, the project has successfully set up Cohorts 1 to 4. Several items for Cohorts 3 and 4 are subject to change due to possible calendar alterations and/or updates resulting from the lessons learned from previous cohorts and the continuous improvement principle as well as the changing Covid-19 pandemic situation.

Programme visibility and open calls

X-Europe has created a strong brand (X-Europe: Driving deeptech growth) and visual identity, reinforced by its consortium of leading tech-scene players (F6S, The Next Web, Design Terminal, Growth Tribe and TechChill) and Startup Europe.

The consortium has been active in building stakeholders' connections through promotion campaigns and individual, tailored contacts (via email, telephone, LinkedIn), surpassing 2000+ contacts. It has also created a vibrant community that currently includes 2,500+ members in its channels (Twitter, LinkedIn, Instagram, and F6S). The communication and dissemination efforts implemented have resulted in three successful open calls for startups and scaleups: OC1 – HealthTech; OC2 – AgriTech; and OC3 – AI & ML.

To date, the programme has had 718 expressions of interest by startups and has received 439 application submissions in total. Through a thorough evaluation procedure, the X-Europe consortium has selected 80 startups to enrol in the first three cohorts.

Alongside the open calls for deeptech innovators, the programme has launched a series of calls for expressions of interest from other stakeholders, which have allowed onboarding 80+ investors, 16 corporations and 50+ ecosystem builders to the programme (these are all stakeholders interested in the matchmaking activities, such as representatives from accelerators, incubators, and support agencies).

Service delivery

The skills and training services, as well as the matchmaking and visibility services have been successfully implemented and delivered for Cohort 1 and are in progress in Cohort 2. Despite the Covid-19 implications, the X-Europe consortium has adapted and, during the first year:

- Implemented the Growth Tribe training sessions and four TNW expert-delivered group webinars for each cohort
- Delivered four one-one-one mentoring sessions for each selected startup of both cohorts (instead of only 10 mentoring sessions per cohort, as initially planned), thus serving all selected companies
- Organised the Acceleration Week by DTERM remotely instead of in Budapest, extending the invitation to all selected companies and achieving more participation than expected (13 startups from the first cohort; and 15 startups from the second; instead of only 2 startups per cohort as initially planned)
- Provided matchmaking opportunities to most of the selected companies in the cohorts, with ongoing conversations for innovation challenges between some of the startups and the corporations
- Showcased the startups at two flagship events, and offered additional participation in events
- Facilitated a combined 81 meetings with investors for the startups (48 through the matchmaking service, 33 through the TNW conference; figures from the DTERM conference still being collected)
- Assisted startups with broadcasting their job positions internationally and provided training on team leading and remote teams' management
- Provided visibility services on the startups and the ecosystems via the X-Europe blog, X-Europe and partners' social media channels, and TNW articles

X-Europe flagship events

Each X-Europe cohort is built around a flagship event, providing selected startups and programme stakeholders with the opportunity to connect with one another and become more immersed in the ecosystems. The following events were delivered in the first year:

- TNW Couch Conferences (May to July 2020) – attended by Cohort 1
- TNW Conference (1-2 October 2020) – attended by Cohorts 1 and 2
- Future of Agritech Online Summit, powered by Design Terminal (16-17 November 2020) – attended by Cohort 2

Deliverables & Milestones

X-Europe has accomplished all 25 planned deliverables for the first twelve months of the project and submitted them on time. These deliverables are summarised in the Table 1.

Table 1. X-Europe Deliverables M1-M12

No.	Name	Lead	Due month	Status
D1.1	Project Management Booklet	F6S	M2	Submitted
D1.2	Interim Progress Reports	F6S	M12	Submitted
D1.3	Synergy Review and Implementation 1	F6S	M6	Submitted
D1.4	Data-management Plan	F6S	M5	Submitted
D1.8	Sustainability Plan 1	TNW	M12	Submitted
D2.1	Open Call Platform	F6S	M2	Submitted
D2.2	Open Call Engagement Results 1	TNW	M6	Submitted
D2.3	Open Call Documentation	F6S	M2	Submitted
D2.4	Open Call Engagement Results 2	TNW	M12	Submitted
D3.1	Training Plan	GTRIBE	M2	Submitted
D3.2	Delivery of training overview handbook	GTRIBE	M3	Submitted
D3.3	Training delivery reports	GTRIBE	M7	Submitted
D3.4	Training Plan 2	GTBV	M11	Submitted
D3.6	Delivery of training overview handbook 2	GTBV	M9	Submitted
D3.7	Delivery of training overview handbook 3	GTBV	M12	Submitted
D4.1	Service Plan	DTERM	M2	Submitted
D4.2	Delivery of services handbook	DTERM	M4	Submitted
D4.3	Service Provision reports	DTERM	M7	Submitted
D4.4	Ecosystem Partner Open Call Results	TNW	M6	Submitted
D4.5	Service Plan 2	DTERM	M11	Submitted
D4.8	Ecosystem Partner Open Call Results 2	TNW	M10	Submitted
D5.1	Marketing strategy guide	F6S UK	M3	Submitted
D5.2	Content strategy guide	TNW	M3	Submitted
D5.3	Event strategy guide	TCHILL	M3	Submitted
D6.1	POPD - Requirement No. 1	F6S UK	M6	Submitted

Regarding the milestones, the project has achieved 14 of the 18 milestones initially set for 2020. Indeed, MS6, MS7, MS8 and MS29 – the milestones related to the completion of Cohort 2 delivery – are in progress and will be concluded in February 2021, instead of October 2020. As explained later in the document, the service delivery was postponed due to the Covid-19 pandemic. The postponement of the service delivery does not affect the goals planned for the programme.

Table 2. X-Europe Milestones M1-M12

Milestones	Related WP	Due month	Status
MS1 1st Startup Cohort Outreach	WP2	6	Achieved
MS2 1st startup cohort finalised	WP4	6	Achieved
MS3 1st investor cohort finalised	WP4	6	Achieved
MS4 1st Corporate cohort finalised	WP4	6	Achieved
MS5 2nd startup cohort outreach	WP2	10	Achieved
MS6 2nd startup cohort finalised	WP4	10	In progress
MS7 2nd investor cohort finalised	WP4	10	In progress
MS8 2nd corporate cohort finalised	WP4	10	In progress
MS25 1st training and services plan published	WP3, WP4	2	Achieved
MS26 2nd training and services plan published	WP3, WP4	11	Achieved
MS28 1st training and services delivered	WP3, WP4	5	Achieved
MS29 2nd training and services delivered	WP3, WP4	10	In progress
MS34 Marketing strategy guide released	WP5	3	Achieved
MS35 Content strategy guide released	WP5	3	Achieved
MS36 Event strategy guide released	WP5	3	Achieved
MS37 Data Management Plan released/updated	WP1	5	Achieved
MS38 Sustainability plan updated/released	WP1	6	Achieved
MS39 Synergy review reports delivered	WP1	6	Achieved

Covid-19 mitigation

The initial plan for each cohort was that it would begin by gathering all programme stakeholders at the cohort's flagship event in either Amsterdam, Budapest or Riga; services would be delivered in subsequent months. With the outbreak of Covid-19, and as discussed with the European Commission and Startup Europe, a mitigation strategy was put in place: the organisation of the events was postponed to consider the possibility of still holding the events face-to-face. When it became clear that in-person events posed a prohibitive safety risk, the events were converted to digital formats to accommodate for travel restrictions and to ensure participants' safety.

As such, the X-Europe project has gone through several timeline updates. The greatest timeline updates include postponing the first flagship event (#TNW2020) from June to October 2020, extending the end date of Cohort 1 delivery from ending in September to November 2020, and postponing the second flagship event (Design Terminal Bespoke event) from October to November 2020. As a result of these delays, the milestones highlighted in Table 2 above are still in progress.

These calendar updates did not have a negative impact in the service delivery, although extra effort has been necessary in the programme’s community building aspect, as it is much harder to build community without face-to-face interactions and local events.

However, the pandemic and the lack of events affects the talent matchmaking service (given that companies have reported to be hiring less and due to the fact that this service was built around the opportunity of startups to showcase their businesses in the event booths, typically visited by students and professionals looking for the next job opportunity). Likewise, the number of investment firms engaged is affected because of the increased risk aversion in the current landscape and the lack of face-to-face collaboration opportunities which the programme would facilitate via the flagship events. Lastly, the incubation service is affected due to travel restrictions. More detailed information on the mitigation strategy is provided in the upcoming sections.



Figure 4. Example of online delivery of X-Europe services (Acceleration Week)

3. WP1 – Project Management

WP lead: F6S	Partners involved: All
Duration: M1-M26	Status: In progress

Aim: WP1 activities are related to the coordination, administration and delivery of the X-Europe project by five partners across several countries.

Main results achieved in M1-M12:

- Definition of administrative, legal and financial procedures for the project, as well as the project management structure – outlined in the internal Consortium Agreement.
- Definition of internal communication mechanisms and tools, as well as quality procedures for the project and its deliverables – as outlined in [D1.1 - Project Management Booklet](#), and demonstrated with the internal reviews and on-time submission of 25 deliverables to the EC.
- Organisation of the following meetings, with participation from all X-Europe partners:
 - 2-day Kick-off meeting in Amsterdam, 29-30 January 2020
 - 1-day Consortium meeting in remote format, 8 July 2020
 - 27 biweekly meetings on WP progress, and several WP focused meetings (online)
- Development and implementation of the X-Europe data management strategy, as presented in [D1.4 - Data-management Plan](#).
- Establishing of relevant synergies with over 30 initiatives and EU programmes, such as Hack the crisis, GlobalHack, EUvsVirus hackathon, EIT Health, as well as Startup Europe and several EU funded projects – as demonstrated in [D1.3 - Synergy Review and Implementation 1](#).
- Submission of a project amendment for the replacement of GTRIBE by GTBV (Growth Tribe beneficiary), with approval from the EC.
- Development of the strategy for exploitation of results and sustainability measures of X-Europe – as presented in [D1.8 - Sustainability Plan 1](#).
- Regular monitoring of KPIs and project outcomes to ensure successful technical and financial delivery of the project – as demonstrated in the internal reporting at M6, in the present document – [D1.2 - Interim Progress Report](#), and in the preparation of the first periodic report.

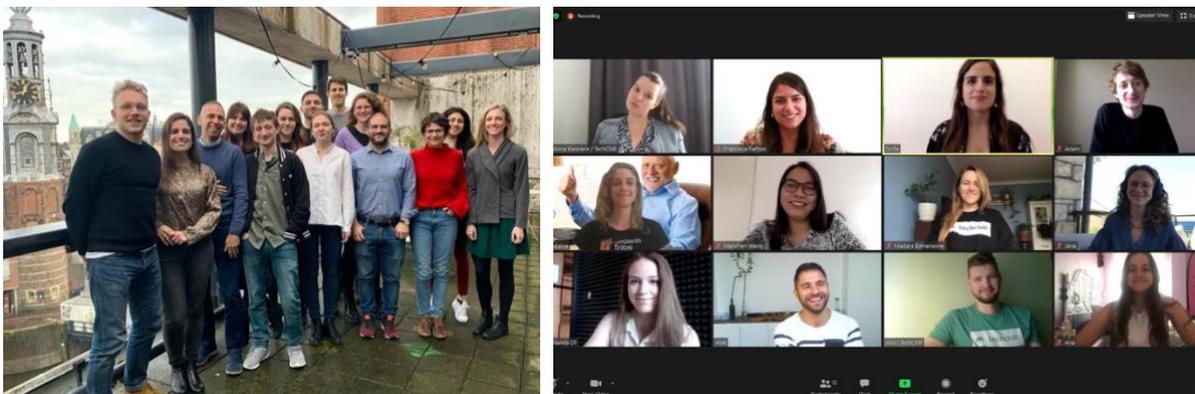


Figure 5. X-Europe team at consortium meetings

5. WP3 – Skills and Training

WP lead: GTBV	Partners involved: All
Duration: M1-M26	Status: In progress

Aim: WP3 activities are focused on the planning, delivery and assessment of the X-Europe skills and training services. These services address the barriers hindering the growth of deeptech companies.

Main results achieved in M1-M12:

- Planning and preparation of the services by establishing a calendar and process for delivery as well as communication materials for potential applicants – as outlined in the public deliverables [D3.1 - Training Plan](#) and [D3.4 - Training Plan 2](#).
- Assessing each startup’s needs and allocating service delivery appropriately per cohort and per startup maturity; developing a framework for implementation and service delivery; defining feedback and impact assessment mechanisms; and coordinating delivery and responsibilities between partners – as defined in [D3.1 - Delivery of training overview handbook](#), [D3.6 - Delivery of training overview handbook 2](#), and in [D3.7 - Delivery of training overview handbook 3](#).
- Adaptation of WP3 service delivery due to the impacts of the Covid-19 pandemic - several services were provided locally and adjusted to digital formats.
- Delivery of the X-Europe skills and training services to Cohorts 1 and 2, which encompass different training areas (Business growth in the era of digitalisation; AI in business; Startup readiness and business development) and delivery methods, as summarised below:

Training services

Two **Growth Tribe training sessions** attended by two C-level members of each startup. The two 3-to-4 hour training sessions are delivered in a digital classroom and are aimed at building the startups’ growth skills (including growth mindset, Jobs To Be Done and personas, pirate funnels, rapid experimentation, engineered marketing, among other topics).

Four expert-delivered and interactive **TNW training webinars** for all selected startups (1.5 hours each), focused on the following topics: investment readiness; startup readiness and business development; peer learning and one-on-one mentoring exchange; and event readiness and networking.

Mentoring services

Four **one-on-one mentoring sessions** (1.5 hours each) for all selected startups with mentors from DTERM, TNW, GTBV and TCHILL, designed to provide specific and relevant training and support to address the startups' business and development needs.

Mentors are matched with startups according to their strengths and the startups' needs, and have ample preparation and aftercare time to ensure that the sessions have the greatest impact possible. In total, 212 mentoring sessions took place in the first year.

Acceleration services

The acceleration services are provided by DTERM during the **Acceleration Week**, a 5-day event involving 25 hours of valuable online content in the form of workshops, storytelling sessions, mentoring and networking opportunities. It is delivered simultaneously for 2 cohorts, although the content is adapted to their industries and sector-focused meetup sessions are provided. Topics focus on community-building, development of soft-skills (such as communication, team dynamics, conflict-resolution, and innovative mindset).

The initial plan was for the week to take place locally in Budapest, with 2 startups per cohort being invited. As a mitigation strategy, the programme is now open to all startups and offered remotely. In total, 28 startups from cohorts 1 and 2 participated in the acceleration week during 9-13 November 2020.

Incubation services

The **incubation services** offer one startup per cohort a three-month long membership at TNW Spaces (in Amsterdam), and to another startup access to the TechChill incubator (in Riga), alongside access to the community events and local networks.

Due to travel restrictions, startups haven't benefited yet from the service; thus, a series of live panel discussions with representatives from the ecosystems will be deployed as an alternative solution to help startups' soft-landing and integration into the Dutch and Latvian ecosystems should startups not take advantage of this service in Q1 of 2021.

- Review and assessment of the service delivery through feedback forms and an impact assessment mechanism. The evaluation results and lessons learned are discussed among the consortium partners and adjustments/improvements are applied when needed – as presented in [D3.3 - Training delivery reports](#).



Figure 7. A happy mentor-mentee pairing

Brief testimonials from startups:

“After each session, we had a clear plan for the next practical steps for our company, which we would review during the following sessions. During the programme, we have managed to implement several useful processes for marketing and sales.”

“Taking part in X-Europe has made a world of a difference to our startup. Our mentor was a perfect fit to our current needs, and we were able to take our digital marketing efforts to a new level, we are utilizing more valuable tools and are working in a more strategic manner. We are very grateful for the opportunity to participate in the programme.”

6. WP4 – Connecting and Nesting

WP lead: DTERM	Partners involved: All
Duration: M1-M26	Status: In progress

Aim: WP4 activities are focused on the delivery of services oriented towards connecting startups to key members of startup ecosystems. With a specific focus on the Benelux region, the Baltics and the Visegrad region, the services are aimed at boosting startups across Europe by providing matchmaking and promotion services allowing them to grow sustainably and intelligently.

Main results achieved in M1-M12:

- Development of a framework to provide startups with connections to international corporations and investors, and presentation of a calendar and method for service delivery – as defined in the public deliverables [D4.1 - Service Plan](#) and [D4.5 - Service Plan 2](#).
- Development of an internal handbook for service delivery, based on the startups' needs and maturity level, and establishing partners' responsibilities and review mechanisms – presented in [D4.2 - Delivery of services handbook](#).
- Implementation of a mitigation strategy due to the Covid-19 outbreak, in particular in what refers to adjusting the conference and events service.
- Implementation of outreach strategy for onboarding relevant investors, corporations and ecosystem builders in the X-Europe activities – as described in [D4.4 - Ecosystem Partner Open Call Results](#), and [D4.8 - Ecosystem Partner Open Call Results 2](#).
- Implementation of the matchmaking and visibility services to Cohort 1 and, partially, to Cohort 2 (which ends in February 2021), as summarised below:

Investment matchmaking

Support is provided at different levels: **online investment matchmaking**, **in-person investment matchmaking** (through events, not possible for now but still provided through digital even based matchmaking), and **public funding opportunities** (20+ to date, through the X-Europe newsletters, which startups can then explore).

In regard to the online investment matchmaking (limited to the investors' interest), once the investor portfolio is complete, X-Europe introduces the startups to the investors on boarded, providing a single communication flow and allowing for a high number of meetings.

Talent matchmaking

To support startups in finding and attracting the right talent, the **talent matchmaking service** is open to all selected startups that are hiring, helping them create and broadcast their job positions in the various X-Europe channels (including synchronisation between the website and F6S). The

service is continuously open and startups are assisted for any new job vacancy. Furthermore, sessions on team leading and on managing remote teams are provided in the Acceleration Week.

Corporate matchmaking

To support the creation of sustainable **corporate-startup relationships**, a pilot-shaping programme is conducted by TNW, allowing for a rapid matchmaking between selected corporations and startups. Corporations looking for innovative deeptech solutions in the cohorts' sector are invited to explore the startups' portfolio and, based on interest and relevance to their challenges, participate in a meetup day to kickstart a potential long lasting collaboration. Following a positive match, both parties are invited to a pilot shaping workshop.

Ecosystem networking

The **ecosystem builder networking service** is open throughout the entire project and is offered through the X-Europe community, an innovation deeptech community which connects the startups with investors, corporations and ecosystem builders in the X-Europe Slack. Ecosystem builders from all across Europe have the opportunity to apply to the programme and become a communication/community/engagement partner (depending on the interest level). In return, X-Europe offers visibility of their activities via the internal newsletters for selected startups, and supports potential collaborations between the different stakeholders, as well as providing them with the startup portfolio of each cohort to allow them to meet with selected companies.

- Review and assessment of the matchmaking services through an assessment framework which includes the definition of KPIs, feedback methods and implementing changes based on the feedback collected – as demonstrated in [D4.3 - Service Provision reports](#).



Figure 8. X-Europe startups' representatives pitching at the corporate matchmaking sessions

Brief testimonials from startups:

“X-Europe provided us an ideal platform and network to boost our business, connecting us with more potential customers and stakeholders for our first product, but also to find strategic partners for new R&D projects/products.”

“Despite lockdowns and social distancing, the X-Europe programme offered us with the opportunity to stay engaged with the European innovation ecosystem, sharing useful insights and refining our project based on meaningful feedbacks and mentorships.”

7. WP5 – Publication and Promotion

WP lead: TCHILL	Partners involved: All
Duration: M1-M26	Status: In progress

Aim: WP5 is focused on publication and promotion activities, to allow showcasing the programme success and further opportunities for ecosystems to connect, grow and aid startups.

Main results achieved in M1-M12:

- Development of the X-Europe brand, visual identity and promotion materials, and setting-up the X-Europe communication channels – outlined in [D5.1 - Marketing strategy guide](#).
- Definition of the communication strategy and partners roles in disseminating the project and producing content – outlined in [D5.2 - Content strategy guide](#).
- Definition of guidelines of the X-Europe events – outlined in [D5.3 - Event strategy guide](#) – and subsequent adaptation to online formats due to the Covid-19 pandemic.
- Development and maintenance of the **X-Europe website** as the main portal to the project: www.xeurope.eu, with 24 blog posts published and 17,344 unique visits received to date.
- Building up of a 2,500+ member X-Europe **social media community** ([Twitter](#), [LinkedIn](#), [Instagram](#) and [F6S](#)), fostered by a daily management of the social accounts, with an engaging and informal tone, as well as appealing content on the open calls, activities, events, startups and ecosystem builders.
- Publication of 4 **press releases** used to support the dissemination of the project; **event announcement** and **event coverage articles**, referring to the X-Europe flagship events; and 2 **consortium interviews** (visit www.xeurope.eu/news)
- Development of customised one-pagers for each target audience and campaign kits for each open call containing email templates, unique social media visuals, social media copy, as well as other relevant communication materials to support WP2 outreach activities.
- Development of an impact assessment framework for the project resulting in toolkits to support soft-landing to the programme ecosystems. These are featured in the project website and in the sustainability plan.
- Implementation of the promotion and event services for Cohort 1 and, partially, for Cohort 2:

Promotion & visibility service

The promotion service consists of activities that provide valuable publicity to startups via programme communication, media coverage and partners' channels – in particular The Next Web's platforms (10 million readers). Besides the focus on the startups, the articles provide valuable insights on the industries and ecosystems of the programme. Examples include:

- Publication of the [X-Europe portfolio](#), showcasing Cohorts 1 and 2 selected startups as well as distribution to corporations, investors, and ecosystem builders

- Promotion of the startups in X-Europe project and partners' channels
 - Publication of 6 **number summary** infographics and articles, showcasing the statistics from startups/scaleups, investors and ecosystem builders for each open call
 - Publication of 1 **market scan report** focusing on the HealthTech sector: [A detailed look at the companies driving health revolution in Europe](#)
 - Publication of 3 **industry and ecosystem spotlights**:
 - [A detailed look at the companies driving health revolution in Europe](#)
 - [Disruption within the Artificial Intelligence / Machine Learning Industry](#)
 - [European tech: What startups can expect in Belgium, the Netherlands, and Luxembourg](#)
 - Publication of 5 **startups success stories and interviews**, such as ["It sounds like science fiction, but it's only science" | Interview with APPERCELL](#) and [X-Europe's startup SidekickHealth partners with Pfizer](#)
-

Conference and events

Both Cohorts 1 and 2 startups attended the [TNW2020 conference](#) (1-2 October), having the opportunity to hear from and connect with relevant speakers and stakeholders (15,000 attendees). The startups from the HealthTech cohort were showcased at the event through exhibition at the startups' booths, having an opportunity to present themselves to interested parties. Two of the X-Europe startups (CRIAM and Printivo) were part of the Health Pitch Battle, with Printivo being the winner of the competition. Additionally, X-Europe had involvement in the TNW couch conference series – providing speakers, panel hosts, and healthtech startups tickets to the event, allowing matchmaking and talk attendance.

X-Europe's second event, the [Future of Agritech Online Summit powered by Design Terminal](#) (16-17 November), focused on the digitalisation of Agritech and technological evolution the sector is going through (800 registrations). Startups from Cohort 2 were invited to the event and enjoyed the expert panels (with representatives from companies such as NASA and the European Space Agency) and the interactions with relevant stakeholders. Three of the startups (BeeSage, Hargol FoodTech, and iFarm) were actively involved in the discussion and joined panel talks.

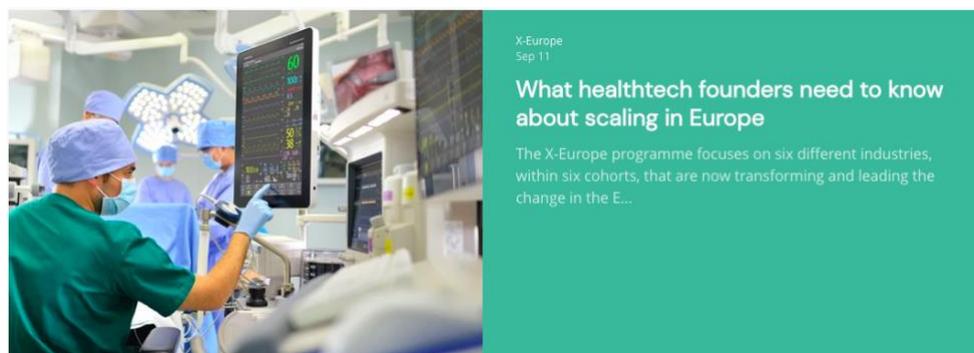


Figure 9. Article example on X-Europe and TNW channels

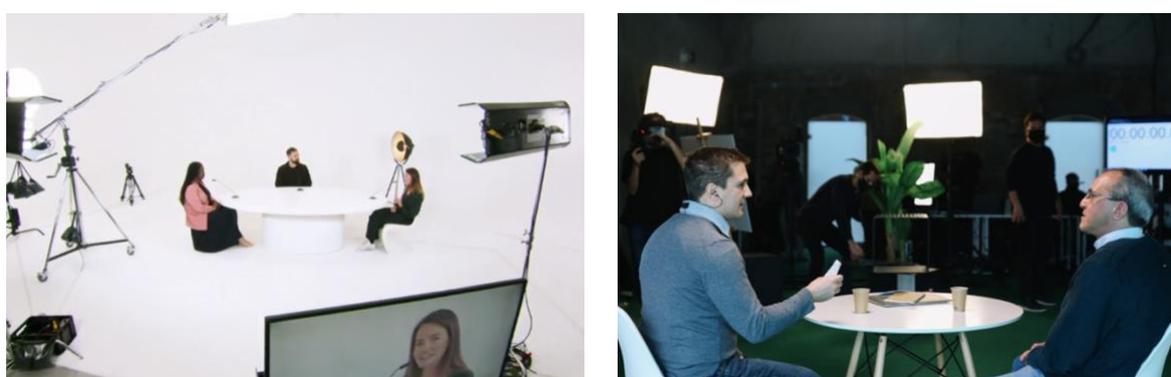


Figure 10. Moments of TNW2020 and Future of Agritech online summit

Brief testimonials from startups:

"I think X-Europe has been very active on all major platforms, and gave great visibility even in these adverse circumstances."

"Loved the idea of participating in TNW2020 and other TNW related conferences (e.g. couch conferences). This allowed us to extend our network and we were also exploring a potential collaboration opportunity with one of the Cohort 1 portfolio companies."

8. WP6 – Ethics Requirements

WP lead: F6S	Partners involved: All
Duration: M1-M26	Status: In progress

In the first year, [D6.1 - POPD - Requirement No. 1](#) was submitted and delivered in month 6. Through the development of this deliverable and [D1.4 - Data-Management Plan](#), and the discussion and careful revision of the data management practices in the project, X-Europe ensures compliance with the project ethics requirements.

9. Upcoming activities

9.1 Measures of success

While project progress is discussed in the biweekly and consortium meetings between all partners, this document [D1.2 - Interim Progress Reports](#) allowed the X-Europe team to reflect with more detail on the progress achieved per work package and the lessons learned.

An important element of assessing the project progress is an overview of the values achieved during the first twelve months of the project for each of the KPIs pre-defined per objective (objectives are presented in section 2). As such, this section presents the KPIs set and status achieved by M12, including values for Cohort 1 (C1), Cohort 2 (C2) – which is still ongoing, and Cohort 3 (C3) – where applicable.

Table 3. Measures of success and targets at M12

Objective	KPI No.	Statement	Figure		Justification (GA)	M12 values
			Full Lifecycle	Cohort		
OBJECTIVE 1: Engaging startups and SMEs	1.1	Number of companies contacted	1500	25	Estimated minimum for activation of startups assuming 10% conversion rate	1,804 C1: 572 C2: 588 C3: 644
	1.2	Conversion %	10%	N/A	Percentage of companies to apply based on conservative effectiveness	25% C1: 31% C2: 26% C3: 19%
	1.3	Screening interviews completed	240	50	Number of quality applicants screened and onboarded	135 C1: 61 C2: 39 C3: 35
	1.4	Early stage	30	5	Number of early-stage companies (discussed in methodology)	19 C1: 5 C2: 8 C3: 6
	1.5	Developing companies	60	10	Number of developing companies (discussed in methodology)	35 C1: 12 C2: 11 C3: 12
	1.6	Scaling companies	60	10	Number of scaling companies (discussed in methodology)	26 C1: 10 C2: 7 C3: 9
	1.7	Number of total applicants	300	50	High number of signups to ensure sufficient quality shortlist per cohort	446 C1: 177 C2: 150 C3: 119
OBJECTIVE 2: Provide access to skills, training and job creation	2.1	Number of training courses per cohort	660	110	Based on full engagement in the training activities provided in physical events, 10 rounds of 1on1 mentoring per cohort & engagement in startup & investor readiness training	339 C1: 166 (2 training sessions + 4 webinars) C2: 173 (2 training sessions + 3 webinars)
	2.2	Number of job openings posted	150	25	High number of startup job postings to be published by	50 C1: 35 C2: 15

					programme participants as a marker of project success	(figures are times 5 considering channels used)
	2.3	Number of talent leads generated	60	10	Number of individual talents identified (e.g., through GTRIBE platform and TNW Young Creators network) as interesting for startups	30 C1: 30
	2.4	Number of 1on1 mentoring sessions delivered	60	10	High level of relevant and direct 1on1 mentoring to provide key skills and support	212 C1: 108 C2: 104 (four one-on-one mentoring sessions for each startup)
	2.5	Number of startups invited incubation courses	12	2	Invitations to the incubation centres in Riga and Amsterdam allow startups to receive services and introductions to new ecosystems	53 (all C1 27 startups + all C2 26 startups were invited; 0 startups joined, mitigation strategy put in place)
	2.6	Number of startups invited to acceleration programme	12	2	Selected startups will be invited to participate in DTERM acceleration programme providing them workshops and access to CEE network	53 (all C1 27 startups + all C2 26 startups were invited; 13+15 startups joined from C1&C2, respectively)
OBJECTIVE 3: Access to public and private capital	3.1	Number of Investment firms engaged	600	100	Conservative figure based on network connections and TNW conference attendee statistics	153 C1: 60 C2: 93
	3.2	Number of startups connected to public funding opportunities	60	10	Connecting 10+ companies per cohort to public funding opportunities that are relevant and realistic	53 (all startups connected with public funding opportunities; 15 opportunities in C1, 7 so far in C2)
OBJECTIVE 4: Creating corporate - startup pilot programmes	4.1	Number of corporates engaged	30	-	High figure to allow for approximately 3 corporate innovation challenges per cohort	14 C1: 3 C2: 11
	4.2	Number of corporate - startup innovation challenges	12	-	Engaging with 2 corporates per cohort and running 2 innovation challenges allows the creation of startup-corporate relationships	5 C1: 3 C2: 2 (total meetup sessions completed or arranged to discuss solutions to challenges)
OBJECTIVE 5: Promote and publicise deep-tech startups and developing ecosystems	5.1	Number of unique website visits	-	600	Means to attract high exposure and engagement	7,922 C1: 5,741 C2: 2,181
	5.2	Number of social media engagements	-	5000	Method to engage directly with startups in informal setting	10,423 C1: 5,250 C2: 2,242 C3: 2,931 (X-Europe channels + partners' channels)
	5.3	Number of event attendees	40000	-	Attendee numbers comprise a combination of TNW conference attendees, TCHILL conference attendees, and provisional figures for the bespoke Budapest event	15,827 C1: 15,000 attendees - TNW conference C2: 827 attendees - Future of Agritech online summit

	5.4	Number of media articles	12	-	Frequent, timely, and rich articles to allow high exposure and engagement	3 (3 articles posted at TNW's media platform + 28 content-rich articles & press releases in X-Europe's blog)
OBJECTIVE 6: Coordination	6.1	Average NPS score from startups	50+	-	Benchmark for excellence	(Not available at M12)
	6.2	Project Review score	Excellent	-	European Commission review of excellence	(Not applicable at M12)
	6.3	Number of review documents	6+	-	Number of review moments required to ensure a well-tracked programme and sufficient evidence to make adjustments	2 (Internal interim report by M6 + the present document)
	6.4	Sustainability plan	1	-	Detailed and updated plan to ensure sustainability of actions beyond the programme lifecycle	1 (D1.8 – M12)

It is possible to observe that the X-Europe project is running smoothly and KPIs are being met even with the programme delivery being taken completely online at the last minute due to the Covid-19 pandemic.

9.2 Next steps

X-Europe runs for 26 months. This public deliverable aims to illustrate and provide a straightforward overview of the progress achieved per work package in the first year (M1-M12).

The progress achieved during the first reporting period (M1-M13) will be described in detail in the Periodic Report (technical and financial) which will be developed and presented to the European Commission in the coming months.

In the next six months (M13-M18), X-Europe will be focused on the following activities:

- Finalising Cohort 2 service delivery and initiating Cohort 3
- Discussing the lessons learned from the first cohorts and implementing the necessary changes to the programme
- Submitting the first technical and financial Periodic Report
- Participating in the mid-term review with the European Commission
- Organising the open calls of Cohorts 4 and 5
- Delivering the services of Cohorts 3 and 4
- Organising two flagship events (TechChill and TNW)
- Disseminating the project results, including the ecosystem toolkits and startup articles