



# **D3.3 Services planning for data-centric SMEs and startups v3**

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<b>ABSTRACT</b>	In order to deliver 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 M30-M35.

## Document history

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## Definitions, Acronyms and Abbreviations

ACRONYM	TITLE
AI	Artificial intelligence
B2B	Business to Business
BA	Business Angels
BDVA	Big Data Value Association
CVC	Corporate Venture Capital
DMS	Data Market Services
EBDVF	European Big Data Value Forum
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
IP	Intellectual Property
IPR	Intellectual Property Rights
ML	Machine Learning
MVP	Minimum Viable Product
NLP	Natural Language Processing
SDSA	Southampton Data Science Academy
SMEs	Small and Medium-sized Enterprises
SSM	System Security Modeller
VC	Venture Capital

## Executive Summary

In order to plan the delivery of the services to data-centric SMEs and startups, a comprehensive booklet of services has been elaborated. This information is an update of the list of services published last year on the DMS Accelerator web site and includes the description of the services to be delivered in 2021, in the period M30-M35.

## 1. Introduction

Services provision is the core element of the project. DMS Accelerator 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 on 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 in protecting and exploiting 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 and webinars 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

The DMS Accelerator programme is mostly delivered online, which means that startups can receive training and mentoring without having to move to another city or country. Some offline services concern invitations to attend the best European startup and entrepreneurship related events to help startups and SMEs to promote their businesses. In addition, they will have the opportunity to apply for mobility programmes in different European accelerators.

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

These services are divided into two categories: “**scheduled**” services presented to a large group of startups and on a specific date (not personalized); and “**personalized**” services that are addressed to a smaller number of companies, whose recipients will obtain a more direct benefit.

The **scheduled services** cover:

- 34 webinars and online courses
- A live event to take place in Madrid (to be confirmed due to COVID19 situation)
- 4 online Guides

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

- Mentoring and coaching sessions
- 4 mobility programmes (Adapted due to COVID19 situation)
- 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 introductory webinar](#): Introduction to the EIC Accelerator Programme that supports top-class innovators, entrepreneurs, small companies and scientists with funding opportunities and acceleration services. The webinar includes a 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](#): Webinar on cascade funding opportunities emerging from other programmes different from Data Market Services, along with a Q&A session.

##### REPORTS

- [Customized public funding 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 focus on the calls that are most 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. This service will be delivered to all the companies requesting it.

- [EIC Accelerator proposals review](#): This consists in a one-to-one revision of an EIC Accelerator proposal prepared by the company. 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 startup founders. DMS will increase the connections among the companies in the portfolio and relevant private investors like Business Angels, 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. After the webinar, the startups will know how to prepare themselves as well as their presentation and will know how to manage their own expectations when reaching out to potential investors during a financing round.
- [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, a Q&A session, and the possibility to assess the participants' pitch decks after the session.
- [How to Hack Investors:](#) Training on how investment firms operate, and advice on where to meet VCs, on what to prepare before meeting an investor and on how to pitch in front of an investor.
- [Leapfunder webinar:](#) Webinar introducing Leapfunder, a company that aims to help startups to find early-stage financing, and its services.

## CONTENT

- [Equity-Free financing options:](#) This guide shows two options to finance the operation and growth of startups without giving away equity.
- [Venture Capital Pitch Guide:](#) An updated on-line accessible guide with tips and templates to help startups improve the presentation of their projects to investors while performing a critical self-analysis of their project.

## REPORTS

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

## OTHER SUPPORTING SERVICES

- [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.
- [1-to-1 meetings organisation:](#) The consortium will facilitate both virtual and physical meetings among the investors and DMS selected companies.
- [Role play for preparing 1-to-1 meetings with investors:](#) Role-play for preparing 1-to-1 meetings with investors. It consists on a mock-up interview at which an internal or external mentor would simulate a meeting with an investor, asking

questions, giving feedback, and coaching the startups to improve their presentation and sales skills in order to properly showcase their true potential.

## 3.2 Acceleration

The Acceleration category includes three main sub-categories that are explained below:

**1) Entrepreneurial training sessions, (2) Mobility Programmes, and (3) Mentoring and Coaching.**

### 3.2.1 Entrepreneurial Training

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 them with training in different non-tech skills which are required to develop a business adequately.

#### WEBINARS

- 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 MVP: 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.
- 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. There will be a Q&A period and the possibility to assess the participants' business plans after the session.
- Technology and methodology trainings [Business]: Webinar focused on defining the value proposition, customer definition/analysis, and pricing.
- Event Preparation and Business Development [Business]: This webinar is a masterclass about how to get maximum value when attending. It aims to focus on topics such as preparation, networking, and aftercare.
- Startup Readiness & Business Development [Business]: This session will focus on the business model canvas, determining the product market fit and also customer acquisition strategies.
- Peer-learning webinar [Business]: A peer learning webinar where the startups can share their experiences. Designed to bring together founders, this session provides a collaborative workshop where founders can learn from each other, share experiences, discuss how to grow a strong team and business, and how to cope with the challenges that owning a business presents.
- Softlanding in Portugal [Business]: Webinar that will dive into Portugal's entrepreneurial scene, helping startups to get to know some of its most relevant

ecosystem players and initiatives devised to support startups. At the end of this session, startups should be able to understand why Portugal is one of the hottest emerging places to launch & scale a startup in Europe.

- [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. After the webinar, the startups will have a checklist of actions to consider before reaching out to potential customers.
- [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. After the webinar, the startups will know how to plan for first time calls, meetings and how to close opportunities to grow their business.
- [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. After the webinar, the startups will know how to communicate their solution to their prospect and deliver the best value in their external communication.
- [Inbound customer acquisition to accelerate sales – Inbound Strategy with HubSpot \[Sales\]](#): This webinar gives first-hand insights on how to acquire new customers through the company website. A marketing specialist from HubSpot shows how to set up a content strategy and build a landing page that converts prospects into leads. This webinar is not a product demo but focuses on strategy.
- [Pricing Strategy for Startups by Stripe \[Sales\]](#): This interactive workshop will give startups an overview of different pricing strategies and also will discuss with them possible approaches to find the right pricing strategy for their startup.
- [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.

### CONTENT

- [Sales Guide - Cultural Aspects](#): The Sales Guide 2021 will give startups the advice to set up a positive work environment for their sales team. In addition, it also tries to understand intergenerational differences when defining the operational sales strategy.

### OTHER SUPPORTING SERVICES

- [Personalised Competence Mapping](#): Personalised competence assessment service to identify the strengths and knowledge gaps that are present in startups using a one-to-one chat. In addition to helping startups to identify the needs that could be addressed during the programme, this service would create a longer-term impact by identifying the competencies which they can work on after leaving DMS.

- Video Pills with External Experts: Videos shorter than 10 minutes featuring external experts, including successful entrepreneurs in Europe, talking about startup and market-relevant topics. These videos will be short, educational, and entertaining, and they will support the mentoring and coaching services as some of the startups' needs are recurring and can be reviewed in the videos.

### LIVE EVENT MEETUP – DMS BOOTCAMP 2021

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, to finally define a clear call to action. After the session, 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.

#### 1-to-1 meetings

Apart from the workshops, 1-to-1 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.

Top startups engaged with the programme will be assisted in recording a short professional corporate video for them. The video will be used for promoting the startup at a European level and it will be also shared with the European Commission and in the DMS Accelerator networks as a DMS Accelerator “Success Story” within the programme. These videos are part of the promotion services of the top startups/SMEs engaged with the programme. Prepared materials will count as 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 delivered 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 adapted in 2021, with some of them being delivered online via Demo Days with partners and national stakeholders in each country. This experience 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.

It is worth mentioning that, since mobility programmes did not require physical presence in 2020, all the second cohort startups portfolio will also be invited to apply for the mobility programmes in the third year.

The following mobility programmes are envisaged to take place:

- [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 connections.
- [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.



- [Bright Pixel in Lisbon, Portugal.](#) Due to the uncertainty of the evolution of the pandemic in 2021, Bright Pixel decided to close its offices in 2021, with all its startups and Investment team now working remotely. Thus, Bright Pixel's mobility program will not be available in 2021, as it wouldn't provide the networking effects, live events and physical meetings with potential clients/partners that make it a very relevant initiative. Nevertheless, Bright Pixel will provide all the support to the startup beneficiaries which is feasible to be delivered in a remote environment, through the different services (namely mentoring sessions and matchmaking with investors), streamed workshops, ebooks, videos on demand and 1-on-1 online sessions. DMS startups can join this program for free. Besides, Bright Pixel will provide a webinar about soft-landing in Portugal (see Section 3.2.1).
- [Spherik Accelerator preferred access.](#) Due to the uncertainty of travel safety in the near future, Spherik will no longer provide mobility access on site. Nonetheless, DMS startups that are interested in learning about the Romanian ecosystem and want to expand their network/business in this area, or in the neighbouring countries, are invited to apply for customized online coaching/consultancy sessions, and receive guidance and support from the SPK team, as a replacement solution.



### 3.2.3 Mentoring and Coaching

#### MENTORING SERVICE

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 mentoring 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 mentoring sessions with both internal and external experts.

- [Internal Mentoring \(provided by project Consortium members\):](#) 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' profiles 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 Mentoring (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.

### COACHING SERVICE

The coaching service consists of biweekly calls (ca. 30min) between startups and project Consortium partners, 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 includes three main sub-categories that are explained below: **(1) IPR for Entrepreneurs, (2) GDPR Trainings, and (3) Standards Awareness.**

### 3.3.1 IPR for Entrepreneurs

The IPR for Entrepreneurs service focuses on training and coaching high tech SMEs and startups across Europe in handling and exploiting intellectual assets. It includes:

#### 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 introducing 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 presented to get a deeper understanding.
- [Advanced GDPR tooling.](#) This webinar introduces you to the advanced concepts of the General Data Protection Regulation 679/2016EU (GDPR).

## 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.

### **3.3.3 Standards Awareness**

## WEBINARS

- [Standardisation.](#) This webinar introduces startups to the latest developments in the field of standardisation.

## **3.4 Data Skills**

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

## ONLINE COURSES

- [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

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.

- [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.

## WEBINARS

- [Risk analysis, policy compliance, and elements of GDPR webinar:](#) Introductory webinar to those startups participating in the online course.

In addition, 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 will be delivered.

## 3.5 Promotion

The Promotion category includes the following sub-categories: **(1) Marketing Training and (2) Marketing and Promotion.**

### 3.5.1 Marketing Training

#### WEBINARS

- [How to achieve goals and reach your target on a digital environment:](#) If you want your brand to be visible in the digital environment, you may start thinking of competing on digital advertising, but knowing how to do it efficiently. 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.
- [How to find your mood - Visual identity inspiration & tools:](#) When a company ventures into the creation of a brand, it has a challenge to have its own voice. It has to differentiate itself, but mostly, it has to generate a connection with the target.
- [Stay tuned with your clients and prospects:](#) 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 can CRM help you?

#### CONTENT

- [A Guide to connect with your audience:](#) An online-accessible guide 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 SUPPORTING SERVICES

- [Q&A Line:](#) An email-based service for solving specific doubts about brand strategy, advertising, social media and customer engagement.

### 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 2021](#): The most engaged startups and SMEs in DMS Accelerator will be selected and then invited to participate in the TNW Conference, September 2021. Due to the Covid-19 pandemic, the exact form of physical events to happen during the fall of 2021 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.

### 3.6 DMS Partnerships

In addition to the services delivered by the DMS Consortium in the five different categories, DMS Accelerator has established several new partnerships with other programmes and platforms to increase and improve the catalogue of services and benefits for the startups joining the programme in 2021.

These partnerships include:

- [Miro for Startups](#). [Miro](#) is an online collaborative whiteboard platform that enables distributed teams to work effectively together, from running brainstorming sessions and workshops to planning projects, from designing new products and services to facilitating agile ceremonies. This collaboration will allow our startups to work remotely in an efficient and collaborative way, allowing them to make the most of their ideas and goals through the most innovative whiteboards.
- [Foundersuite](#). [Foundersuite](#) makes software for raising capital and managing investor relations, bringing structure, speed and efficiency to fundraising and investor relations. As part of the partnership, we offer DMS Accelerator startups a 40% discount off any Monthly Subscription for 4 months, or 50% off any Annual Subscription. It includes access to the entire platform, and includes multiple users at no extra charge.
- [Vonage](#). [Vonage](#) is a cloud communications platform that allows startups to integrate voice, video and messaging (and much more) into their applications using their communication APIs. As part of the partnership, startups that are accepted will get up to 500 euro of API credits and the chance to get support directly from their Product Managers and Developers on how to best use the APIs, in the form of 1:1 mentoring sessions, technical workshops etc.
- [YData](#). [YData](#) provides the first privacy by design DataOps platform for Data Scientists to work with synthetic and high-quality data. Thanks to this new partnership, startups will be able to benefit from a 1 year free license of YData's Platform, a platform that helps data science teams accelerate their ML development and improves the quality of the training datasets, leading to better results for the business.

- [CloudFlare](#). [Cloudflare](#) is one of the biggest networks operating on the Internet and is aimed at increasing the security and performance of web sites and services. The partnership with CloudFlare for Startupus includes one year of Cloudflare startup enterprise plan for the DMS Accelerator community.
- [Hubspot for Startups](#). [HubSpot](#) is a marketing, sales, and service software that helps businesses grow without compromise. As part of this partnership, we offer the startups access to the HubSpot program designed specifically to help startups grow and scale better and faster at a startup-friendly cost. More precisely, this partnership offers startups access to educational training resources and tailored training, as well as to an integrated platform for startups, and up to a 90% discount in the HubSpot Growth Platform, a full suite of software for marketing, sales, and customer service.
- [Amazon Web Services](#). [Amazon Web Services](#) provides startups with low cost, easy to use infrastructure needed to scale and grow any size business. AWS Activate is a program with resources designed to help startups get started on AWS. Thanks to this partnership, DMS Accelerator startups will be eligible for up to \$25,000 in AWS Promotional Credit valid for 2 years, 1 year of AWS Business Support (up to \$5,000) and 80 credits for Self-Paced Labs (\$80 value).

Also, during the execution of the programme, DMS may establish additional collaborations with other initiatives.

## 4. Services calendar

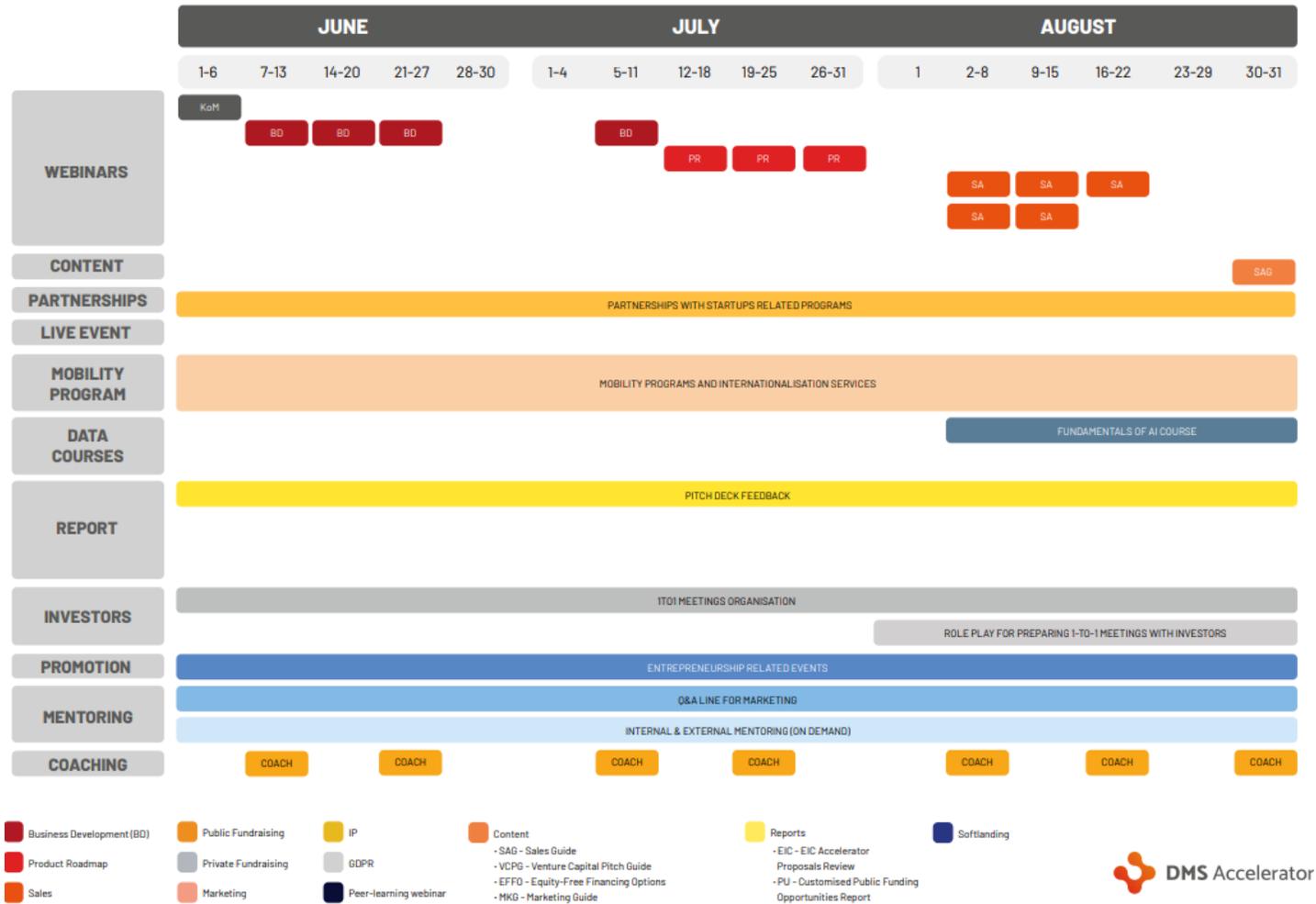


Figure 1. DMS Accelerator Services Calendar (June–August 2021)

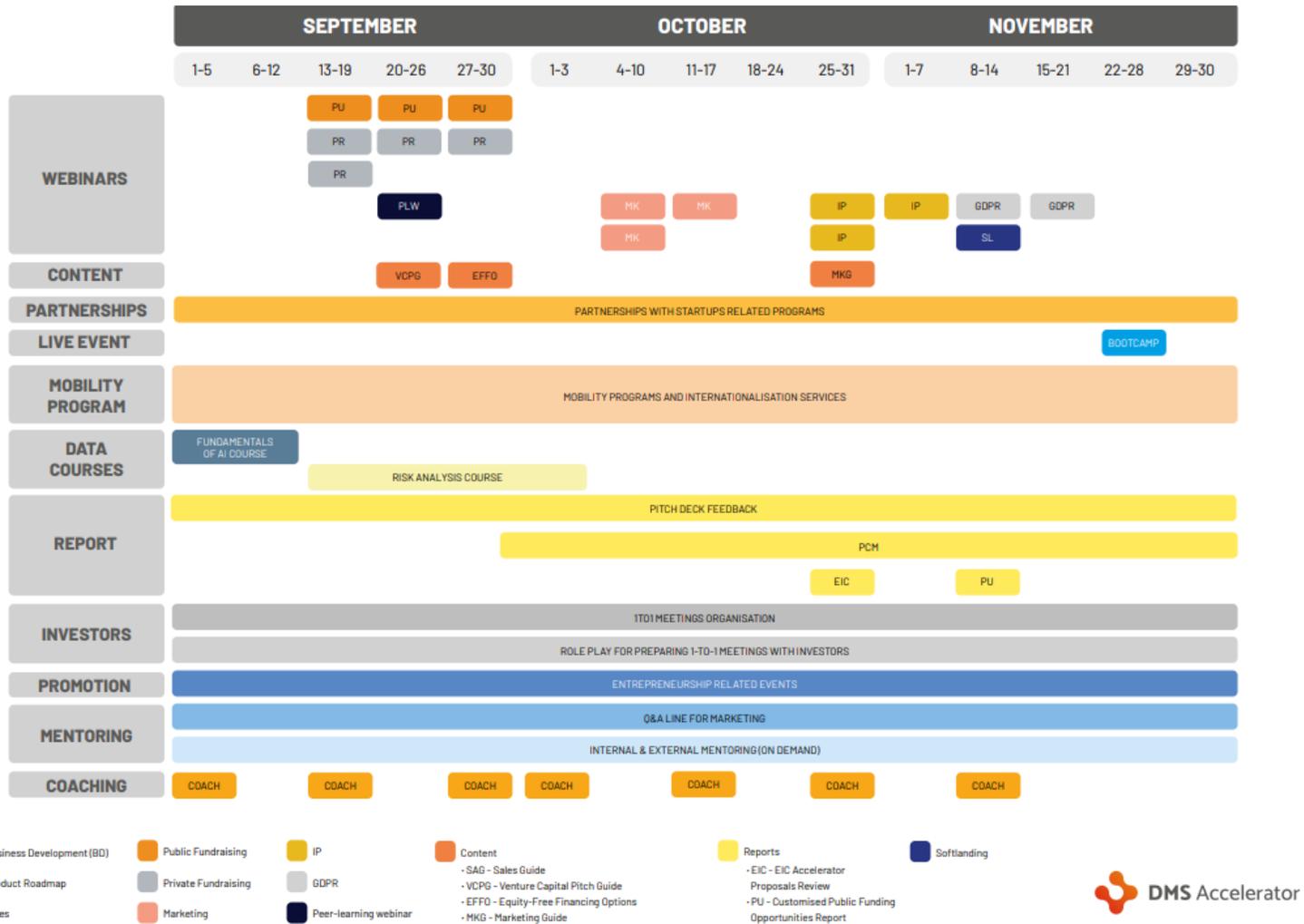


Figure 2. DMS Accelerator Services Calendar Part (September–November 2021)

