DMS Accelerator

D3.2 Services planning for data-centric SMEs and startups v2

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EDITOR(S)	ZABALA
RESPONSIBLE PARTNER	ZABALA
CONTRIBUTORS	ALL
INTERNAL REVIEWER	SPINLAB, TNW, W3C/ERCIM, BRPX, KCL
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ABSTRACT	In order to execute the services orientated to data SMEs and startups, a comprehensive booklet of services has been elaborated. This information is an update of the list of services published last year in our website and includes the description of the services for the period M18-M24.

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v1	30/06/2020	Final version	ZABALA

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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

Executive Summary

In order to execute the services oriented to data SMEs and startups, a comprehensive booklet of services has been elaborated. This information is an update of the list of services published last year in our website and includes the description of the services for the period M18-M24.

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 facilitates the discovery of public and private funding opportunities for the selected SMEs and start-ups. The traditional SMEs engaged regularly in R&D tend to be focused in very specific programmes (such as EIC Accelerator) and are not aware of the global picture and the different sources for public funding.

It will also allow SMEs to establish connections with other companies in the portfolio and with relevant private investors (BA, VC & Corporates).

1.2 Acceleration

DMS will provide startups trainings in different non-tech skills required to develop their business adequately. The acceleration category provides services based on entrepreneurial, acceleration and incubation as well as mentoring and coaching opportunities.

DMS will also facilitate mobility and promote the internationalization of SMEs and Startups across our different entrepreneurship hubs and programmes in Europe.

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.

Every 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

Data Skills category allows Startups and SMEs to access contents of the SDSA (Southampton Data Science Academy), and specific online courses given by King's College London, in order to reduce the data and digital skills gaps 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. TYPES OF SERVICES

DMS Accelerator programme is 60% online, which means that startups can receive training and mentoring without having to move to another city or country. Regarding the rest 40%, during the six months of intensive learning and growth, the best startups will receive invitations to attend to the best European Startup Events to promote their businesses and also they will have the opportunity to apply for mobility programmes.

Services are provided in different ways and formats from webinars and online courses, to live training, online contents, mentorships sessions, mobility programmes and promotion services.

These 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:

- 27 webinars and online courses.
- a live event to take place in Madrid (To be confirmed due to COVID19 situation)
- 4 online contents

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

- Mentoring and coaching sessions.
- 4 mobility programmes
- promotion support services

The following sections cover one by one all the services offered by the DMS Accelerator.

3.   SERVICES PROVISION

3.1 Fundraising

The fundraising category includes two main sub-categories: Public Fundraising and Venture Capital Matchmaking.

3.1.1 Public fundraising

European funding can be an attractive alternative to VC finance 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 and products before commercialisation and speeding up the launch of new products/services to market. The public fundraising services include the following:

WEBINARS

- **EIC Accelerator:** Introduction to the EIC Accelerator Programme that supports top-class innovators, entrepreneurs, small companies and scientists with funding opportunities and acceleration services. Q&A session.

- **Tips and Tricks for writing an EIC Accelerator Proposal:** After the introduction to the EIC Accelerator Programme, a webinar (with a Q&A session) on how to write a successful proposal will be delivered.

- **Alternative EU Funding Opportunities:** It will be a webinar on cascade funding opportunities emerging from other programmes different from Data Market Services, along with a Q&A session.

REPORTS

- **Customized opportunities identification:** This service consists of the analysis of the Startups data-related R&D activities, and the provision of a summary of related opportunities in EU calls for the coming year.

  This report will allow startups to be more focused on calls that are more suitable for them. The document will be elaborated considering different parameters of the companies such as the category and maturity of their innovation and the type of technology used.

- **EIC Accelerator Proposals Review:** This is the one to one revision of EIC Accelerator proposal for the October cut-off. Up to 5 proposals will be selected and reviewed by experts in this call.

3.1.2 Venture capital matchmaking

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 for Startups founders. DMS will increase connections among the companies in the portfolio and relevant private

investors like BA, VCs, and Corporate Venture Capital funds. Some of DMS talented partners will help startups with the following services:

WEBINARS

- **How to approach an investor (Finance skill to access VC or CVC):** This webinar will give first-hand insights on how to approach an investor from an investor's perspective.

- **How to prepare a pitch to investors:** Training on how to prepare a pitch deck and how to present MVP (minimum viable product) and early-stage projects to investors. This webinar includes tips, a pitch deck template (ready to fill-in), an example of a good pitch deck and the possibility to assess the participants' pitch decks after the session.

- **How to Hack Investors:** Training on how investment firms operate, the tips and tricks that can be implemented as a startup to improve your chances of successfully receiving investment, advice on how to position yourself and what investors will be looking for, and what to do at various stages of the investment process.

REPORTS

- **Pitch deck feedback:** Assessment of startups' pitch-decks. Feedback and tips on how to improve their approach to investors in different market sectors.

CONTENT

- **Financing phases and funding opportunities:** Article on the different financing phases from early to later stages with funding opportunities for each stage. This article includes an explanatory YouTube video.

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

OTHER SUPPORTING SERVICES

- **1to1 Meetings Organisation:** The consortium will facilitate both virtual and physical meetings among the investors and DMS selected companies.

- **Portfolio Delivery to Investors:** The investors network of the consortium will receive an update on the companies portfolio. To this aim a sorting by markets/domains of the set of investors will be done prior to the delivery of investing opportunities. This portfolio will be also accessible through the official DMS Website with a dedicated section per company.

- **Open Call to engage with further investors:** An open call to increase the portfolio of investors will be launched by the DMS Accelerator consortium, to maximise the funding opportunities of the companies involved in the programme.

3.2 Acceleration

The Acceleration category includes three main sub-categories that are explained below: entrepreneurial training, acceleration, and incubation (mobility programmes) and mentoring.

3.2.1 Entrepreneurial Trainings

Having the right skills in a startup team is of utmost importance to be ready for the market. The entrepreneurial trainings will help startups and entrepreneurs develop a solid business strategy by providing different non-tech skills training which are required to develop a business adequately.

WEBINARS

- **How to structure a business plan [Business]:** Training on how to structure a business plan from scratch. Focused on MVP (minimum viable product) and early-stage projects but the fundamentals can be applied to any stage startup. This webinar will be hands-on, with an example of a business plan, going through what investors focus on and common mistakes.

- **How to prepare a fundraising strategy [Finance]:** Training on how to prepare a fundraising strategy for MVP (minimum viable product) and early-stage projects. This webinar includes tips, a checklist of what a great fundraising strategy should consider and the possibility to assess the participants' fundraising strategy after the session.

- **B2B Sales Basics [Sales]:** This webinar will give an introduction of steps to take before selling a product. The participants will gain insights on strategies and theories to help them define their value proposition and which target group to reach out to.

- **Introduction to Effective Call Planning [Sales]:** This webinar focuses on the operational sales strategy of effective call planning. The partner will give a webinar on how to acquire new customers in a structured way.

- **Introduction to Value-Based Selling [Sales]:** This webinar focuses on the operational sales strategy of value-based selling. The partner will give a webinar on how to attract new customers with a customer centric and value-driven sales story.

- **Technology and methodology trainings [Business]:** Webinar focused on defining value proposition, customer definition/analysis, and pricing.

- **Product validation: Where to start and how to do it [Product]:** Webinar focused on validation methods, hypothesis definition and testing, and also customer interviews.

- **Product roadmap definition / Building the MPV: Where to start and next steps [Product]:** Webinar focused on prototype definition, product roadmap, and market testing.

- **Product roadmap definition / Building a successful product: case study [Product]:** The webinar will focus on defining a successful product, choosing the right metrics to follow, and will go through a product case study.

- **Event Preparation and How to Network [Business]:** This webinar is a masterclass about how to get maximum value when attending events and networking. It aims to focus on topics such as preparation, networking guides, and following up.

- **Startup Readiness & Business Development [Business]:** This session will focus on the business model canvas, determining your product market fit and also customer acquisition strategies.

CONTENT

- **Sales Guide - Cultural Aspects:** This addition to the 2019 Sales Guide focuses on the Cultural Aspects of Sales. The guide will give insights into how the sales strategy transforms business culture and how new business culture influence the modern sales process.

LIVE EVENT MEETUP – DMS BOOTCAMP 2020

The aim of this event is to provide face to face live workshops for startups. We also take the opportunity to video record their success stories for further promotion actions.

Workshops

- **Operational Sales:** This workshop focuses on B2B operational sales strategies to address, nurture and close prospects. The partner will show different approaches to address potential customers from the first call, to a meeting and its preparation and defining a clear call to action. After the webinar the participants will have a defined handbook on how to operate and scale their sales efforts.

- **Once upon a Startup - A first approach to a content marketing strategy:** Elaborate a content marketing strategy takes time and work and keep moving forward. Through this journey startups will find its voice and the audience.

- **IP Live Event:** IP workshop in groups of non-competing SMEs oriented to companies wanting to draft their specific IP strategy.

- **GDPR Live Event:** ERCIM/W3C will present the different strategies for intelligent data gathering and handling while preserving GDPR compliance.

1to1 meetings

Apart from the workshops, 1to1 meetings will be scheduled between the selected startups and consortium partners. These meetings will cover the inhouse expertise of the partners including but not limited to the following topics: Intellectual Property, GDPR, Data Standardization, Public Fundraising, Pitch Deck Feedback. Startups will be asked before the Bootcamp about their current needs and challenges in order to match them with internal mentors.

"Heroes stories" video recording

Data Market Services will take advantage of the live event by producing a series of videos, combining brand content oriented and promotional ones. All audiovisual materials will be generated as high-quality support elements for the Success Stories.

These videos are part of the promotion services of the top start-ups/SMEs engaged with us. Materials prepared will count with a project-agnostic version and will be material the SMEs/startups could use for their own promotion, even outside of the project scope.

In addition to this, a *Yearly Summary of the Success Stories*, featuring all of them will be recorded to help all SMEs in the project to be broadly disseminated and to demonstrate the impact of the Services given by the project.

3.2.2 Mobility Programmes

Scaling up means connections and discovery of new markets. To facilitate this process free office space, connections, and participation in acceleration programmes from 4 different ecosystems is offered to the DMS Startups portfolio. This will facilitate mobility and generation of a true data-centric network of companies across Europe.

Given the current COVID-19 situation in Europe, mobility programmes will be delivered Online via Demo Days with partners and national stakeholders in each country. This will give startups first-hand information about how to soft land in a specific country and will connect them with key companies that can help them with this.

Although mobility programmes will not require physical presence this year, all the 2nd cohort startups portfolio will be invited to apply for the mobility programmes in the third year. Besides, the consortium will monitor the COVID situation during this year and analyse the possibility of delivering the service with physical presence of the startups, giving them the chance to be benefited from the face to face services.

During 2020 this option will be analysed case by case considering the willingness of the startups to move to and explore new markets as well as the European health conditions.

If the mobility programmes can finally be carried out, these will consist of:

- TQ.co incubator. Space for two startups in a period of three months in the TQ.co incubator in **Amsterdam**. TQ is a curated community tech-incubator with two locations in Amsterdam. Home to ~70 high level startups and scale ups. The incubator hosts regular events with the aim to boost the growth of the residents and create conections.

- SpinLab co-working space in Leipzig, Germany. During the mobility program (4 weeks), DMS Startups will have 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, Portugal. 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 meetings with potential clients.

- Spherik Accelerator preferred access. Granted access to at least 2 companies into the Spherik Accelerator programme in Cluj-Napoca, Romania.

3.2.3 Mentoring and Coaching

Mentoring is defined as a one-on-one learning relationship between a mentee and a mentor that has more experience and who is an expert that can provide support in many different business aspects.

Mentoring is a crucial aspect of the development process and creation of value in accelerators. The key aspect of the mentorship service is a mutual commitment of mentors and mentees. The DMS accelerator will ensure high quality matches, relevant support and promote a close mentor and mentee relationship.

DMS Accelerator will provide mentorship sessions with both internal and external experts.

INTERNAL MENTORSHIP (PROVIDED BY CONSORTIUM MEMBERS)

DMS Partners will cover the areas of expertise of their organizations. All the sessions will be booked through 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.

Among others, the mentors will cover the following disciplines: Public and Private fundraising, IP, GDPR, Marketing, Business model Validation, data standardization…

EXTERNAL MENTORSHIP (PROVIDED BY EXTERNAL ORGANISATIONS)

The external mentorship service will be delivered once the needs of the startups have been identified sufficiently in order to create the right matches. These mentorship sessions will involve areas of expertise that are not covered in the consortium partners organizations.

For better, clearer, and personal matchmaking between mentees and mentors the DMS Accelerator will hold a Mentors Day in month 3 of the program. The startups can apply to participate in this Mentors Day beforehand with a short motivational pitch about their needs and their current struggles with their startups. 10 – 20 startups will be selected to participate in the event.

Due to the current COVID-19 situation, travel restrictions and health risks, the Mentors Day will be held online. The online platform of choice is Hopin.to, which has got the

capabilities to set up a virtual stage for the pitches, individual moderated sessions for the topic rooms and networking for the one-on-one sessions.

COACHING WITH PROJECT CONSORTIUM PARTNERS

The coaching service consists of biweekly calls (ca. 30min) with startups with the aim of providing startups with a contact point within the consortium. This service will be provided to 20 startups, and coaches will be responsible for:

- Identifying the needs of the startups.
- Informing startups about the opportunities of the project.
- Connecting startups with both internal and external mentors.
- Monitoring the performance of the startups.
- Helping startups to set a series of goals to be achieved by the end of the programme.

3.3 Standards and Legal

The Standards and Legal category include three main sub-categories that are explained below: **IPR for Entrepreneurs, GDPR Trainings and Standards Awareness.**

3.3.1 IPR For Entrepreneurs

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

WEBINARS

- Strategies involving IP: Webinar on developing strategies for Intellectual Property of a company or a project.

- Protecting IP and Freedom to operate: Webinar on protecting innovation and managing IPR as well as managing risks of being blocked by competitors.

- Business and Due Diligence involving IP: Webinar on frequently occurring IP related business transactions such as IP conflicts (attacks or enforcement of IPR's), common IP related agreements such as funding, license, confidentiality/know-how, and collaboration agreements and associated due diligence processes.

3.3.2 GDPR Training

This service will train and coach high tech SMEs and Startups across Europe in making their services GDPR compliant, including:

WEBINARS

- Basic GDPR training session. A webinar introduction of the basic concepts of the General Data Protection Regulation 679/2016EU (GDPR). It explains why data protection is needed, what it tries to protect and what it does not protect.

The mechanisms and rule architecture are described and finally, the most important court cases are exposed to get a deeper understanding.

- **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 (PETs).

ONLINE WORKSHOP

- **GDPR Online Workshop.** Online workshop with startups and other projects (max of 20 people) to discuss data interoperability, in collaboration with BDVA and EBDVF.

3.4 Data Skills

The Data Skills category includes two main sub-categories: Data science academy and trust-building tool.

3.4.1 Data Science Academy

Data Skills provides startups and SMEs access to the existing contents provided in the SDSA (Southampton Data Science Academy), and specific online courses given by King's College London to reduce the data and digital skills gap.

- **Fundamentals of AI for Business:** A 6-module course that requires 60 hours of effort. The participants can complete the whole course or the Introduction (10h) + 1 module (10h) to choose from:

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

- **Fundamentals of Data Science:** A 6-module course that requires 60 hours of effort. The participants can complete the whole course or the Introduction (10h) + 1 module (10h) to choose from:

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

Participants will obtain a DMS certificate upon satisfactory completion of either the whole course or the introduction+1 module. Satisfactory completion requires an assignment (3 assignments for a whole course), which will be assessed by the course tutor.

3.4.2 Trust Building Tool

- **Risk analysis, policy compliance, and elements of GDPR webinar:** Introductory webinar to those startups participating in the online course.

ONLINE COURSE

- **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.

  The course introduces the key ideas, terminology, and theoretical foundations for cybersecurity risk analysis, before giving a 'hands-on' opportunity to explore the latest version of the System Security Modeller (SSM) tool.

  Companies 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 they will have a deeper understanding of cybersecurity risk analysis and know how the SSM tool can help their business remain safe and compliant in changing times.

3.5 Promotion

The Promotion category includes the following sub-categories: Marketing Training and TNW package.

3.5.1 Marketing Training

WEBINARS

- **How to achieve goals and reach your target - SEM / PAID MEDIA:** Why paid social media is your fast track to awareness and engagement? Paid social media offers a way of making the most of your brand, with the benefit of being designed to target your key market more closely. The use of paid advertising to market a business in search engine results is commonly described by SEM. Companies can advertise in search results to increase website traffic, drive leads, or generate sales.

- **How to find your mood - Visual identity inspiration & tools:** To stand out from the crowd, a company needs to be unique and recognizable by customers. A clear, unified corporate identity can be critical to competitive strategy. Finding inspiration for design projects is one thing. Organizing it and turning that inspiration into a more cohesive base for creating a design that amazes clients and users is different. Use Your Inspiration. Find your spirit.

- **Stay tuned with your clients and prospects – CRM:** Developing a strong lead prospecting strategy can set up your sales pipeline and generate business growth. The market has realized the importance of having information about their clients, and now the CRM strategy is playing a more significant role in the marketing strategy of a startup. How CRM can help you?

CONTENT

- **The Beginners Guide to Digital Marketing:** An online accessible guide to digital marketing covering all topics of the service. We want you to walk away from this guide feeling confident about how to improve your startup in the market through communication.

OTHER

- **Q&A Line:** An email-based service for solving specific doubts about marketing.

3.5.2 Marketing and Promotion

Promotion in the right places is a must for companies willing to succeed. To that aim, DMS Accelerator will offer a free exposure package for some of the portfolio companies.

- **Online articles at thenextweb.com:** This is one of the most popular online magazines for entrepreneurs. Articles about Data Market Services companies will be prepared on a quarterly basis.

- **TNW Conference 2020:** The most engaged startups and SME's in DMS Accelerator will be selected and then invited to participate in the TNW Conference, October 2020. Due to the Covid-19 pandemic, the exact form of physical events due to happen during the fall of 2020 is unclear. The TNW Conference will have a strong digital component, facilitated by new tools and TNW's experiences in setting up digital events. The Data Market Services and TNW team commits to ensuring that the selected startups receive a strong events experience and take advantage of the opportunities provided by online tools and formats.

- **Promotion at third party events:** Free exhibition space on the Data Market Services booths in several events. These events will be determined monthly and always caring about the safety and wellbeing of both partners and companies due to the COVID-19 situation. EU events are a priority of DMS considering the need to promote the open calls and companies.
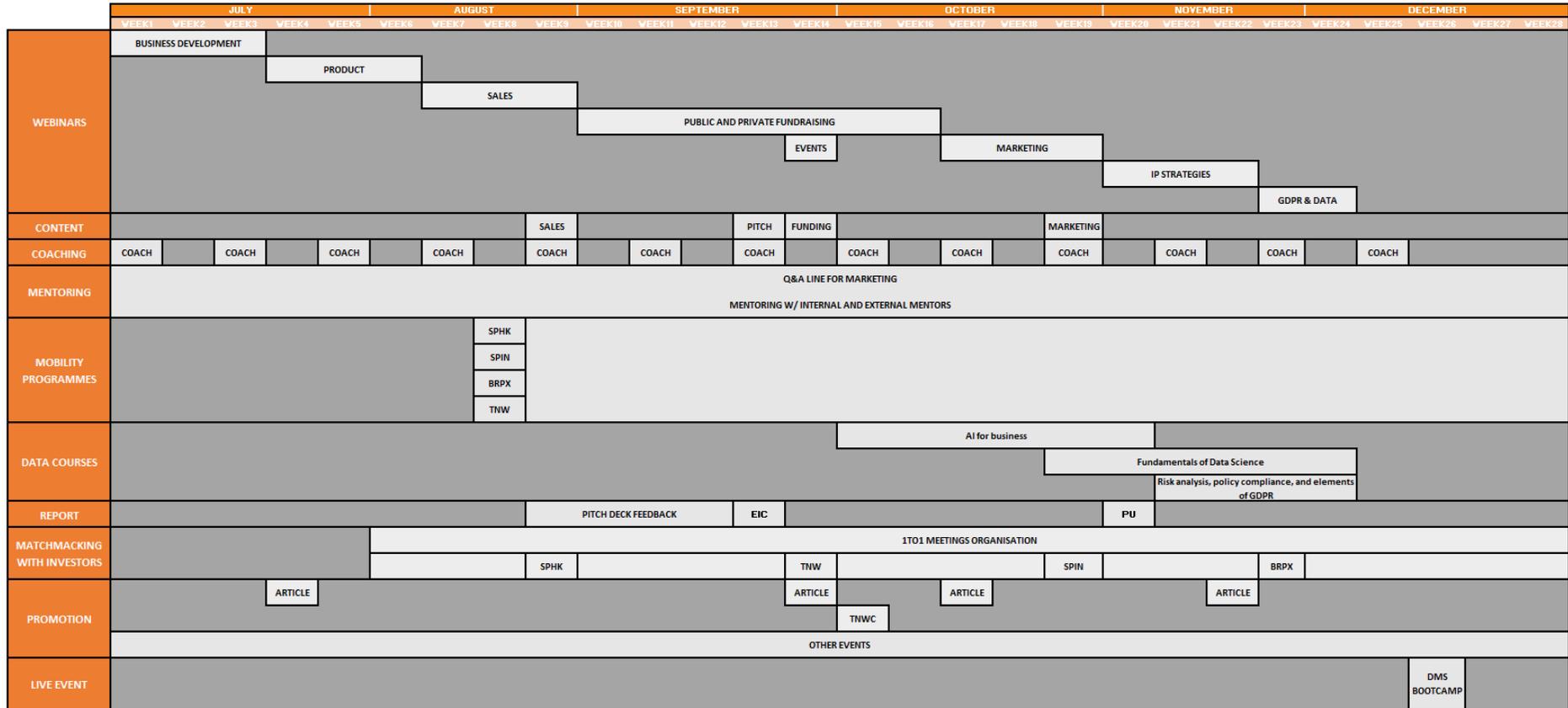
4. SERVICES CALENDAR

Figure 1. Services Calendar

Data Market Services