



FORM FOR ENGAGEMENT WITH  
COMPANIES IN INDEX.CO  
COHORT 1  
29/03/2019



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**BIG DATA VALUE**  
PUBLIC-PRIVATE PARTNERSHIP

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<b>WORKPACKAGE</b>	WP2 - SME Engagement
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<b>ABSTRACT</b>	In order to perform an accurate assessment of the applying startups, The Next Web (TNW) and the other consortium's partners have defined a comprehensive set of questions for the application process. The aim of these questions is to help understand, simultaneously, if there is a challenge fit with the DMS' programme and a company fit with the broader European policy goals.

Table 1. Overview

## Definitions, Acronyms and Abbreviations

ACRONYM	TITLE
DMS	Data Market Services
TNW	The Next Web

Table 2. Definitions, Acronyms and Abbreviations



## Executive Summary

In order to perform an accurate assessment of the applying startups, The Next Web (TNW), as WP coordinator, and the other consortium's partners, have defined a comprehensive set of questions for the application process. The aim of these questions is to help understand, simultaneously, if there is a *challenge fit* with the Data Market Services' programme and a *company fit* with the broader European policy goals.



## · HISTORY

VERSION	DATE	MODIFICATIONS INTRODUCED	
		MODIFICATION REASON	MODIFIED BY
v0.1	15/02/2019	First draft of signup form based on collaborative discussion on content	TNW
v0.2	25/02/2019	Additional sections added, clarified text	TNW
v1	29/03/2019	Updated questions to reflect rating procedures	TNW, ZABALA

Table 3. Version History



## 1. Introduction

The aim of this document is to explain the processes and rationalities that lead to the selection of the signup form's questions.

## 2. Sign-up form

The [sign-up form](#) is being hosted on the Index website, this allows for implementing strict GDPR-compliance.

The questions in the sign-up form have been elaborated in order to satisfy and judge the compliance with two main criteria:

- Fit with the DMS programme
- Company fit

### Program specific questions

What issues do you face as a company and how will these training services benefit you?

600 chars left

What steps has your company taken to be an equal opportunity employer & service provider?

300 chars left

Compilare questo campo

Therefore, the first question - *What issues do you face as a company and how will these training services benefit you?* - is aiming to understand the company's motivation for applying to the DMS' programme. Here we expect, ideally, an alignment with DMS' value proposition and aims; this question is used to check if there is a fit with the DMS programme. Importantly, the second question - *What steps has your company taken to be an equal opportunity employer & service provider?* - is going to be used to evaluate companies' performances towards critical European policy goals such as gender equality and, broadly, diversity in the workplace.

Which training services would you be interested in receiving? (select up to 5)

- |  |   |
|--|---|
| <input type="checkbox"/> Public Fundraising                      | <input type="checkbox"/> GDPR Training          |
| <input type="checkbox"/> Venture Capital Matchmaking             | <input type="checkbox"/> Standards Awareness    |
| <input type="checkbox"/> Entrepreneurial Trainings               | <input type="checkbox"/> Data Science Academy   |
| <input type="checkbox"/> Acceleration & Incubation opportunities | <input type="checkbox"/> Trust Building tool    |
| <input type="checkbox"/> Mentoring                               | <input type="checkbox"/> Marketing for Startups |
| <input type="checkbox"/> IPR for entrepreneurs                   |   |



The third question, *Which training services would you be interested in receiving?* is significant related to the first one. Ideally, the motivation answer should highlight the challenges that the company is facing but also the type of training that could help the company to improve its performances within the European Data Market.

What is your estimated annual revenue?

Please provide an estimate of what percentage of your funding total has come from public sources?

In which of the following categories would you classify your company?

Validating - Alpha Beta or early release, less than €200,000 in funding, idea testing

The fourth question - *What is your estimated annual revenue* - is aiming to help us better categorize the various applying startups. As it is explained in more detail in the marking criteria that we are going to adopt, the aim is here to compare the startup's estimated annual revenue with companies in a similar range.

The fifth question - *Please provide an estimate of what percentage of your funding total has come from public sources?* - is aiming to help us to screen for startups which receive over 40% of their funding from public sources and that will, thus, not satisfy the requirements to take part into the project. This is a proven evidence of a lack of growth mentality and therefore a hurdle for us in the engagement of the growth-oriented set of services of our open call.

The sixth question - *In which of the following categories would you classify your company* - is as well another question that is aiming to help us classify better the applying startups and to have a more accurate understanding of which kinds of companies are going to take part in this programme.



**How is your company related to the data market? (multiple choice)**

- We create technology to manage, store or analyse data
- Data analysis is our core activity
- Data is a byproduct of our core business (ie: we generate data from users or sensors)
- We trade with data (data platform)

**Which category best describes your company? (multiple choice)**

- |  |  |
|--|--|
| <input type="checkbox"/> Health                        | <input type="checkbox"/> Social-networking   |
| <input type="checkbox"/> Food Security                 | <input type="checkbox"/> Finance & Economics |
| <input type="checkbox"/> Resource Efficiency           | <input type="checkbox"/> E-commerce          |
| <input type="checkbox"/> Energy Management             | <input type="checkbox"/> Telecomm            |
| <input type="checkbox"/> Intelligent Transport         | <input type="checkbox"/> Legal               |
| <input type="checkbox"/> Smart Cities                  | <input type="checkbox"/> Engineering         |
| <input type="checkbox"/> Smart Agriculture             | <input type="checkbox"/> Advertising         |
| <input type="checkbox"/> Civil Protection & Government | <input type="checkbox"/> Other               |
| <input type="checkbox"/> Geo-spatial data              |  |

**how did you hear about this opportunity**

LinkedIn

Question seven - *How is your company related to the data market?* - aims as well to help us better categorize the use that the applying companies make of data. Crucially, being data a very broad category it is essential for DMS to have a better grasp of how the applying companies related with this topic. The identification of domains addressed can help us in the delivery of specific services and organization of more thematic trainings.

Question eight - *Which category best describes your company* - is going to help us to get a better knowledge of the kind of verticals the applying startup is focusing on. This information, as well as the other gathered from other questions, is going to be valuable in order to see which kind of companies are going to be overrepresented or underrepresented in the programme.

Finally, - *how did you hear about this opportunity* - is going to help us to improve DMS' marketing efforts in the future to increase the reach.

## • CONCLUSIONS

In conclusion, the signup form has been created with consortium input and constructed in a way as to provide:

- adequate information to assess companies
- relevant criteria for the programme and services delivered
- criteria enabling us to assess wider company factors - eg diversity, employees, % of public funding
- basic company info

## References

<https://index.co/program/data-market-services> is the link to the aforementioned sign-up form hosted on the index platform.



