This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825014.
DMS Accelerator aims at overcoming the barriers of data-centric SMEs and startups in Europe in data skills, entrepreneurial opportunities, legal issues and standardisation.
What are the DMS fundraising services and why are they useful for your startup?

The fundraising services facilitate the discovery of public and private funding opportunities for the selected SMEs and start-ups. These services allow SMEs to establish connections with other companies in the portfolio and with relevant private investors (BA, VC & Corporates).

What does DMS provide?

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European funding can be an attractive alternative for technological start-ups 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 in data-related areas.
- **Personalised calendar** of upcoming EU opportunities

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.

**Public Funding Training Sessions**

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**Private Funding Training Sessions**

In these times of difficulty, many venture capital firms are leaning towards a continued slowing down of activity and thus raising funds is going to become a major concern for startup founders.

Thanks to our networks and partnerships, we will connect the companies in the cohort with relevant private investors like BA, VCs, and Corporate Venture Capital funds.

- You will be included in the **DMS Startup’s portfolio** that will give you exposure and promotion in Europe.
- **Online and offline matchmaking with investors** will be facilitated for those startups interested in raising private funds. Do you want to meet 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:** ZABALA
Fundraising

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

We will provide entrepreneurial training sessions to the cohort in different non-tech skills which are required to develop a business adequately. These training sessions will also give companies the opportunity to be in contact with our coaches and external network of mentors.

Finally, the acceleration services also promote the internationalization of SMEs and startups through mobility programmes in four European countries: Portugal, Germany, The Netherlands and Romania.

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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.

What can you expect from these training sessions?

- **Business plan definition and validation**: we will provide you with training sessions and examples of good business plans, as well as the possibility to assess your business plan 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 the points that a great fundraising strategy should consider.

- **B2B sales package**: it includes multiple online sessions in different sales fields. You will gain insights on strategies, methodologies and tools to help you 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.

We want to facilitate the mobility of your company across different entrepreneurship hubs in Europe to offer you the possibility to connect and discover new European Markets.

Given the current COVID-19 pandemic in Europe, the mobility programmes will be adapted in 2021 according to the situation and related restrictions.

The following mobility programmes are envisaged:

- **Residency package at TQ.co incubator**. Space for two startups in a period of three months in the TQ.co incubator in Amsterdam. TQ 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.

- **SpinLab co-working space in Leipzig, Germany**. SpinLab will accept up to 2 startups from the 2021 cohort in an online learning experience. The online mobility program focuses on startups from the areas of e-health, energy, and smart infrastructure due to the focus of SpinLab’s network and its ties to the Smart Infrastructure Hub. Startups from these focus areas can benefit the most from SpinLab’s mobility program offer. If the startup wants to benefit from SpinLab’s expertise and network, they can join the program online, independently from its curriculum. SpinLab has established a full online experience online with online courses based on streamed workshops, ebooks, videos on demand and 1-on-1 online sessions worth €70,000. DMS startups can join this program for free.

Services provided by: TNW | SPINLAB | BRPX | SPHERIK
Mentorship is about giving startup founders the tools and directions to develop and successfully grow their businesses. The DMS Accelerator will:

- **Connect you with experts** in your industry and technology to support you during the entire programme.
- **Offer you online training sessions in different fields** - IP, GDPR, Marketing, Data Standardization and many more!

We know that goodbye means nothing at all. But the programme has to come to an end :(. Thus, a final exclusive event with workshops and 1to1 sessions with the DMS team will be organised for the top 10 successful startups of 2021. The DMS Bootcamp will provide you with an opportunity to grow, network with other companies & DMS partners, and have a great learning experience.

- You will have the chance to **meet the whole DMS team in person** (if COVID-19 travel-related restrictions allow us 😊)
- **Workshops, 1to1 meetings, networking activities, and some nice pictures 😊**
- You will be part of our “DMS hall of fame” – **one professional testimonial video for our success stories** will be recorded featuring your business. You will be free to use it for your promotion purposes, even outside of the scope of the project. For you, for free, for your success

**Services provided by:** ZABALA | OGILVY | TNW | SPINLAB | BRPX | SPHERIK | IPTECTOR | ERCIM/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).**
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 training on legal backgrounds will be useful for you.

What does DMS provide?

IPR for Entrepreneurs

Training and coaching high tech SMEs and startups across Europe in handling and exploiting intellectual assets, including:

- **Training sessions 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 Training

Training and coaching high tech SMEs and startups across Europe in making their services GDPR compliant, including:

- **Understanding the GDPR**: an introductory webinar to 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 (PETs).
- **1to1 sessions on GDPR** will be held with individual startups to tackle their data protection issues.

Services provided by: ERCIM/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 standarize their data.
What is it and why is this useful for your startup?

The Data Skills category provides startups and SMEs with access to training from the SDSA (Southampton Data Science Academy), and webinars from King's College London.

What does DMS provide?

**Fundamentals of AI for Business**

An online course that introduces the core capabilities of Artificial Intelligence (AI) and empowers you to contribute to this exciting and transformational new era in global technological development. You will explore a range of AI opportunities and learn to apply them in the context of real business case studies.

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

Online e-learning course for SMEs concerned about cybersecurity and complying with regulations. The course provides an introduction to 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.

**Fundamentals of Data Science**

A series of webinars on topics such as Natural Language Processing (NLP), machine learning for business, effective visualisation of data, and the ethics of data science and AI.

Who needs it?

- Any company looking to increase their staff skills.
- Companies that want to create a new Data-related department.
- Companies that want to offer benefits to their employees.
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. Also, the marketing plan includes the analysis of current marketing conditions and the detailed description of particular tasks, steps, goals, costs etc.

Given the importance of this field in a business, we will help you in setting up the strategy, as well as with the implementation, by promoting your company in international entrepreneurship-related 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 exposure package to some of our companies portfolio. This service includes:

- Online articles at “thenextweb.com” – one of the most populars online magazines for entrepreneurs.
- TNW will be running several events that DMS startups can benefit from, such as TNW Conference, the TNW flagship event in Amsterdam with over 20,000 attendees. DMS Accelerator will participate in this event, in physical or digital format, providing access to the pitch competition, investor matchmaking, workshops, talks and more. No matter how the pandemic progresses, participants will benefit from an outstanding experience.

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.