Data Market Services

SERVICES PLANNING FOR DATA-CENTRIC SMES AND STARTUPS

This project is part of

BIG DATA VALUE
PUBLIC-PRIVATE PARTNERSHIP

D3.1: Services planning for data-centric SMEs and startups

WORKPACKAGE	WP3 - Services Provision
EDITOR(S)	ZABALA
RESPONSIBLE PARTNER	ZABALA
CONTRIBUTORS	SPINLAB, OGILVY, SOTON, W3C, TNW, SPHK, BRPX.
INTERNAL REVIEWER	-
STATUS-VERSION	v1.0
DUE TO	M6 30/06/2019
SUBMISSION DATE	28/06/2019
EC DISTRIBUTION	PU
ABSTRACT	In order to execute the services orientated to data SMEs and startups, a comprehensive booklet of services has been elaborated. The information that this booklet contains will be accessible in DMS webpage.

Table 1: Overview

· HISTORY

VERSION	DATE	MODIFICATIONS INTRODUCED	
		MODIFICATION REASON	MODIFIED BY
v0.1	20/06/2019	First draft of the document to review	ZABALA
v0.2	21/06/2019	Additions by one of the partners	SPINLAB
v0.3	21/06/2019	Additions by one of the partners	OGILVY
v0.4	25/06/2019	Additions by one of the partners	SOTON
v0.5	25/06/2019	Revisions by one of the partners	W3C
v0.6	25/06/2019	Revisions by one of the partners	TNW
v0.7	25/06/2019	Revisions by one of the partners	SPHK
v0.8	25/06/2019	Revisions by one of the partners	SOTON
v.09	25/06/2019	Revisions by one of the partners	BRPX
v.1.0	26/06/2019	Final revision	ZABALA

Table 2: Modifications

· CONTENTS

· LIST OF FIGURES

· LIST OF TABLES   **5**

Definitions, Acronyms and Abbreviations

ACRONYM	TITLE
DMS	Data Market Services
SMEs	Small and medium-sized enterprises
EC	European Commission
MOOC	Massive Open Online Course
GDPR	General Data Protection Regulation
BA	Business Angels
VC	Venture Capital
WSI	Southampton Web Science Institute
MVP	Minimum Viable Product
B2B	Business to business
IP	Intellectual property
AI	Artificial intelligence

Table 3: Definitions, Acronyms and Abbreviations

Executive Summary

In order to execute the services orientated to data SMEs and startups, a comprehensive booklet of services has been elaborated. The information contained in this booklet will be accessible on the project's Web site. ZABALA, as WP leader, has defined a comprehensive categorization of all services.

1. Introduction

The service provision is the core element of the project. DMS is delivering free support services for data-centric SMEs and startups from all over Europe. The services are organized into 5 different categories which are: (1) **Fundraising**; (2) **Acceleration**; (3) **Standards & Legal**; (4) **Data skills** and (5) **Promotion**.

1.1 Fundraising

The fundraising category facilitate the discovery of public funding opportunities for start-ups. The traditional SMEs engaged regularly in R&D tend to be focused in very specific programmes (such as SME Instrument) and are not aware of the global picture and the different sources for public funding.

Moreover, the fundraising category also covers services based on Venture Capital. Within this service category, SMEs will promote connections among the companies in our portfolio and relevant private investors (BA, VC & Corporates).

1.2 Acceleration

The acceleration category provides services based on entrepreneurial, acceleration and incubation as well as mentoring.

DMS will provide startups trainings in different non-tech skills required to develop their business adequately. DMS will also facilitate mobility across our different entrepreneurship hubs and programmes in Europe. Finally, a wide range of mentors will support startups in a variety of disciplines.

1.3 Standards and Legal

Within the Standards and Legal category, startups receive training and coaching in: (1) handling and exploiting intellectual assets; (2) GDPR compliance; and (3) standardization.

Any company is potentially interested to protect and exploit the intellectual assets created through their innovation. Moreover, SMEs need to understand how to use the GDPR to their benefit. In the data market, startups benefit enormously from standards in data formats.

1.4 Data Skills

The aim of this category is to provide access to the existing contents provided in the WSI (Web Science Institute) to reduce the data and digital skills gap as well as to generate trust for the companies making use of shared data in their business.

1.5 Promotion

Training and coaching in developing marketing skills to ease the go-to-market phase is being offered to the selected startups. Moreover, sponsoring big events for Startups, technology and innovation across Europe is another way to promote them.

2. Services provision

Services are provided through webinars and online courses, life training, online contents, mentorships sessions, mobility programmes and promotion.

The previous services are divided into two categories: "**scheduled**" that will group the services presented in a massive way and on a specific date; and "**personalized**" where startups can find those services addressed to a smaller number of companies, whose recipients will obtain a more direct benefit.

The **scheduled services** cover:

- 30 webinars and online courses;
- a live event to take place in Leipzig.
- 4 online contents

On the other hand, the **personalized services** will embrace:

- mentorship session.
- 4 mobility programmes
- promotion support services

The following sections go one by one among all services.

2.1 Webinars and online courses

Webinars and online courses cover all of the 5 categories afore mentioned (fundraising, acceleration, standards & legal, data skills, and, promotion).

Webinars are provided via the GoToWebinar Platform. Startups can subscribe to the webinars from the DMS Web site or through DMS newsletters sent every 2 weeks. Webinars last for 1 hour, followed by 30 minutes for questions. In the last 30 minutes, startups have the chance to interact with the experts in charge of the webinar.

As probably not all startups can attend, the webinars will be recorded. Once the webinars took place, there will be a repository of all the recordings (and their slides companions) on the DMS Web site.

D3.1: Services planning for data-centric SMEs and startups

Moreover, there are 4 **courses** based on **data skills** that will last more than 1hour and 30 minutes.

Considering the services categorization, above there is a classification of webinars and online courses.

2.1.1.1 Fundraising

- **H2020 and FP9 basic introduction**. Introduction to the main framework programme in the EU and basic structure on how funding works.

- **SME Instrument.** Webinar focused on the SME Instrument. This programme is one of the most interesting tools provided by the EC to help and support SMEs.

- **Alternative EU funding opportunities**. Webinar on opportunities emerging from other programmes different than H2020 and the upcoming FP9. Based on the leveraged knowledge from the H2020-AltFinator project in which ZABALA is a partner (the project will work on the identification of alternative tools for financing SMEs rather than funding).

2.1.1.2 Acceleration

- **How to pitch in front of investors (events view).** The recipe for a successful business: one amazing idea, a great team and initial capital. If the last ingredient is all you need, we'll tell you what different types of investors there for funding your startup. How are they different? Which may be a good match and when? And when you go to conferences, what are the do's and don'ts. As well as how to present yourself and your start-up. When you onboard an investor, that institution or individual becomes part of your cap table, and it's for the long run. It is well known that divorcing your wife or husband is much easier than divorcing your investor. You need to be very careful with who you are getting into bed with.

- **How to pitch in front of investors (MVP approach).** Training on how to prepare a pitch deck and how to present MVP (minimum viable product) and early stage projects to investors.

- **Finance skill to access VC or CVC (version 1).** To train and support startups and SME companies in the project in developing financing skills to ease the funding process to collect VC or corporate capital.

- **Finance skill to access VC or CVC (version 2).** To train and support startups and SME companies in the project in developing financing skills to ease the funding process to collect VC or corporate capital.

- **On-line B2B sales package**. Within this webinar, tools and skills to distribute startups services/products to larger B2B entities or customer will be provided.

- **Product roadmap definition** Webinar aimed to train entrepreneurs on product definition and development.

- **Product roadmap definition**. A webinar session that will have next learning objectives: definition of a product roadmap, when do you use a roadmap, different uses and types of roadmaps, process of creating a roadmap.

- **Product roadmap definition**. A webinar session that will have next learning objectives: definition of a product roadmap, when do you use a roadmap, different uses and types of roadmaps, process of creating a roadmap.

- **Customer discovery**. Webinar oriented to complimentary areas which can be crucial for startups. The webinar will provide a. strategic approach for startups helping to find the first customers and scaling the sales and marketing organisation

- **Founder story on growth-hacking**. Webinar where a founder will share how growth-hacking have been applied to her/his company. A personal story that intends to show how data-driven marketing and decision-making can be crucial for startups' success.

- **Technology and methodology training: User experience (UX) and User interface (UI)** Webinar oriented to understand the importance of usability and the user-centred approach when developing a digital project.

- **Technology and methodology trainings (Business model canvas, lean startup & idea validation**). Webinar designed to consult startups in the development of business practices. This webinar will equip startups with canvas' and instructions to use this tool to monitor and manage their growth; tools and techniques to grow their business in line with contemporary startup methodologies; and techniques to ensure that their ideas are validated and scalable prior to significant trail/error.

- **Technology and methodology trainings (Design sprints).** A webinar that will have next learning objectives: how to run successful design sprints and integrate outcomes to product roadmaps.

- **Technology and methodology trainings (Founder story on team management).** Webinar presenting a founder's personal testimony about the challenges of building, leading and motivating a startup team.

2.1.1.3 Standards and legal

- **Basic IP training session**. A webinar session covering all IP fundamentals such as types of IP, IP laws, IP processes, cost structures. This webinar is especially interesting for companies which do not have any prior knowledge of intellectual property laws or procedures and wanting to know more about the "IP game". The participants will be grouped into similar challenges to facilitate the training.

- I**P Strategies**. A webinar session covering factors impacting IP strategies and how to develop them in practice. Oriented to companies with a "business plan" relying on intellectual property wanting to protect it from competition or use by third parties

- **IP Management.** Webinar session covering what is takes to execute an IP strategy. Oriented to companies with an established or planned intellectual property estate wanting to manage the estate well and cost effective

- **IP Business**. Webinar session covering IP related contract agreements and transfer of assets.

- **Basic GDPR principles**. This webinar gives an overview of privacy and data protection. This is an introduction to protection laws, specifically oriented to companies or institutions that do not have any prior knowledge about it.

- **Data protection strategies**. That webinar session covers factors impacting data protection strategies and how to address issues in practice. It addresses companies wanting to use privacy and data protection in their marketing

- **Basic data standardisation.** This webinar is mainly oriented towards companies and institutions not familiar with standardization and innovation benefits and

opportunities. Using largely adopted Web standards, SMEs learn how to get or complement the semantics needed for their data value chains.

2.1.1.4 Data skills

There are four courses based on data skills:

- Two courses from the Web Science Institute.

- A MOOC on Intelligent GDPR aware backend.

- A Risk analysis, policy compliance, and elements of GDPR online course.

Southampton WSI Data Science Online Courses

There are two courses from the Web Science Institute (WSI) of the University of Southampton. SMEs will be able to register to WSI courses for these courses at no cost. This public price of these courses is 1,700€ per user. We will offer that for free. These courses will last 6 weeks. There are 25 free spaces in each course.

Fundamentals of Data Science (technical)
CONTENT: The course runs over 6 weeks and is broken down into manageable weekly topics, all of which involve programming with Python: Week 1: Welcome and course information   Week 2: Introduction to core concepts and technologies   Week 3: Data collection and management   Week 4: Data analysis   Week 5: Data visualisation   Week 6: Future of data science

Table 4: Fundamentals of Data Science

AI and Machine Learning for Business
CONTENT: The course runs over 6 weeks and is broken down into manageable weekly topics, none of which involve progamming: Week 1: Introduction to AI   Week 2: Case study – Learning to know your customers   Week 3: Case study – Enhancing the customer experience   Week 4: Case study – Search and recommendation   Week 5: Case study – Computer vision   Week 6: Future directions for AI

Table 5: AI and Machine Learning for Business

Intelligent GDPR aware backend

The MOOC about Intelligent GDPR aware backend is an ad-hoc creation for the DMS project. This MOOC is available during 5 days.

Intelligent GDPR aware backend
The MOOC covers: ▪ Basics to understand data protection   ▪ Basic architecture of GDPR   ▪ What is Linked Data and what is the idea behind?   ▪ Data annotation using Linked Data   ▪ Using Privacy-Annotations in Linked Data   ▪ Basic vocabulary challenges   ▪ Outlook into IoT and Smart Cities

Table 6: Intelligent GDPR aware backend

Risk analysis tool for practical experience.

Risk analysis, policy compliance, and elements of GDPR course. This course last 8 hours and will be provided by the University of Southampton. There will be an introduction webinar to this course.

Risk analysis and mitigation is a crucial activity in modern companies that operate in complex data-intensive scenarios. This type of activity is also related to policy compliance and with increasing the trust of end-users in the company IT systems and processes.

The course will teach the startups how to conduct a cyber risk assessment, walking them through each stage of the process, including the types of controls available to mitigate the risks and why they are recommended. The startups will gain a better understanding of the risk associated with an IT system used for data collection, processing, and storing as well as some practical method to mitigate them.

The course will benefit from an online risk assessment tool that the startups will be able to freely access. In fact, a large part of the course is based on hands-on experiences to model and analyses IT systems associated with practical examples in real-world scenarios.

The course will be delivered through an e-learning platform, and the startups will be able to complete it according to their own pace. At the end of the course, a certificate of successful attendance will be provided.

Risk analysis, policy compliance, and elements of GDPR

This course covers the following topics:
 	
• Risk Assessment: Theory
   o Manage information security, cyber risks and threats efficiently and effectively within an organisation.
   o Threat and vulnerabilities. Definitions and differences.
   o Threats and vulnerability related to Data.
   o Controls to mitigate IT risks.
   o Standards and processes for risk assessment
   o Policy compliance
   o Trust and trustworthy systems as results of risk assessment
• Use cases
   o Elements of GDPR
   o Factory of Future
• Risk Assessment: Practice
   o Introduction to the risk assessment tool.
   o Hands-on experience with the risk assessment tool.

Table 7: Risk analysis, policy compliance, and elements of GDPR contents

2.1.1.5 Promotion

▪ Creativity & Online advertising. (Webinar). Webinar to show advertising landscape and how creativity could help to improve your business.

▪ Effectiveness & Digital Design. (Webinar) Webinar about how to start promoting your business and how to measure your actions

2.2 Online Contents

Online contents are accessible guides that will be produced ad-hoc for DMS start-ups. They will be sent by email to all the target startups. The companies will have full access to the following online contents:

2.2.1.1 Fundraising

▪ **Venture Capital pitch guide:** An on-line accessible guide with tips and templates to help startups pitching their projects to investors.

▪ **Portfolio delivery to investors.** The investors in the Advisory Board will receive updates on the built portfolio on a biannual basis. To this aim a sorting by markets/domains of the set of investors will be done prior to the delivery of investing opportunities. Moreover, this portfolio is accessible at DMS webpage.

2.2.1.2 Acceleration

- **On-line B2B sales package guide.** In order to provide tools and skills to distribute their services/products to larger B2B entities or customers, an online B2B sales guide, will be distributed among the startups.

2.2.1.3 Promotion

- **Marketing guide**. Online accessible guide to digital marketing covering topics such as: where and how communicate with their audience; how to set a digital communications environment; how to handle their own websites and Social channels; how to develop mobile marketing; and process around Brand Content.

2.3 Live Training

This service consists on an event that will take place from 10 to 13 December in Leipzig in the SPINLAB facilities. The aim of this event is to provide face to face live workshops for start-ups. Neither accommodation nor travel expenses are covered for the startups.

2.3.1.1 Fundraising

- **How to pitch in front of investors**. Workshop to develop further into ideas on how to pitch to investors in an interactive workshop format with activities and quick learning opportunities.

2.3.1.2 Standards and legal

- **IP Workshop**. Workshop in groups of non-competing SME's oriented to companies who want to draft company specific IP strategy.

- **GDPR Learning by doing session**. Sessions in which the companies in our portfolio will introduce how GDPR is related to their businesses. The idea is that actual examples can inspire SMEs/start-ups as well as reinforcing the feeling of data-community.

- **Workshops with other standardization bodies**. The idea is co-organizing informative sessions and workshops with them to explain the standards existing on different fields while presenting organizations like CENCENELEC, ETSI or the reference architectures developed by FIWARE on Smart Cities and Industry 4.0.

2.3.1.3 Promotion

- **Marketing workshop**. Open session depending on the needs of SMEs.

2.4 Mentorship

The mentorship category will grant access to top mentors on a variety of disciplines. Mentorships session will be booked though the DMS website. Startups can easily go to the website check mentors' profile

and book a session with them, 1 to 1, personalized session only for them. The mentors will cover the following disciplines:

- **Public fund-raising opportunities identification:** Personal interviews with startups to analyses their R&D activities in data related areas.

- **Venture capital Pitch-deck feedback:** Assessment of startups' pitch-decks. Feedback and tips on how to improve their approach to investors in the following market sectors: retail, cyber, telco, e-health, energy, smart cities, as well as cross-domain topics.

- **Venture Capital:** 1 to1 meetings among investors and startups.

- **B2B sales package:** Support service to companies on how to strategically setup a sales organization from defining the value proposition to scaling the sales and marketing organization.

- **Company validation:** Personalized mentoring sessions with the objective of validating the value proposition of a company. Based on an assessment of the startup's complete spectrum (problem, solution, market and business model), the mentor will focus his questions, comments and suggestions on the topics where most challenges and weaknesses were found. These remote meetings are specially devoted to startups working with emerging technologies (AI, Big Data, Blockchain, IoT, etc.) in the fields of retail, cybersecurity and telecommunications.

- **Marketing Q&A:** service for helping in specific need around marketing.

DMS team is totally open to receive suggestions, if any start-up think that there are no mentors well cover on a topic that you may be interested in, they can send us an email.

2.5 Mobility programmes

This service aims to facilitate the mobility of early stage startups across different hubs in Europe. This service is addressed to validating and scaling companies

Within this service free office space, connections and participation in acceleration programmes from 4 different ecosystems (Portugal, The Netherlands, Germany and Romania) will be delivered to the selected start-ups.
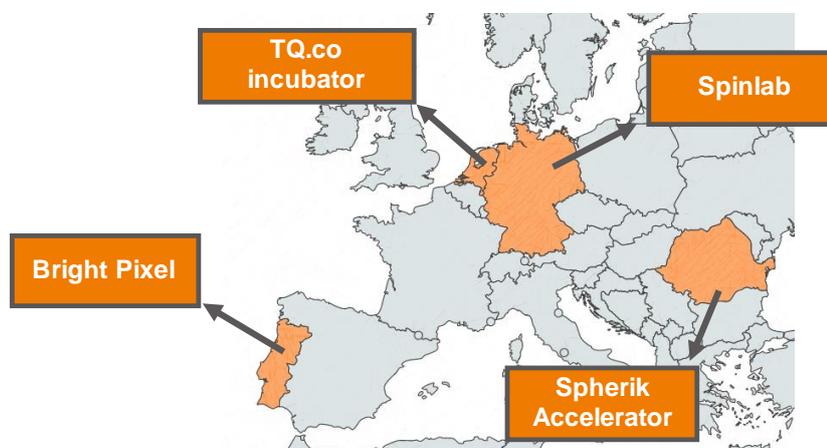

Figure 1: Mobility programmes locations

D3.1: Services planning for data-centric SMEs and startups

This will facilitate mobility and generation of a true data-centric network of companies across Europe.

Neither accommodation nor travel expenses are covered for startups.

The following table provides a summary of the services that will be provided in the different hubs:

	LOCATION	SPACE AVAILABLE	DURATION	SERVICES AVAILABLE
TQ.CO INCUBATOR	Amsterdam	2 startups	Up to 3 months	▪ space in the shared desk area. ▪ sponsor membership to the TQ network ▪ corporate innovation hub where they can connect with ecosystem builders and support agencies
BRIGHT PIXEL	Lisbon Porto	2 startups in Lisbon 3 startups in Porto	Up to 2 months	▪ office space (desk, wi-fi, coffee, access to meeting rooms) ▪ product and business mentoring ▪ networking with investors, startups and corporate players ▪ Insert Coin Live event
SPHERIK ACCELERATOR	Cluj-Napoca	2 startups	1-3 months	▪ working space ▪ access to the local market ▪ networking opportunities ▪ mentoring
SPINLAB	Leipzig	2 startups	Up to 4 weeks	▪ free office space (a desk, free internet, access to meeting rooms) ▪ access to our great network of startups, mentors and the opportunity for corporate introductions

Table 8: Mobility programme

2.6 Promotion

Promotion in the right places is a must for companies willing to succeed. DMS will use its own channels and partners channels in order to promote the success of DMS startups. The following promotion support services will be delivered to startups:

- **Online articles at TNW**. TNW will offer a free exposure package to the establishing companies through. TNW is one of the most popular online magazines for entrepreneurs. The exposure package is going to be based on online articles stories on data and founder to name startups (TNW) https://thenextweb.com/magazine/

- **Promotion at own events**. The DMS startups will take the advantage of own events from DMS partners:

  - **Booth at TNW Conference** This event with over 15,000 attendees is one of the major events for start-ups in the world. Happening in Amsterdam on an annual basis, DMS start-ups will count with a dedicated booth to promote themselves at the event.

  - **Presence at Insert Coin event.** The next edition of Pixels Camp will take place on March 2020, in Lisbon, where 1500 tech addicts will spend 3 days of talks, workshops and a 48-hour hackathon. Bright Pixel's mobility programme beneficiaries may be eligible to present themselves at Insert Coin Live, the Pixels Camp side-event devoted to startups, investors and entrepreneurship.

- **Promotion at 3rd party events.** Free exhibition space on the Data Market Services booths in several events. The next events in which DMS will have presence will be the South Summit (Madrid, 2nd - 4th October 2019) and the European Big Data Value Forum 2019 (Helsinki 14th -16th October).

  These events will be determined on a monthly basis. EU events are a priority of DMS considering the need to promote the open calls and companies.

- **Social networks.** DMS will use its social networks to promote the success of DMS start-ups. Within DMS webpage, the consortium will distribute, among others:

  - A start-up portfolio.
  - News in DMS webpage about the startups of the week.