

# Services Categories



**DMS Accelerator aims at overcoming the barriers of data-centrics SMEs and startups in Europe in data skills, entrepreneurial opportunities, legal issues and standardisation.**



# Fundraising

## What is it and why is this useful for your Startup?

Fundraising services will facilitate the discovery of public and private funding opportunities for the selected SMEs and startups. It will also allow SMEs to establish connections with other companies in the cohort and with relevant private investors (BA, VC & Corporates).

## What does DMS Provide?



### Public Funding



### Private Funding

European funding can be an attractive alternative for technological startups and SMEs looking to raise funding for their R&D projects. There are several instruments that could support SMEs in developing the last activities before commercialisation and speeding up the launch of new products/services to market. What is included in this service? See some examples below!

- EIC Applications support: introductory webinars, tips and tricks as well as proposals review will be offered.
- Alternative EU Funding opportunities: Is your company aware of the European support programmes available?
- Customized opportunities identification. Personal interview with a selected group of companies to analyse their R&D activities in data related areas.
- A calendar of upcoming EU opportunities.

**Services provided by: ZABALA**

In these times, when many venture capital firms are leaning towards a continued slowing down of activity, raising funds is going to be a major concern of Startups founders. We will connect the companies in the cohort to relevant private investors like BA, VCs, and Corporate Venture Capital funds. What is in for your Startup?

- You will be included in the DMS startups portfolio that will give you exposure through Europe.
- Online and offline matchmaking with investors will be promoted for those startups interested in raising funds. Do you want to know them?
- We will help you with your pitch and will give you tips on how to approach an investor and have the right finance skills. (Templates included ;))

**Services provided by: TNW | SPINLAB | BRPX | SPHERIK**

## Who needs it?

- Companies who want to know more about public funding opportunities
- Companies who want to apply for the EIC Accelerator call.
- Companies who want to define their public funding strategy.
- Startups who want to know more about how to raise funds.
- Startups who are looking to meet and connect with new investors.
- Startups who want to refresh their pitch.



# Standards & Legal

## What is it and why is this useful for your Startup?

Apart from having a good idea, a strategic plan, and the determination to see it through, startups and SMEs must also consider a wide range of legal issues for protecting their businesses. If you want to harvest economical value from your intellectual assets, or you are facing some GDPR issues then these trainings on legal backgrounds will be useful for you.

## What does DMS Provide?



### IP

IPR for entrepreneurs – Train and coach high tech SMEs and startups across Europe in handling and exploiting intellectual assets, including:

- Training on IP and business agreements, how to evaluate your freedom to operate and/or how to set up your IP strategy.
- 1to1 meeting with our IP expert!

**Services provided by: IPTECTOR**



### GDPR

Train and coach high tech SMEs and Startups across Europe in making their services GDPR compliant, including:

- Understanding the GDPR: A webinar introduction of the basic concepts of the GDPR. It explains why data protection is needed, what it tries to protect and what it does not protect.
- Data protection strategies: A webinar that explains the latest developments in research and industry on how to deal with the processing of personal data by: Legal documentation, Anonymization of data, Controlled data handling with Policies and Linked data. Hinged on recent studies and results in ePrivacy and GDPR concerning Privacy Enhancing Technologies.
- 1to1 sessions on GDPR will be held with individual startups to tackle their data protection issues and to find a solution.

**Services provided by: W3C**

## Who needs it?

- Startups that are defining their IP strategy and that need high level expert consultation.
- Startups looking for an evaluation on the freedom to operate.
- Companies that work with personal data and that want to make their services GDPR compliant.
- Companies that want to know more about how standardize their data.



# Acceleration

## What is it and why is this useful for your Startup?

We will provide entrepreneurial training to the cohort in different non-tech skills which are required to develop a business adequately. These trainings also give companies an opportunity to be involved with our coaches and external network of mentors. Finally, they also promote the internationalization of SMEs and startups with mobility programmes in four European countries: Portugal, Germany, The Netherlands and Romania.

## What does DMS Provide?



### Entrepreneurial trainings

Having the right skills in your team is of utmost importance to be ready for the market. The acceleration trainings will help startups and entrepreneurs develop a solid business strategy.

- Business plan definition and validation: we will provide you with training and examples of a good business plan as well as the possibility to assess the participants' business plans after the session.
- Fundraising strategy: are you really aware of all the necessary things to consider in your fundraising strategy? We will give you training and tips, as well as a checklist of what a great fundraising strategy should consider.
- B2B sales package: It includes multiple online sessions in different sales fields. Participants will gain insights on strategies, methodologies and tools to help them through the whole sales process.
- Event's preparation and How to network: How to get the most out of a business event and leverage networking to get the most for you.

**Services provided by: TNW | SPINLAB | BRPX | SPHERIK**



### Mobility Programme

We want to facilitate the mobility of your company across different entrepreneurship hubs in Europe. So that, we give you the possibility to connect and discover new European Markets. Are you ready for this?

- Selected startups can stay for up to 4 weeks in the facilities of the SpinLab co-working space in Leipzig, Germany. During the mobility program, you have got the chance to enter the local ecosystem and get introduced to the local startup scene. Before the mobility program, a call will be planned to understand the startup's expectations and plan the mobility program accordingly.
- Bright Pixel in Lisbon, Porto. Up to 3 Startups will be selected to join this programme in which they will be benefited from free office space, product and business mentoring, networking activities with investors and access to the Insert Coin live event.
- Spherik Accelerator preferred access. Granted access to at least two companies into the Spherik Accelerator programme in Cluj-Napoca, Romania.
- Residency package at TNW.co incubator. Space for two startups in a period of three months in the TNW incubator in Amsterdam. TNW is a curated tech-incubator in the heart of Amsterdam. Home to 45 high level start-and scale ups. The incubator hosts regular events with the aim to boost the growth of the residents.

**Services provided by: TNW | SPINLAB | BRPX | SPHERIK**



## Acceleration



### Mentoring & coaching

Mentorship is about giving startup founders the tools and direction to develop. The DMS programme will:

- We connect you with mentors with experience in your industry and technology in general. They will be a reference point to you for the full programme.
- Our mentors also give a webinar masterclass in their field of expertise. These include - IP, GDPR, Marketing, Data Standardization and many more!

**Services provided by: ZABALA | OGILVY | TNW | SPINLAB | BRPX | SPHERIK | IPTECTOR | W3C/ERCIM | UNIVERSITY OF SOUTHAMPTON | KINGS COLLEGE LONDON**



### DMS Bootcamp 2020

We know that goodbye means nothing at all. But the programme has also a final its end. So that, a final exclusive event with workshops and 1to1 sessions with the DMS team will be delivered to the top 10 successful startups of this year programme; an opportunity to growth, linkbuilding and increase your experience.

- You will have the chance to meet in person with the whole DMS team.
- Workshops, 1to1 meetings, networking activities, and some nice pictures :)
- You will be part of our "hall of fame" – a testimonial video for our success stories will be recorded featuring your business. You will be totally free to use for your own promotion, even outside of the project scope. For you, for free, for your success.

**Services provided by: ZABALA | OGILVY | TNW | SPINLAB | BRPX | SPHERIK | IPTECTOR | W3C/ERCIM | UNIVERSITY OF SOUTHAMPTON | KINGS COLLEGE LONDON**

### Who needs it?

- Early Stage startups who want to validate their business models.
- Startups looking for increase current skills in their teams with entrepreneurial trainings.
- Any startup looking for define and doublecheck their sales strategy.
- Startups looking for internationalisation and/or looking for exploring new markets.
- Startups who want to connect with key mentors and coaches.
- Only for success stories: startups who want to succeed in an acceleration programme and therefore, those who will be invited to the bootcamp (corporate video included).



# Data Skills

## What is it and why is this useful for your Startup?

Data Skills provides startups and SMEs access to the contents of the SDSA (Southampton Data Science Academy), and specific online courses given by King's College London.

## What does DMS Provide?



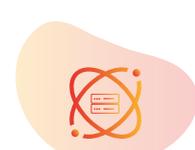
### Fundamentals of AI for Business

Search and Data Mining for business, Natural Language Processing and Natural Language generation for business (including chat-bots), Image recognition for business.



### Risk Analysis, policy compliance and elements of GDPR

'Risk Analysis, Policy Compliance and elements of GDPR' is an online e-learning course for representatives of small/medium enterprises who are concerned about cybersecurity and complying with regulations.



### Fundamentals of Data Science

Managing and pre-processing data with Python, Analysing data with Python: statistics and basic Machine Learning, Visualizing data with Python: charts and geographical data.

- An introduction to the key ideas, terminology and theoretical foundations for cybersecurity risk analysis, before giving you a 'hands-on' opportunity to explore the latest version of the System Security Modeller (SSM) tool.
- You will learn how to use the SSM tool to conduct a risk analysis by building a network, identifying threats and misbehaviours, introducing controls, and ensuring regulatory compliance.
- By the end of the course you will have a deeper understanding of cybersecurity risk analysis and know how the SSM tool can help your business remain safe and compliant in changing times.

**Services provided by: UNIVERSITY OF SOUTHAMPTON | KINGS COLLEGE LONDON**

## Who needs it?

- Any company looking for increase their staff skills.
- Companies that want to create a new Data-related department.
- Companies that want to offer benefits to their employees.



## Promotion

### What is it and why is this useful for your Startup?

One of the essential things for a startup is the creation of a marketing plan. This includes the research and identification of specific customers' needs and the way in which the company is going to meet these needs while getting a satisfactory return level. Moreover the marketing plan includes analysis of current marketing conditions and detailed description of particular tasks, steps, goals, costs etc. So that, given the importance of this field in a business, we will help you on setting up the strategy, as well as with the implementation, promoting your company in international events.

### What does DMS Provide?



**Marketing:** We will provide train and support in developing marketing skills to ease the go-to market phase of your products and services.



**Marketing Guide:** An online accessible guide to digital marketing covering all topics of the service.



**Different trainings** on how to achieve your goals and reach your target in digital marketing, how to find your mood, and how to create a CRM strategy.

We will also provide you with an **online Q&A channel** to give you the possibility of connecting with our marketing experts, ask your questions and solve your problems.



**TNW Package:** Promotion in the right places is a must for companies willing to succeed. To that aim, our partner TNW will offer a free media exposure package for some of the cohort. This service includes:

- Online articles at "thenextweb.com" - one of the most populars online magazines for entrepreneurs.
- TNW is running several events this year that Data Market services startups can benefit from. From May 29th-July 2nd the Couch Conference series will see experts share insight into 3 key themes of tech and innovation which Data Market Services startups will receive a free ticket for. Additionally, TNW flagship conference in Amsterdam with over 20,000 participants will invite selected DMS startups to participate. In light of the current pandemic and to ensure safe engagement, DMS will take part in this event in physical or digital formats providing access to the pitch competition, investor matchmaking, workshops, talks, and more. This will ensure that no matter how current events progress, participants will get a rich event experience taking advantage of both physical and digital opportunities.

**Services provided by: OGILVY | TNW**

### Who needs it?

- Companies that want to define their marketing plan.
- Startups that want to be trained in digital marketing.
- Companies that want to have media and events exposure.
- Companies looking for increase their international contact networks.
- Companies that want to be involved in pitch competitions and events.



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PUBLIC-PRIVATE PARTNERSHIP