



Europe

Building a deeptech Europe

Deliverable 4.5: Service Plan 2

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STARTUP
EUROPE





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Deliverable 4.5: Service Plan 2

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X-Europe Partners



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1. Introduction

This document was developed by Design Terminal as part of the X-Europe project (XEUROPE). It corresponds to the deliverable [Service Plan 2 \(D4.2\)](#), as detailed in the Description of Action in Annex 2 of Grant Agreement no. 871795.

D4.5 is included in Work Package 4 (WP4) – Connecting and Nesting, which aims to ensure that participating startups of the X-Europe project will receive services that connect them to key members of the ecosystem. This report has three iterations:

- [Service Plan 1 \(D4.1\)](#) was submitted by the end of February 2020, corresponding to the activities planned for the first 10 months of the project;
- [Service Plan 2 \(D4.5\)](#) – the present document – corresponds to the planning of the services delivered between M11 and M18; and
- [Service Plan 3 \(D4.6\)](#) will be submitted later in project, in Month 19, with a focus on the last programme cohorts.

The Service Plan is a public deliverable. It provides potential participants with an introduction to the X-Europe's benefits to startups, investors, corporations, and ecosystems, and a comprehensive overview of the matchmaking and visibility services that will be delivered in the second part of the project, in particular to the following cohorts:

- **Cohort 3 – Artificial Intelligence & Machine Learning:** January – May 2021
- **Cohort 4 – SpaceTech:** May – October 2021

The aim of this document is to highlight the progress made since Service Plan 1 regarding the X-Europe services and the improvements made based on the feedback received and results achieved in the first cohorts. A reader should finish this deliverable with an understanding of how the matchmaking services are elaborated, what kind of promotion activities supported the startups' success, and with an insight of how the first two X-Europe flagship events (the TNW Conference and the Future of Agritech Online Summit) looked like.

For a complete overview of the X-Europe programme, this document should be read together with [Training Plan 2 \(D3.4\)](#), which illustrates the skills and training services offered, including acceleration, incubation and one-on-one mentoring. The COVID-19 pandemic has greatly affected the format of the services offered, as most physical services had to be rescheduled and/or executed on online platforms. However, this challenge was successfully overcome, and partners were able to digitally provide services set out previously in [Service Plan 1](#) and [Training Plan 1](#).

After this introduction, the Service Plan is divided as follows:

- **Objectives**
- **X-Europe services (investment matchmaking; talent matchmaking; corporate matchmaking; promotion & visibility; and conference and events)**
- **Timing of activities**
- **Conclusion**

2. Objectives

As a reference from [Service Plan 1 \(D4.1\)](#), the core objective of X-Europe's services is to boost startups across Europe by providing international matchmaking, training, and promotion services that allow companies to grow sustainably and intelligently across Europe. These services will be provided with a specific focus on the Benelux region, the Nordics, the Baltics, and the Visegrad region.

X-Europe encompasses the following objectives:

- **Engaging startups and SMEs**
 - The X-Europe partners have a European-wide network and will reach out to the top European deeptech startups across the different programme elements.
- **Provide access to skills, training, and job creation**
 - After identifying the barriers and challenges faced by deeptech startups, we will provide training and matchmaking support tailored to each startup's maturity and needs.
- **Access to public and private capital**
 - We will provide a direct connection to investors and public funding opportunities, not only generating capital investments but also opening new doors by building cross-border relationships.
- **Creating corporate to startup pilot programmes**
 - As in The Next Web's Innovation Fastlane programmes, two corporates per cohort will solve their business challenges with that cohort's startups. The startups will be invited to pitch their solution to their cohort's corporate with guidance from The Next Web. Corporates will select startups to partner with based on the quality of these solutions.
- **Promote deeptech startups and developing ecosystems**
 - Startups are promoted through an active marketing campaign that provides them media exposure, conference presence and social media campaign support.

To best deliver these services, X-Europe activates leading corporates, investors, ecosystem builders, and support agencies across Europe to create community-driven impact and support.

3. X-Europe services

3.1 Investment matchmaking

Startup growth is dependent on finding the right investment and funding opportunities, which corresponds to startup maturity and product readiness. A key criterion for developing startup ecosystems is a wide, interconnected network of diverse actors. To ensure this, the X-Europe project provides support in matchmaking at different levels:

- Online investment matchmaking
- In-person investment matchmaking (through X-Europe events, Covid-19 restrictions allowing)
- Public funding opportunities
- Ecosystem builder networking

Online and in-person investment matchmaking

The matchmaking activity's objective is to engage investors, with a particular focus on supporting cross-border investment opportunities, as well as directing startups to relevant public funding opportunities.

To enhance this, investors will be invited to X-Europe events so startups in each cohort can be connected directly to funding opportunities through startup-investor discussions. Investor matchmaking will be facilitated based on investors' profiles and startups' maturity levels, assessed through information provided in the application form and through information collected from the startups at the beginning of the programme. Investors will be continuously informed about portfolio startups over the whole programme lifecycle (i.e., cohort 1 startup portfolio will be shown to investors in cohort 6), while companies will be introduced to public funding opportunities.

As discussed in [D4.8 Ecosystem partner open call results 2](#), there will be a small adjustment in onboarding investors. By contacting the investors once the investor portfolio has been completed, rather than asking for an application, the X-Europe programme can reduce the friction of this activity with investors, provide a single communication with everything they need, and allow easier acquisition of the core value of this programme – a high number of startup to investor meetings.

Public funding opportunities

Public funding opportunities are carefully and specifically curated for each of the cohorts in mind. The sourcing of these funding opportunities is done according to the startup's industry focus, technology focus, geographical location, funding available, application deadline as well as the complexity of the application process. We aim to bring you closer to the open calls that are most suitable to your business and technological development stage. A new selection of funding opportunities is available in the cohort's newsletter released every month.

Ecosystem builder networking

X-Europe creates an European innovation community and connects startups with investors, corporates as well as ecosystem builders as a part of the goal to establish Europe as the leader in deeptech. Ecosystem builders have to opportunity to apply on X-Europe's website to became our communication/ community/ engagement partner. The main value proposition for our partners is to provide visibility of their activities, connect them with startups they may not know, supporting potential collaborations between startups and partners keeping them up to date about startup news, programmes and other opportunities via Slack and creating long-term relationships. Ecosystem builders can provide free training optionally, can share their opportunities with our startups, can communicate about our open calls and milestones, can include their services in our newsletter and they can receive information from potential startups through our portfolio.

3.2 Talent matchmaking

In order to boost ecosystems, it is vital to find and attract the right talents for startup jobs, ensuring diverse team skill sets. In this context, talent matchmaking services help startups attract employees with the right skill sets by creating an international talent exchange to attract the best professionals for each position.

In the frame of the X-Europe portfolio, startups in each cohort will be offered a talent matchmaking service on an international level via the X-Europe consortium's network and channels (X-Europe website, F6S, TechChill ecosystem, Growth Tribe Slack Channel, and Young Creators - partnered with TNW) with the possibility to disseminate their job openings. This service is available throughout the X-Europe project timeframe for each cohort.

3.3 Corporate matchmaking

Creating sustainable corporate to startup relationships is a great way to accelerate startup growth. Starting with an achievable pilot programme is a tried and tested format conducted at TNW. During each cohort, we facilitate at least two corporate to startup matchmaking sessions.

The objective of this service is to facilitate the cooperation of startups and corporates, encompassing pilot projects and new partnerships.

In order to provide as many opportunities as possible for constructive matches, each startup participant in X-Europe will be asked which corporations they could feasibly collaborate with in the next 6 months. This list, combined with the applicants gathered during open calls, will be contacted with the portfolio so that X-Europe companies are immediately publicized and its easy for the corporation to explore the interesting potential matches.

When there is a selection of companies by the corporation, a personal meetup day is scheduled allowing all the selected startups to pitch, to engage in roundtables with key stakeholders, and to set out their plan for collaboration in order to address the corporate's challenges. The Meetup Day is a great chance for all parties to kickstart a potential long lasting relationship.

In order to keep the momentum up, corporations are immediately debriefed by X-Europe to establish who was interesting and why. If there is a positive match, X-Europe invites the matched parties and the corporate to a one-on-one Pilot Shaping Workshop. In this workshop, corporate and startup discuss the scope of a pilot, what success looks like, planning and milestones, what will be measured, who is involved, and more. By the end of this workshop, both parties leave knowing exactly what the next steps are.

The X-Europe corporate matchmaking process is a rapid way for corporates and startups to meet. From onboarding a corporate to an established plan for a pilot takes as little as 3 months. Cohort 1 saw 3 corporations kick off 5 partnership discussions, and cohort 2 at the time of writing (1 month into the programme) has 8 corporations reviewing our portfolio and 3 selected startups for meetup so far.

3.4 Promotion & Visibility

Visibility and promotion are key elements of startup success. X-Europe will provide valuable publicity to startups via programme communication, partners' channels, and local, regional and international media coverage.

Startups will primarily be promoted through The Next Web's platforms, which reach 10 million readers. The consortium will publish six articles per year, a total of twelve articles during the programme duration. These articles provide useful insights about the industries, ecosystems, and experiences of startup within the programme to provide tasteful promotion of startup, whilst also providing value and insight to the reader interested in industries or topics.

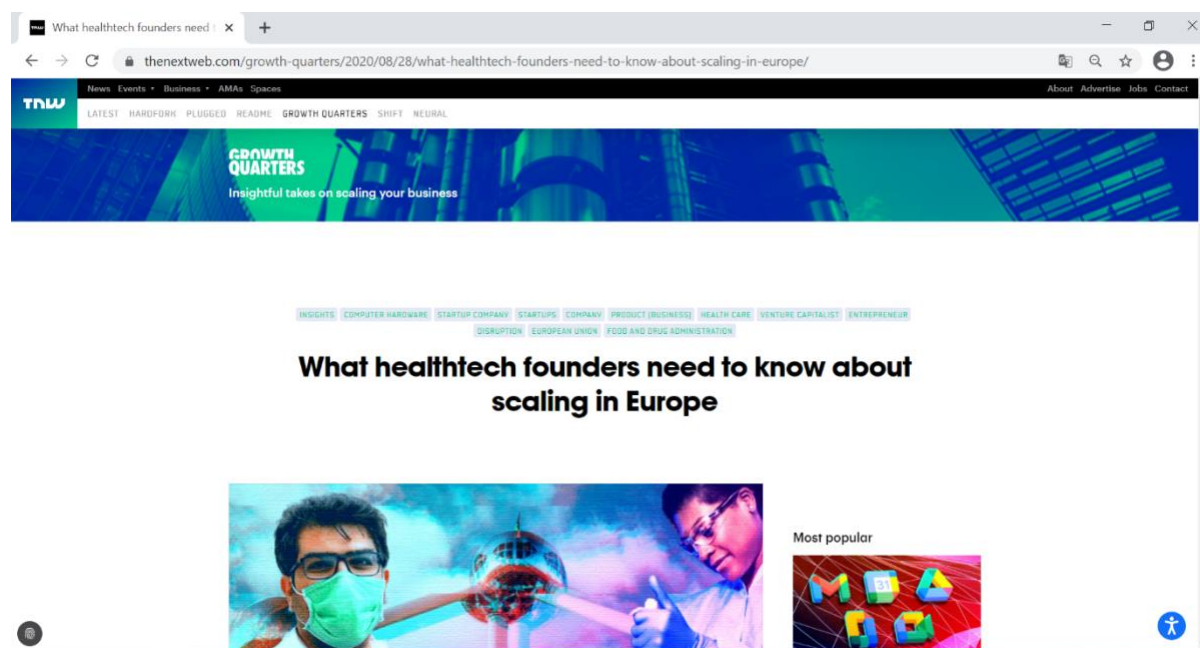


Figure 1: Article for HealthTech founders on TNW's website

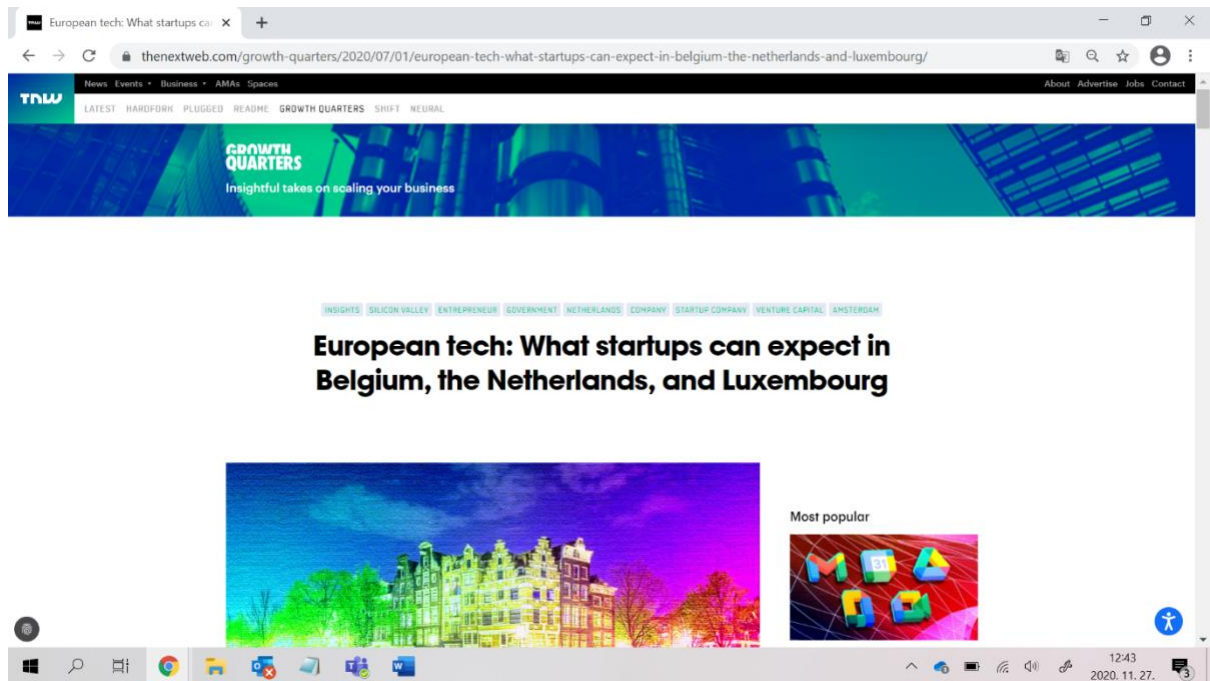


Figure 2: Article for startups on TNW's website

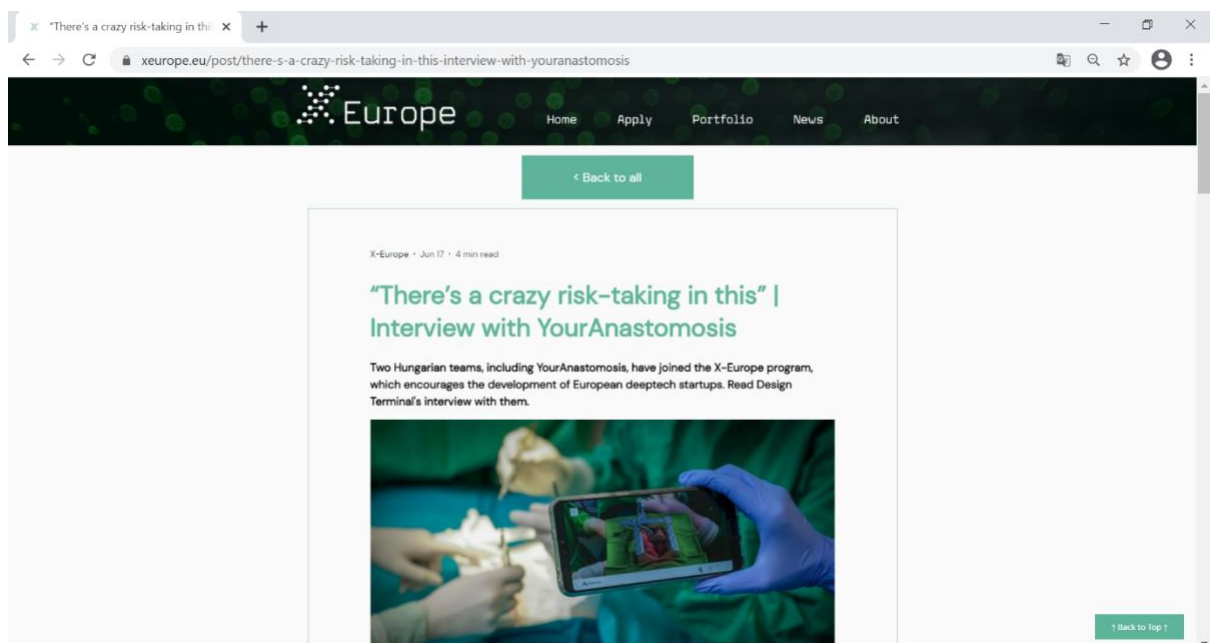


Figure 3: Startup Interview on X-Europe's website

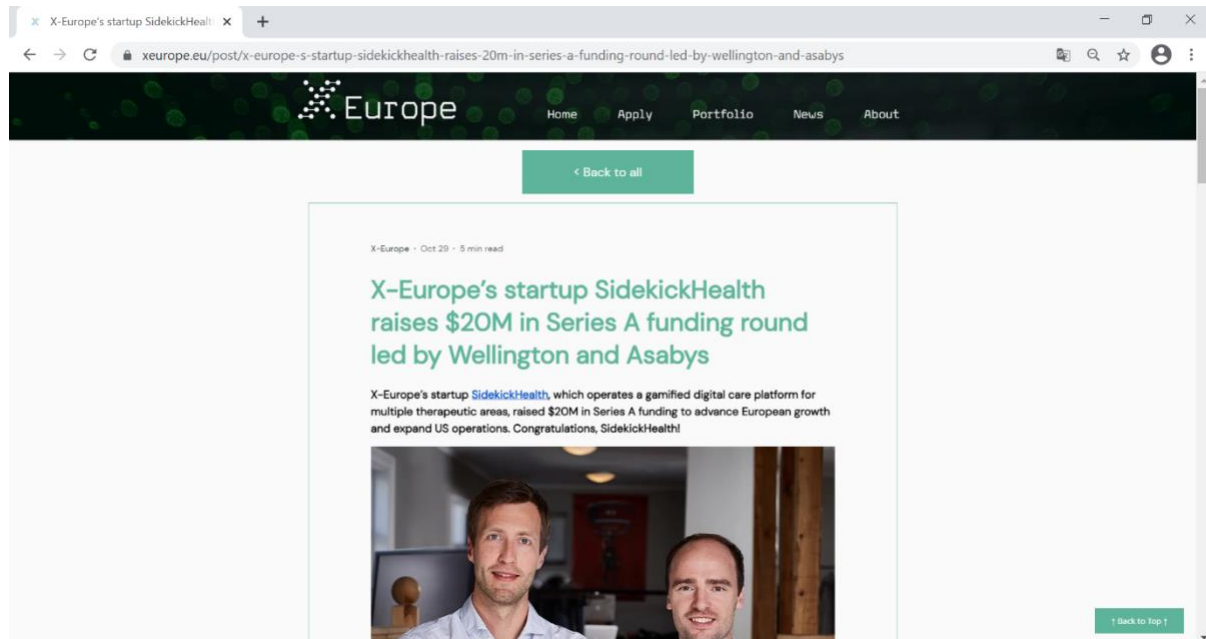


Figure 4: Press release on startup success on X-Europe's website

Communication about the services, application opportunities and news are happening during the programme on social media channels, the website and in newsletters. Some examples are inserted below:



Figure 5: X-Europe programme services for startups

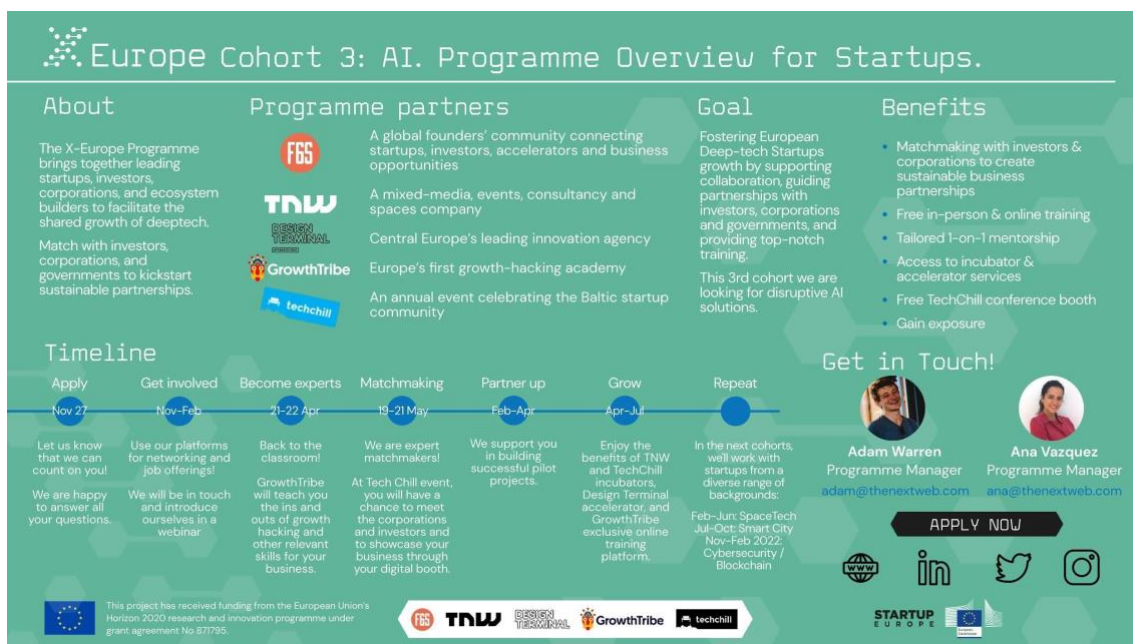


Figure 6: X-Europe cohort 3: Programme Overview for startups



Figure 7: Future of Agritech Online Summit powered by Design Terminal promotion

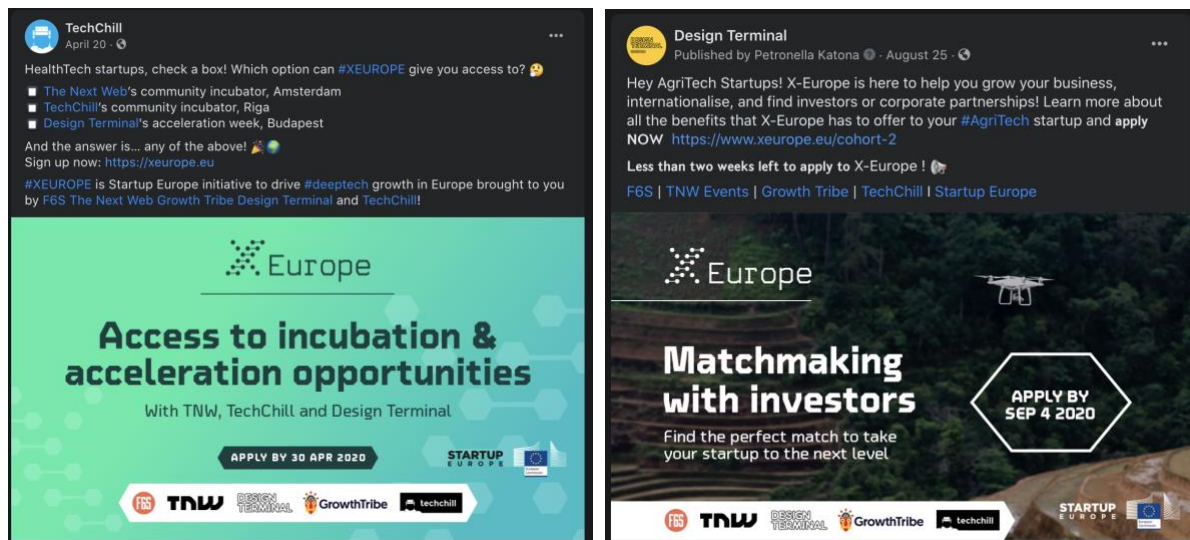


Figure 8: X-Europe programme social media communication

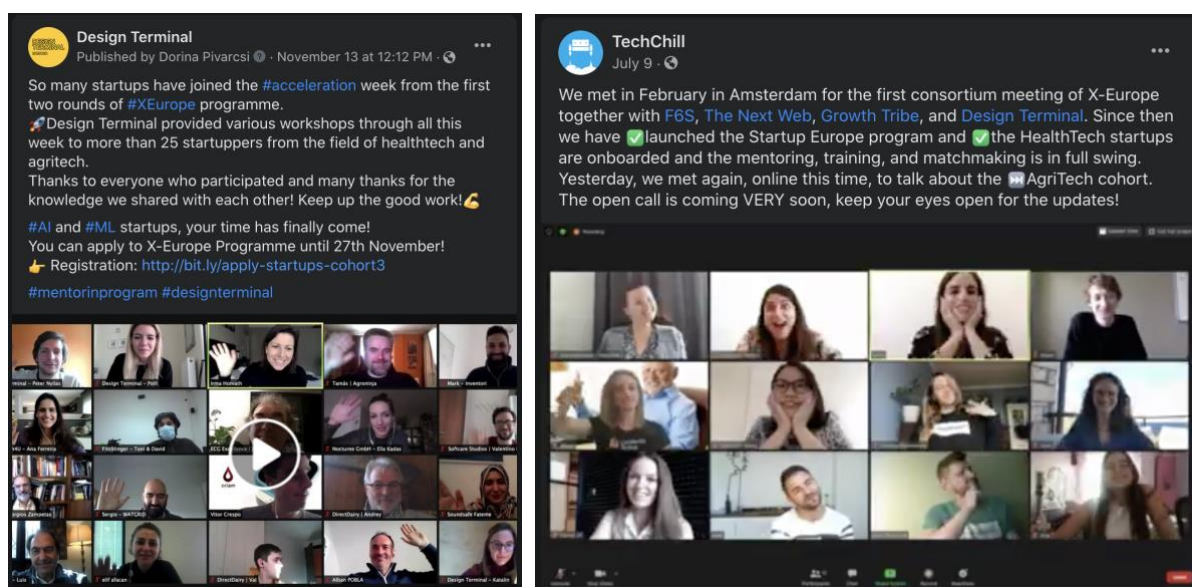


Figure 9: X-Europe programme services social media communication

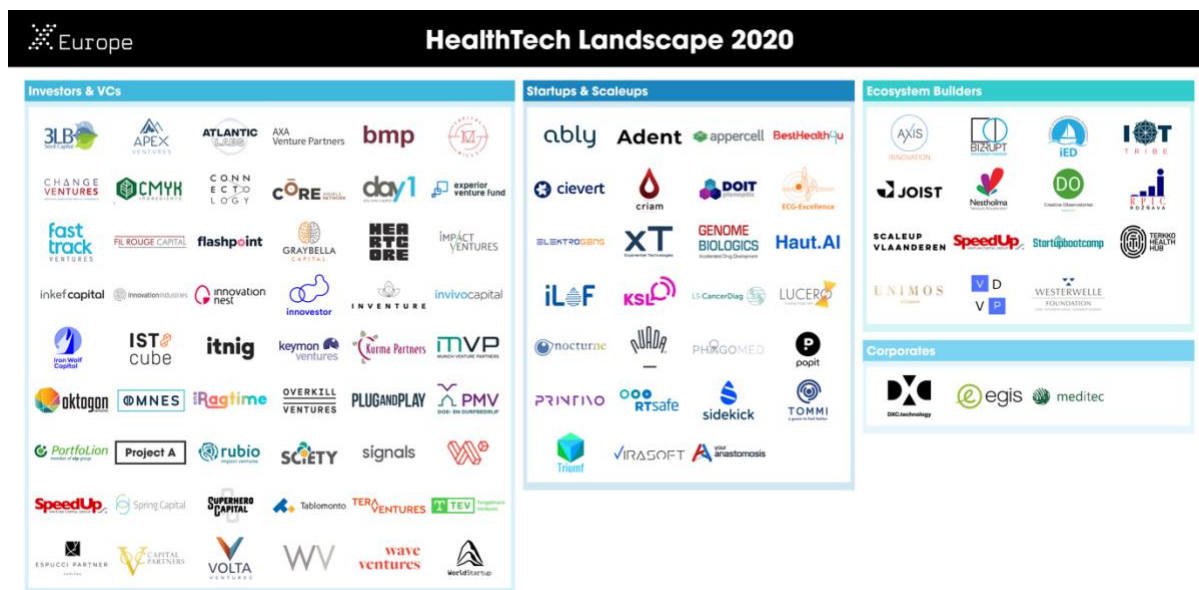


Figure 10: An example industry landscape to promote X-Europe actors

3.5 Conference and events

Besides media coverage, in-person meetings with startups and their products can truly engage future B2C and B2B customers. Startups in each cohort will be showcased in X-Europe events, offering opportunities to meet an international audience containing the most important actors of the ecosystem.

Depending on the cohort and its corresponding X-Europe flagship event, each startup must participate in and have a stand at their assigned event pavilions (either a TechChill event, The Next Web conference, or a Design Terminal event) in case of physical event or another kind of showcase at virtual/online events. This will give startups exposure to a larger audience and allow them to engage with contacts outside of their respective regions.

The X-Europe programme has already hosted 2 events: the TNW conference and the Future of AgriTech Online Summit (powered by Design Terminal).

TNW Conference

The TNW conference saw 15,000 tune in for the online flagship event to see 2020s top issues discussed by experts from around the world. We discussed ecosystem vitality, how to grow a startup in 2020, investor fireside chats, keynotes on design, product and business development and more thought leadership. The X-Europe industries were key topics, with healthcare, AI, Blockchain, smart cities and sustainability being addressed from a range of angles.

In addition to the content, all 53 companies of the X-Europe programme were in attendance (27 Healthtech startups from cohort 1 and 26 Agritech startups from cohort 2). Each of the 27 healthtech

startups had digital booths allowing the audience to spend time learning about their products, meeting the team, or setting up follow up meetings. Additionally, through networking features and TNWs Investor programme, X-Europe startups arranged 33 investor meetings and 22 corporate meetings. Finally, 2 X-Europe companies were lucky enough to be accepted into the conference pitch competition. Printivo and CRIAM pitched their solution to a global audience, leading experts in the healthtech field, and industry investors. Printivo walked away with the first place prize. With plenty more events to come, the X-Europe programme will look forward to the future and bringing more of our startups to global conferences.

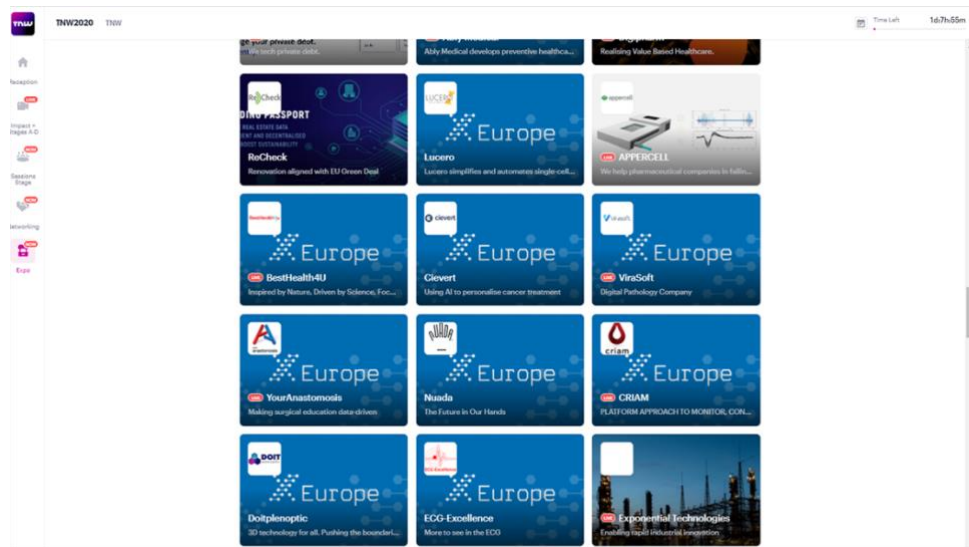


Figure 11: The startup booths at TNW2020



Figure 12: An example of a startup booth

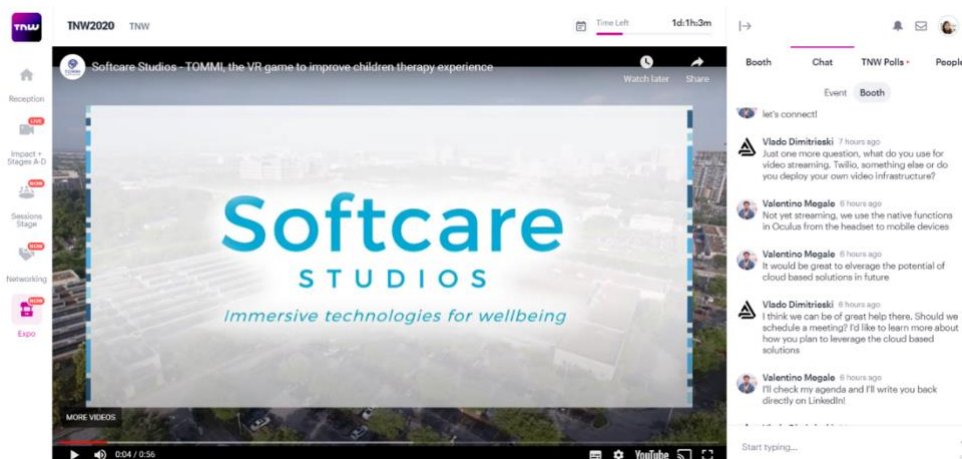


Figure 13: An example of a startup booth

Design Terminal Conference

Design Terminal organized a 2-day online conference called Future of Agritech online summit on 16-17 November 2020. The aim of the event was to bring together the startups, founders, corporations, investors, ecosystem builders and other experts of the agritech industry to share their insight of a resilient and innovative sector based on digitalization.

Due to the COVID-19 pandemic the conference was held online. The talks were kept short (between 15-30 minutes), to keep up the interest of attendees and adapt to shorter attention spans associated with online formats. Main statistics of the events:

- 3 formats (talk, one on one, panel),
- 4 main topics (Digitalization in agriculture, Traditional versus New wave, Food Choices of Tomorrow, Today's hot topics),
- 7 session each day,
- 2 moderators,
- 14 talks all together,
- 23 international speakers from 4 continent,
- 246 comments in the chat section,
- 340 minutes of inspirational thoughts,
- 800 people, who registered to the event.

The focus of the conference was the digitalization of agriculture, however we highlight other aspects, which affect the sector in a wider sense. The main topics included digitalization of agriculture, traditional versus new wave, our food's impact and today's hot topics. The topics were selected so they reflect on agriculture's main challenges today: implementing IoT practices in farming, generational renewal, impacts and adaptation to climate change.

For startups the conference was a great opportunity to receive information and build connections with others from the agricultural industry and other startups as well. Being up to date is crucial for any startup, which aims to establish a stable market presence. Representatives of leading Hungarian

agricultural companies and international players of the agritech world attended the conference, sharing their point of view and experiences.

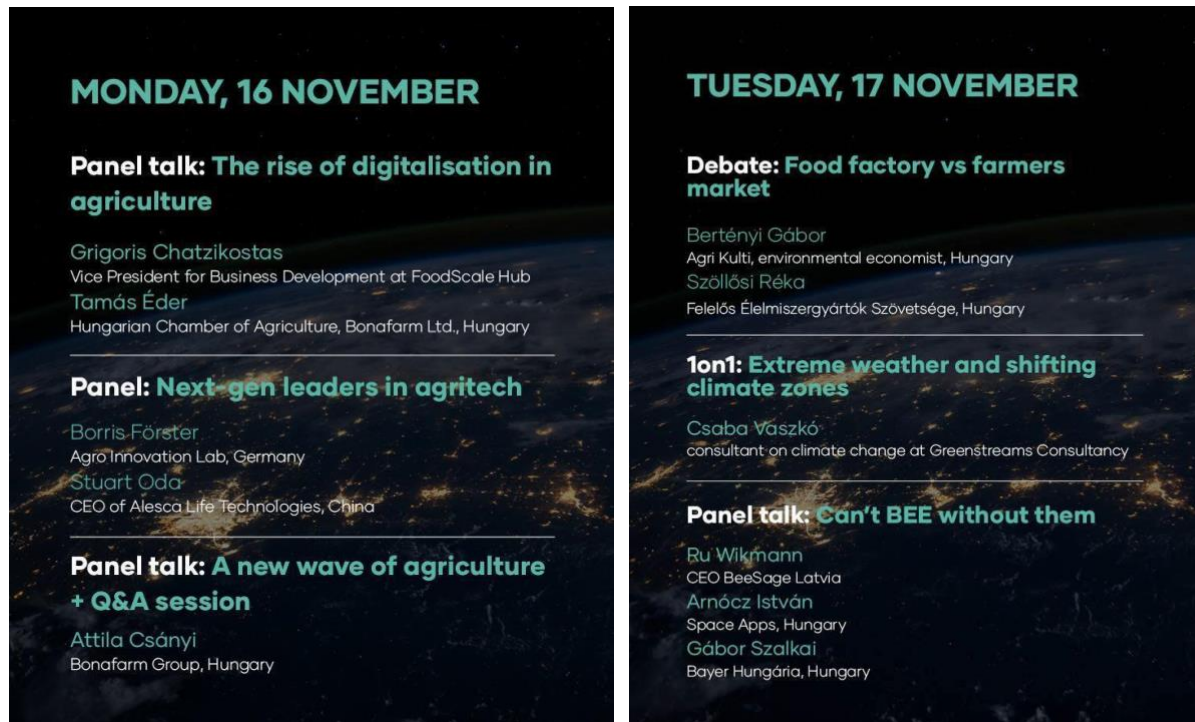


Figure 14: Agenda of the Future of Agritech online summit powered by Design Terminal

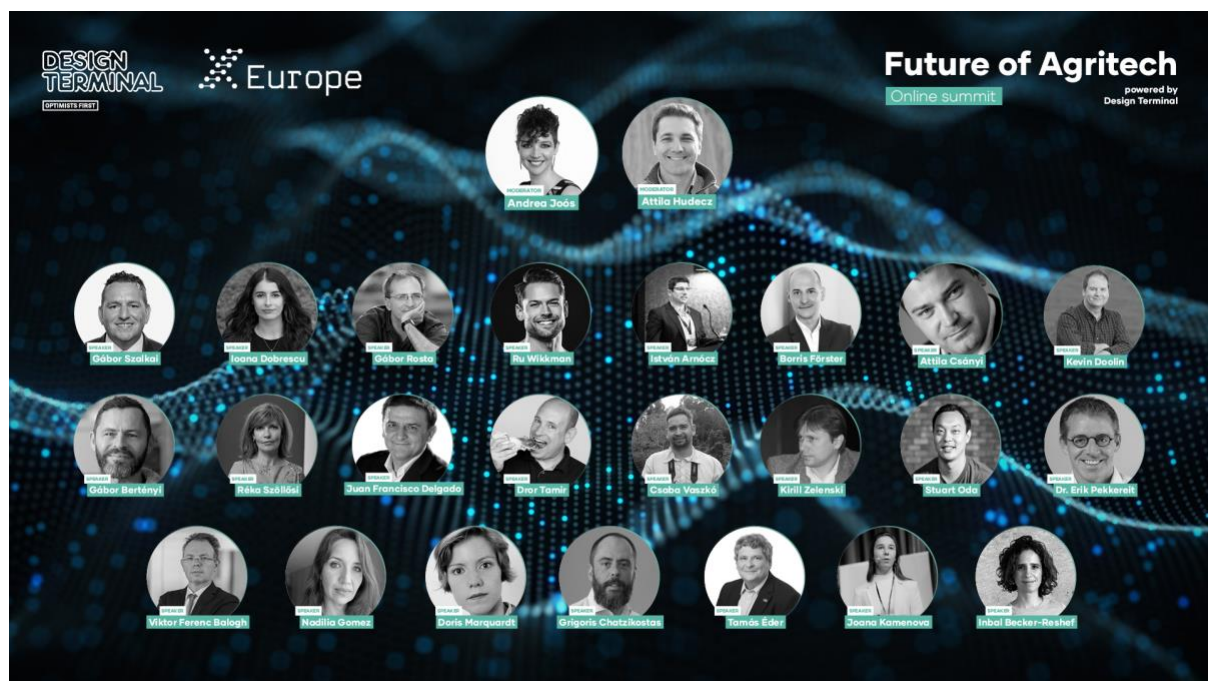


Figure 15: Speakers of the Future of Agritech online summit powered by Design Terminal



Figure 16: Group photo from the studio of the Future of Agritech online summit powered by Design Terminal

Table 1: Testimonials from startups participating in Cohort 1

"In a disrupted pandemic world, X-Europe offered the opportunity to connect many European startups despite physical distance, providing practical tools, valuable mentors and actionable expertise to improve their businesses and help them face their challenges."

"Taking part in the X-Europe programme was a fun and useful experience, the connections, and networking with other talented startups and some of the innovators on the ecosystem were quite insightful. Thanks!"

4. Timing of activities

This following picture presents the full timeline for X-Europe cohort 3 (AI & ML) participation, indicating the bigger milestones of a startup's journey through the programme.

| X-Europe Cohort 3 Timeline | | | |
|--|---------------------|---|--|
| Date (2020/2021) | Location | Activity/Event | Participation |
| Oct 1 - Nov 27 | N/A | Open call | N/A |
| Nov 27 | | Application deadline | |
| Nov 30 - Dec 11 | | Evaluation of applications | |
| Dec 14 | | Announcement of final selections | |
| Jan 6 | Online | X-Europe Info pack | Full cohort participation |
| Jan 13 10AM-1PM CEST | Online | X-Europe Kick-off webinar <ul style="list-style-type: none"> Cohort 3 programme Services preparation (investment matchmaking; 1-on-1 mentoring; onboarding onto TNW community; access to Growth Tribe's online training preparation materials) Q&A Group online workshop: Investment readiness training | Full cohort participation |
| Jan 18-29 | Online | 1-on-1 mentoring setup | Full cohort participation |
| Jan 18 >> available until Feb 28, 2022 | Online | Support in posting job openings & accessing talent on X-Europe platforms (<i>F&S, the Growth Tribe Slack Community, TNW Talent</i>) | Open to all |
| | Online | Support in promotion and visibility on X-Europe's channels | |
| Feb 1 >> available until Apr 02, 2021 | Online | Investment matchmaking support (<i>subject to interest from investors</i>) | Limited availability (services assigned by the X-Europe team) |
| | Online | Corporate matchmaking support (<i>subject to interest from corporations</i>) | |
| | Online | 1-on-1 mentoring sessions | Full cohort participation |
| Mar 31 | Online | Group online workshop: Startup readiness and business development training | Full cohort participation |
| Apr 7 | Online | Group online workshop: Peer Learning and 1-on-1 mentoring Exchange | Full cohort participation |
| Apr 21-22 | Online | Training days with Growth Tribe Academy <ul style="list-style-type: none"> Apr 21: 14h-17h Training session 1 Apr 22: 14h-17h Training session 2 <i>(Premium access to Growth Tribe's exclusive, reference-rich online learning environment will be provided after feedback form is filled in)</i> | Full cohort participation |
| May 4 | Online | Group online workshop: Events readiness training | Full cohort participation |
| May 19-21 | Riga, LV /Online | X-Europe @ TechChill <ul style="list-style-type: none"> Startup booth / 'digital booth' Matchmaking with investors Pitch competition for corporate challenges (<i>selected startups only</i>) Workshops, talks, side events | Full cohort participation |
| May 24-28 | Online | Acceleration Week at Design Terminal (<i>Cohorts 3 & 4</i>) <ul style="list-style-type: none"> May 24: 10h-14h Welcome and community building May 25-27: 13h-17h Workshops, mentoring sessions May 28: 13h-17h Experience sharing, closing | Limited availability (services assigned by the X-Europe team) |
| Apr-May | Riga, LV | Incubation at TechChill (<i>2 months; dates TBC</i>) | Limited availability (services assigned by the X-Europe team) |
| Apr-May | Amsterdam, NL | Incubation at TNW spaces (<i>2 months; dates TBC</i>) | |

Figure 17: X-Europe timeline for cohort 3

The following picture presents the full timeline for X-Europe cohort 4 (SpaceTech), indicating the bigger milestones of a startup's journey through the programme.

| X-Europe Cohort 4 Timeline | | | |
|---|---------------------------|---|--|
| Date (2021) | Location | Activity/Event | Participation |
| Feb 1 - Mar 31 | N/A | Open call | N/A |
| Mar 31 | | Application deadline | |
| Apr 1 - Apr 9 | | Evaluation of applications | |
| Apr 15 | | Announcement of final selections | |
| Apr 30 | Online | X-Europe Info pack | Full cohort participation |
| May 12 10AM-1PM CEST | Online | X-Europe Kick-off webinar <ul style="list-style-type: none"> Cohort 4 programme Services preparation (investment matchmaking; 1-on-1 mentoring; onboarding onto TNW community; access to Growth Tribe's online training preparation materials) Q&A Group online workshop: Investment readiness training | Full cohort participation |
| May 17 >> available until Feb 28, 2022 | Online | Support in posting job openings & accessing talent on X-Europe platforms (<i>F6S, the Growth Tribe Slack Community, TNW Talent</i>) Support in promotion and visibility on X-Europe's channels | Open to all |
| May 19-28 | Online | 1-on-1 mentoring setup | Full cohort participation |
| May 24-28 | Online | Acceleration Week at Design Terminal (Cohorts 3 & 4) <ul style="list-style-type: none"> May 24: 10h-14h Welcome and community building May 25-27: 13h-17h Workshops, mentoring sessions May 28: 13h-17h Experience sharing, closing | Limited availability (services assigned by the X-Europe team) |
| June 1 >> available until July 29, 2021 | Online | Investment matchmaking support (<i>subject to interest from investors</i>) | Limited availability (services assigned by the X-Europe team) |
| | Online | Corporate matchmaking support (<i>subject to interest from corporations</i>) | |
| | Online | 1-on-1 mentoring sessions | Full cohort participation |
| June 8-9 | Online | Training days with Growth Tribe Academy <ul style="list-style-type: none"> June 8: 14h-17h Training session 1 June 9: 14h-17h Training session 2 <i>(Premium access to Growth Tribe's exclusive, reference-rich online learning environment will be provided after feedback form is filled in)</i> | Full cohort participation |
| June 17 | Online | Group online workshop: Startup readiness and business development training | Full cohort participation |
| July 29 | Online | Group online workshop: Peer Learnings and 1-on-1 mentoring Exchange | Full cohort participation |
| Aug-Sep | Riga, LV | Incubation at TechChill (<i>2 months; dates TBC</i>) | Limited availability (services assigned by the X-Europe team) |
| Aug-Sep | Amsterdam, NL | Incubation at TNW Spaces (<i>2 months; dates TBC</i>) | |
| Sep 7 | Online | Group online workshop: Events readiness training | Full cohort participation |
| Sep 30 - Oct 1 | Online / Amsterdam, NL | X-Europe @ TNW <ul style="list-style-type: none"> Startup booth / 'digital booth' Matchmaking with investors Pitch competition for corporate challenges (<i>selected startups only</i>) Workshops, talks, side events | Full cohort participation |

Figure 18: X-Europe timeline for cohort 4

5. Conclusion

X-Europe addresses a set of corporate, investor, ecosystem builder and startup issues, offering great opportunities for their growth. A primary goal of the project is to deliver high-quality training and skills services to participating startups through growth training sessions, one-on-one mentoring pairings, and acceleration and incubation services. Therefore, services are elaborated and adjusted in each cohort according to participants' profile, needs and problems and they will be revised based on the feedbacks. Feedback is continuously gathered from participants and analysed to consider how services can be further improved. Hence, we are able to provide tailor made services for our applicants and able to involve more and more startups, corporates, investors to participate in the X-Europe programme and take the opportunities provided during its lifecycle.

For a complete understanding of the programme read the [Service Plan 2](#) and [Training Plan 2](#) together, available on xeurope.eu/resources.

The X-Europe team looks forward to receiving applications from and further benefiting startups interested in the valuable services described above. Find out more at xeurope.eu!