Backing visionary entrepreneurs

The European Innovation Council
EIC Business Acceleration Services

Training for NCPs
11&12 March 2021
EIC Business Acceleration Global Offer

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EIC - Smart Money

Funding (grants and equity)

Business Acceleration Services
Our objective and target group

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
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<tbody>
<tr>
<td>Accelerate EIC innovations and growth of EIC companies</td>
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<tr>
<td>Tailor-made service to meet needs of our clients</td>
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<tr>
<td>All EIC beneficiaries: Accelerator, Pathfinder, Seal of excellence, applicants</td>
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<tr>
<td>Activate partners all around Europe</td>
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EIC greatest asset

5700+ SMEs

~750 Pathfinder researchers

3 billion in funding (0.5bn in equity)

3% - 5% success rate

All sectors
EIC Business Acceleration Services in Horizon Europe
Access to advise

- Specific support for
  - Coaching
  - Mentoring with EIC Fund
  - Expertise and Training
  - Women innovators
  - Reducing GHG emissions
Access to business partners

- Corporates
- Investors
- Distributors
- Innovation procurers
- Clients & more

Matching, Co-creation, Venture client, EIC Scalator, Overseas Trade Fairs
Access to innovation ecosystem and peers

- EIT KICs
- Incubators
- Accelerators
- Innovation Agencies
- Associations & more
- Stock exchanges
- EEN
- IPR Helpdesk
- EUIPO

EIC Community, (Co)organization of EIC events, Data mining-mapping, (Co)funding
EEN support to EIC Accelerator

• Specific Coordination and Support Action in the EIC WP

• Focused on 3 activities:
  - Assist SoE holders in accessing public or/and private funding (all MSs + ACs)
  - Support to potential applicants to EIC Accelerator in widening countries and from women-led companies (all MS + AC)
  - Exchange of best practice within the EEN and access to additional expertise for the benefit of EENs in widening countries

• The close cooperation between EEN and NCP is requested at the level of this CSA and Action 6 NCPs. In this CSA, EEN will provide dedicated and tailored made packages of 3-5 days per company which in general differs from current NCP offer. The workshops are not part of it, to avoid overlap. Allignement with MoU between EEN and NCPs prepared by DG R&I.
### Who has access to what?

<table>
<thead>
<tr>
<th>BAS clients</th>
<th>Coaching</th>
<th>Activities open for application through Community</th>
<th>Services triggered by proactive project management</th>
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<tbody>
<tr>
<td>2nd stage applicants</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SoE</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Funded projects</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>(Accelerator, transition, Pathfinder)</td>
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</table>
How to access BAS?

• Event/service agenda in the EIC Community + info on application/expression of interest to participate

• Services are free of charge, potential travel and accommodation costs are on the participant side (can be claimed through running projects)

• Access to some services is triggered through the project review process or programme manager (e.g. access to expertise).

• Some services (matching with corporates, procurers, overseas trade fairs) have a selection process based on specific criteria relevant to the specific event or service. Selection often by business partners.

• Other events based on “first come, first served” basis

• Finished projects have also access to services
Follow our activities on EIC Community website!
https://community-smei.easme-web.eu/
Coaching
Coaching focus:

- **Accelerator applicants (full application stage) and Seal-of-Excellence teams** - to improve the value proposition and investor pitch → *3 days of coaching*
- **Pathfinder teams** - to discover innovation opportunities and to provide insight in entrepreneurship potential.
- **Transition teams** - to get to know the industry and to create a value proposition.
- **Accelerator start-ups and scale-ups** - to improve your business plan, the strategy implementation and a faster market entry.
- In the **Women Leadership Programme** additional WLP Coaching is offered to help tackle potential glass ceiling issues.

→ the starting offer of 3 days of coaching may be extended on the recommendation of project officers and programme managers.

Beneficiaries receive an invitation to select a coach, as soon as you become eligible to the service.
EIC coach selection steps

1. Match with coach based on criteria
2. Get a shortlist from the coaches database
3. Put your major challenge and development priorities
4. Invite coaches to your case
5. Phone a few who show interest
6. Select one and go!
EIC coach database admissibility

1. Industrial experience managing business innovation.
2. Experience with fund raising / new business development
3. Coaching experience

New Call for coaches to be published In March 2021 (part of general call for experts)
Matching with the coach

1. Innovation domain experience (industrial sectors)
2. Geographical market experience
3. Any keyword (..China.. , ..quantum..)
Describe your coaching case

• Explain your major challenge
• Tick your pressing business development topics

• ... And invite the shortlist for their interest and availability
Business development topics

**Value Proposition**
Look at the problem you solve, what value it brings to the targeted customer compared to competition.

**Development of marketable offer**
Look at all steps to develop your idea into a marketable product: product validation, IP ownership and licensing, prototyping, testing, product development, validation by customers.

**Go-to-market**
Look at which market segments to address, analyse the industry, customer groups, develop your business plan, your relation to the customer and distribution, your approach to marketing and sales.

**People**
Look at your people, their skills and roles, your leadership role. Develop your HR strategy, team spirit, values and company values.

**Partnerships**
Look at key partnerships for product/service design, development, production and distribution. Look how to cooperate with big companies and connect to lead customers.

**Find investors**
Look at how to become interesting for investors, how to pitch.

**Finance**
Look at your turnover growth, revenues and costs structure, your estimated cash flow and funding needs.

**Organisation**
Look at how to set up a management structure, decision processes, data management, and all the activities you need for legal, taxes, accounting, reporting, IT networks, human resources.

**Supply chain**
How to look at manufacturing make-to-order decisions, the organisation of distribution, logistics and after-sales service.
Final coach selection

- Do ‘chemistry’ calls
- Pick your favourite
- Coach prepare the coaching plan
- EISMEA prepares contract
Thank you!