Acceler Action

Connecting European DeepTech Innovators

D4.1. Main Findings on the EU-NAP Implementation

Initiate

Generate

Apply

Collab

Connect

Collab

Initiate

Generate

Generate

Grow

Apply

Connect

Wow

Connect

Collab

Initiate

Grant Agreement: 101072073

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EXECUTIVE SUMMARY

The **Pan-EU Networked Acceleration Programme (EU-NAP), publicized as "Connect"**, is an AccelerAction initiative led by Beta-i, in collaboration with its consortium partners, to enhance the European DeepTech ecosystem through collaboration, knowledge sharing, and sustainable growth. This comprehensive programme is designed to address the challenges and opportunities in the European DeepTech landscape, focusing on startups, accelerators, investors, policymakers, and educational institutions.

The key components of EU-NAP are the following:

1. **Initiate Library**: A digital resource hub offering case studies, frameworks, and articles on topics like DeepTech funding, diversity, and sustainability. This library serves as a critical knowledge repository to empower stakeholders in decision-making and strategic planning.
2. **Collab Events**: Peer-to-peer mentoring sessions tailored for startups, investors, and accelerator managers. These events emphasize best practices, ethical considerations, early-stage investments, and branding through structured online engagement.
3. **GROW Programme**: A three-month immersive programme providing DeepTech startups with training in market expansion, funding acquisition, and network building. The programme integrates weekly challenges, monthly meetups, and international exchange experiences to ensure practical learning and ecosystem engagement.

The report begins with an introduction, which lays the foundation by outlining the programme's objectives and providing an overview of its framework. It then delves into the EU-NAP programme structure and implementation, describing the design, delivery, and stakeholder engagement across the programme's three core components. In the Main Findings, the document presents an impact assessment that evaluates EU-NAP's effectiveness and provides insights. Finally, the conclusion synthesizes the key outcomes, emphasizing EU-NAP's role in driving sustainable innovation across Europe's DeepTech ecosystem.

EU-NAP has successfully demonstrated the transformative potential of networked acceleration, fostering inclusion and promoting innovative growth. By bridging gaps in the

DeepTech landscape, the programme sets a benchmark for collaborative efforts in addressing global challenges through technology-driven solutions.

1. INTRODUCTION

The **Pan-EU Networked Acceleration Programme (EU-NAP)** aims to foster growth and innovation across the European DeepTech ecosystem. The EU-NAP methodology was developed at the beginning of the AccelerAction project as part of the activities under Work Package 2 (WP2), which focused on designing the programme's framework and structure. This report highlights not only the methodology but also the implementation of EU-NAP, carried out under Work Package 4 (WP4).

Key elements of the programme include:

1. **Engagement with Stakeholders**: EU-NAP brought together startups, accelerators, policymakers, business innovation agencies, and educational institutions to co-develop solutions.
2. **Customized Acceleration Strategy**: Designed to support emerging ecosystems, the programme provides a flexible structure catering to the needs of local players, such as investors and accelerator programme managers.
3. **Programme Components**: The EU-NAP framework, named **Connect** for promotional purposes, is centered on three primary components:
   - **Initiate Library**: A digital resource repository featuring case studies, frameworks, and articles aimed at knowledge sharing and engagement.
   - **Collab Events**: Virtual peer-to-peer sessions fostering exchange among European DeepTech stakeholders.
   - **GROW Programme**: A three-month immersive acceleration initiative focused on skill-building, networking, and international market expansion for DeepTech startups.

The EU-NAP methodology was crafted through extensive research and collaborative consultation, engaging 116 organizations from 32 countries. This inclusive approach ensured that the programme addressed the unique challenges and opportunities of the European DeepTech ecosystem while prioritizing sustainability and gender equality. By tailoring its framework to the specific needs of diverse stakeholders, EU-NAP established itself as a benchmark for fostering innovation and connectivity across Europe. Figure 1 below illustrates the breadth of stakeholder involvement in the programme's development, with representation from Accelerators/Incubators (59 organizations), Startups (19 organizations), Investors (15 organizations), Other Entities (13 organizations) — including non-profits,

consultancies, and other non-traditional players — Academia (8 organizations), and Policy Makers (2 organizations).
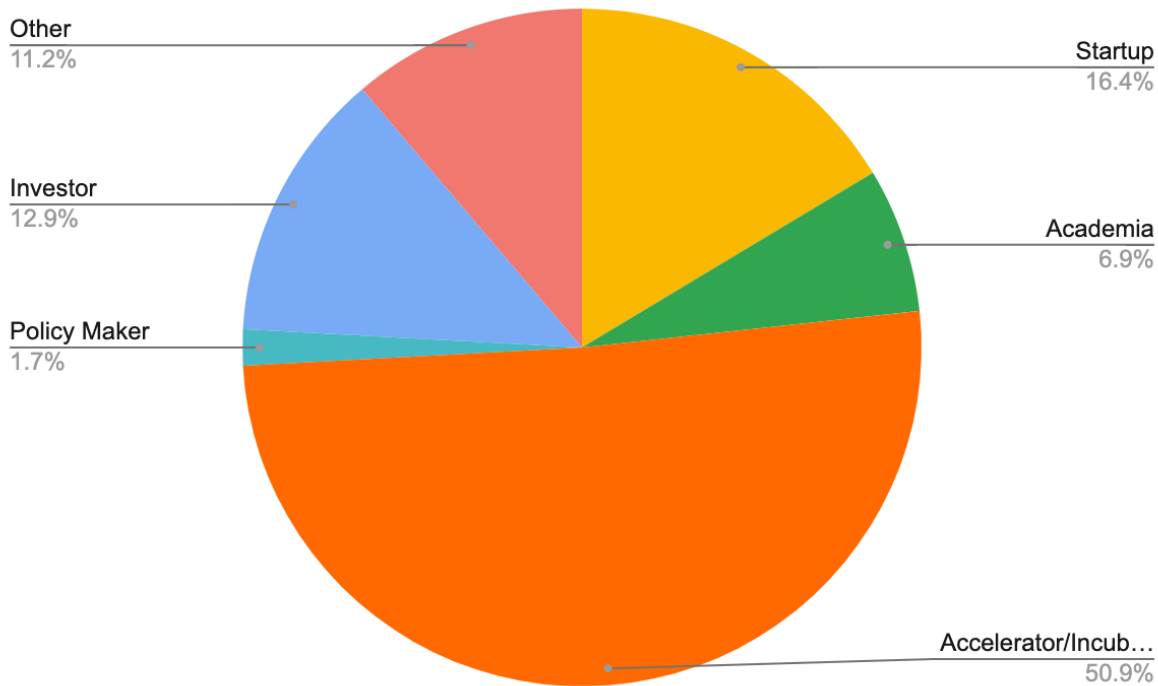

Figure 1 – Representation of types of stakeholders in the EU-NAP Development

Source: Original

The implementation of the Pan-EU Networked Acceleration Programme (EU-NAP) highlights the importance of a unified effort within the AccelerAction consortium. The consortium's collaboration brought together expertise from across Europe to design and execute a programme that bridges diverse stakeholders and fosters innovation. This collective effort ensured that EU-NAP not only addressed the needs of the European DeepTech ecosystem but also set a standard for inclusive, sustainable, and impactful acceleration initiatives.

2.   EU-NAP Programme Structure and Implementation

The EU-NAP/Connect programme was strategically designed to strengthen the European DeepTech ecosystem by fostering collaboration, providing tailored resources, and empowering stakeholders through innovative initiatives. As already mentioned, its implementation involved three distinct yet interconnected components, each contributing to the programme's overall impact:

1. Initiate Library

The Initiate Library is a comprehensive digital repository that serves as the cornerstone of EU-NAP's knowledge-sharing efforts. It offers stakeholders access to 39 meticulously curated materials, including case studies, frameworks, and articles, focusing on critical topics such as sustainability, diversity, and funding strategies. By equipping stakeholders with practical tools and insights, the library enhances decision-making and encourages informed engagement within the DeepTech ecosystem.

2. Collab Events

Collab Events provided a platform for peer-to-peer mentoring and collaboration, fostering dynamic exchanges between startups, investors, and accelerator/incubator managers. These virtual sessions were designed to address key challenges faced by stakeholders and included masterclasses, mentoring circles, and group discussions. The events emphasized actionable knowledge, including strategies for early-stage investments and ethical considerations in innovation.

3. GROW Programme

The GROW Programme offered an immersive three-month acceleration experience, enabling startups to scale their operations and expand into new markets. Key elements of this initiative included:

- **Weekly Challenges**: Encouraging participants to tackle real-world business scenarios.
- **Monthly Meetups**: Facilitating progress reviews and peer learning.
- **Exchange Experiences**: Providing in-depth engagement with local ecosystems across Europe, offering opportunities to build connections and gain market insights.

The implementation of EU-NAP was a collaborative effort led by the consortium's partners:

- **Beta-i** coordinated the Initiate Library content among consortium partners, executed and curated the Collab Events, developed the GROW Programme framework - designing the strategy for implementation, creating resources, and conducting the evaluation and selection of participating startups;
- **Techcelerator** executed the GROW programme, ensuring that its components were delivered efficiently and effectively;
- **F6S** managed the Collab and GROW Programme's respective communication strategies, ensuring robust outreach to stakeholders and visibility across the DeepTech ecosystem;
- **Beta-i, Techcelerator, F6S, Female Founders, Booster Labs, and PRAXI Network** organized their respective GROW Exchange Experiences as hosting partners;
- **All consortium partners** collaborated with knowledge and content for the Initiate Library content and outreach for the Collab Events and the GROW Programme.

By leveraging the strengths of each partner, the programme successfully bridged gaps in the European innovation landscape, delivering a cohesive and impactful experience. The collaborative efforts of the consortium partners ensured that EU-NAP was both adaptable and responsive to the needs of its stakeholders, setting a standard for future acceleration initiatives.

The following sections will give an overview of all the initiatives carried out in the EU-NAP, from design to implementation, providing our practices and insights for implementing the model.

2.1. Initiate Library

One of the main components of the EU-NAP, designed to support the European DeepTech ecosystem, is a digital resource library we named **Initiate Library**. This Library is a cornerstone of the EU-NAP programme, serving as a dynamic digital repository designed to empower stakeholders within the European DeepTech ecosystem. This comprehensive resource hub was curated to provide relevant and actionable knowledge, addressing diverse topics essential for fostering innovation and sustainability.

Overview of Library Materials

The Initiate Library is available on the [DeepTech ACT platform](#)[1] and comprises 39 carefully selected materials, including:

- **Case Studies**: Offering real-world insights into successful DeepTech ventures.
- **Frameworks**: Guiding best practices in areas such as financial management, diversity, and sustainability.
- **Articles**: Providing expert analyses on emerging trends and challenges in the DeepTech domain.

These resources were tailored to meet the needs of various stakeholder groups, including entrepreneurs, investors, policymakers, and programme managers. The materials cover critical themes such as:

- **Entrepreneurship and skill development,** include building interpersonal skills, mastering compliance, and navigating intellectual property challenges.
- **Sustainability and inclusion**, since the resources address aligning technology with Sustainable Development Goals (SDGs) and fostering diversity within teams.
- **Innovation and market expansion,** by providing guidance on structuring investments, developing DeepTech business models, and exploring new market opportunities.

The Initiate Library was made available through an intuitive online platform, the above-mentioned DeepTech ACT platform, ensuring seamless access for stakeholders across Europe. Its structured format allows users to search for content based on their specific needs, promoting targeted learning and engagement.

The resources from the Initiate Library were integral to other components of the EU-NAP programme:

- **To the Collab Events:** The articles in the library played a key role in defining the content and thematic focus of the Collab Events. By drawing on curated materials, these sessions were designed to address the specific needs and interests of the participants, fostering targeted discussions and knowledge sharing.
- **To the GROW Programme:** Articles and frameworks were incorporated into the training curriculum, ensuring alignment with weekly challenges and monthly meetups.

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[1] https://deeptechact.acceleraction.eu/

By equipping stakeholders with curated materials and fostering a culture of knowledge sharing, the Initiate Library played a pivotal role in achieving the programme's objectives of inclusivity, innovation, and connectivity. The material overview is available in the table in Annex 5.1.
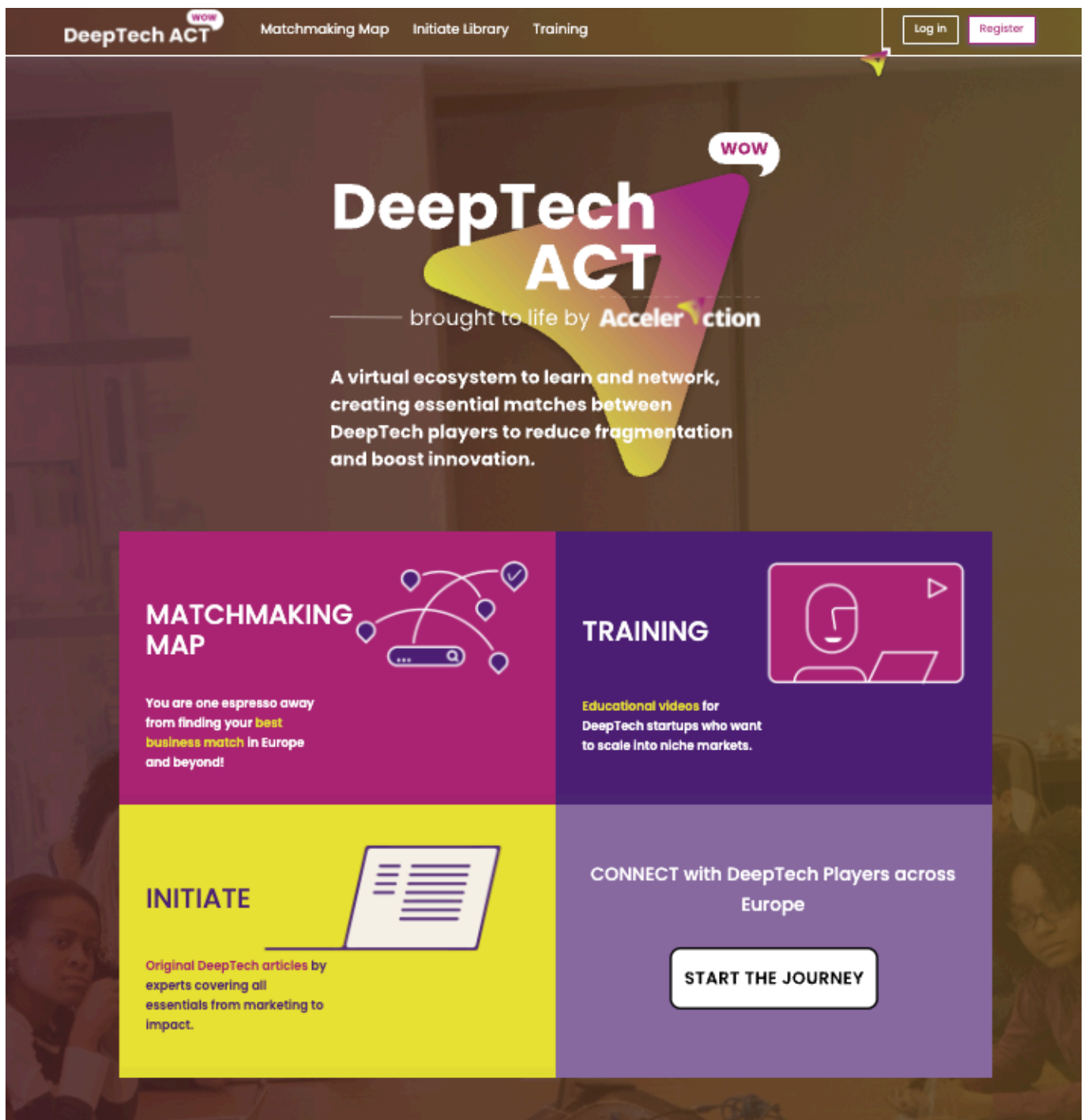

Figure 2 - DeepTech ACT Welcome Page
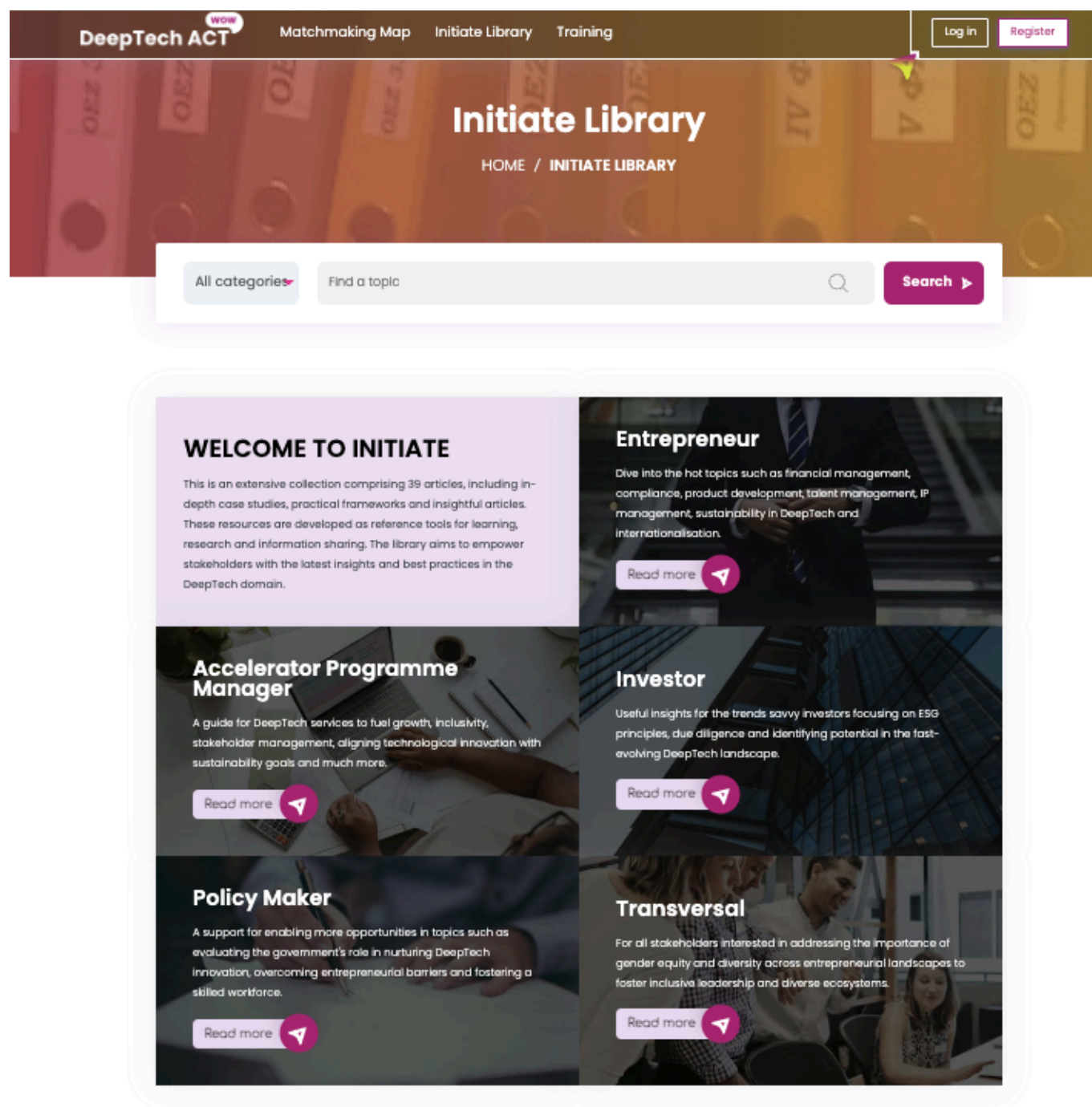
Source: Original

Figure 3 – Initiate Library Welcome Page
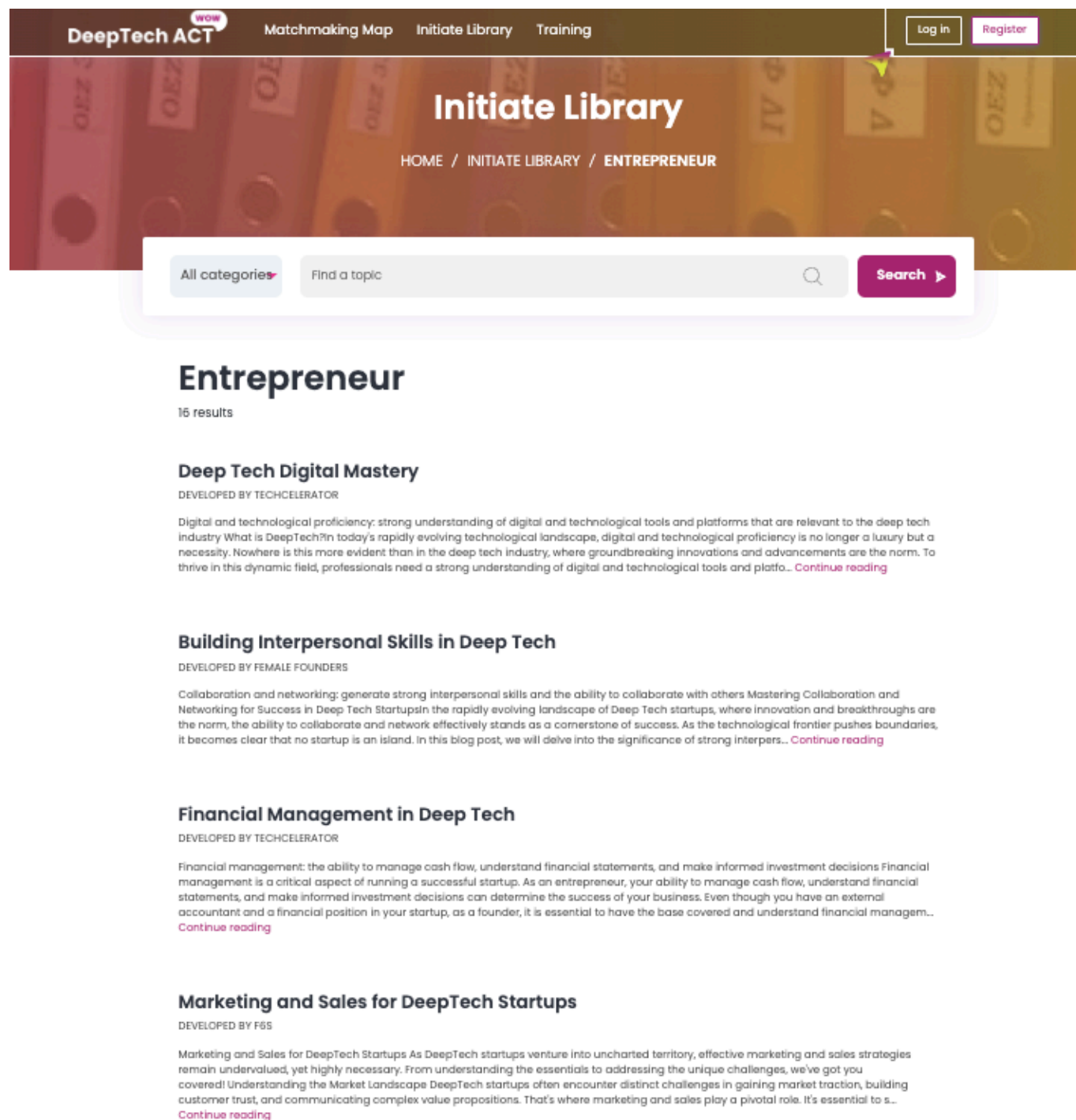
Source: Original

Figure 4 - Initiate Library Overview

Source: Original

DeepTech ACT Training Section

The Deeptech ACT Training Section for DeepTech startups originated from the Initiate Library and was tailored to align with the weekly challenges in the GROW Programme. Consortium accelerators selected the most relevant articles from the Library for participating startups in GROW and created a Learning Programme around these challenges. This programme is now accessible on the DeepTech ACT platform under the Training Section and is available to all registered users. It provides access to resources and tools across three distinct learning tracks: *Expansion and Access to Market*, *Capital Compass,* and *Empowering Sustainable and Inclusive Innovation*. These tracks are intended to be completed over three months (one track per month), and one challenge per week. However, participants can progress at their own pace, using the resources as needed to fit their individual learning schedules.
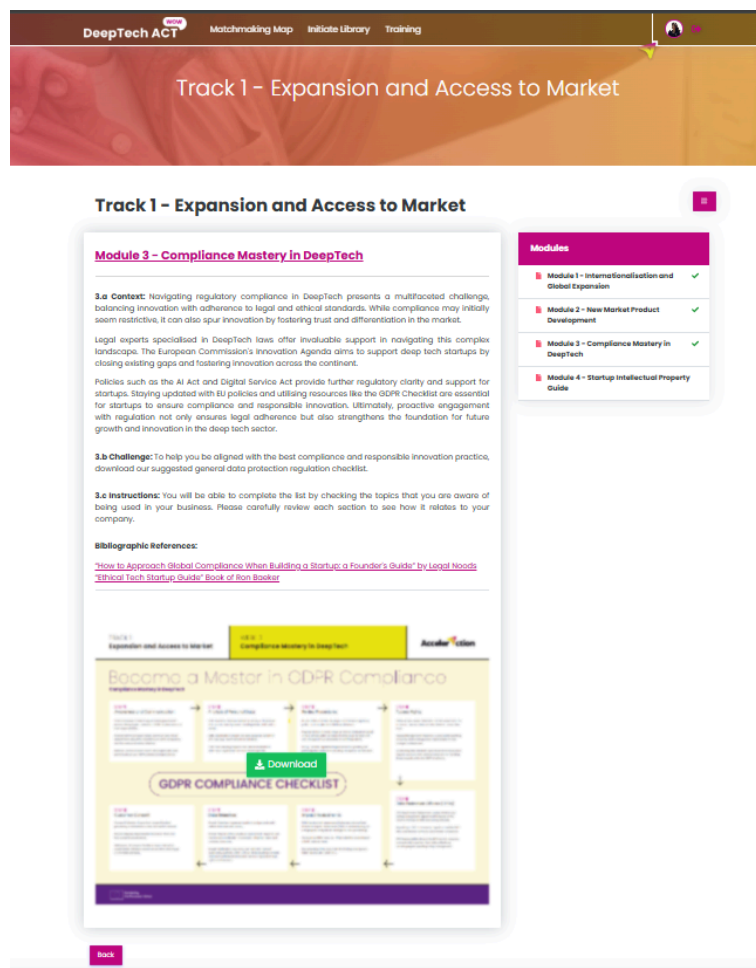
Figure 5 - DeepTech ACT Training Section

Source: Original

2.2. Collab Peer-to-Peer Mentoring Sessions

The second initiative of the EU-NAP, the peer-to-peer mentoring gatherings (named *"Collab Events"*) were a key initiative within the EU-NAP programme, aimed at fostering connections between emerging and established DeepTech ecosystems. These events provided a platform for knowledge exchange, collaboration, and growth, focusing on three primary audiences: startups, investors, and accelerator/incubator programme managers.

Events Overview

The Collab Events were conducted over a series of four sessions between March 19 and March 26, 2024, **targeting three key audiences:** startups, investors, and accelerator/incubator programme managers in DeepTech. Each event was carefully tailored to meet the needs of its target audience, offering a personalized value proposition to maximize impact. All events were held online via Zoom, with a structured agenda designed to facilitate meaningful engagement:

- **Opening Session (5 minutes)**: A brief introduction to welcome participants, outline objectives and set the stage for the session.
- **Masterclass and Q&A (25 minutes)**: An expert-led presentation on the central theme, followed by a Q&A to clarify key concepts.
- **Mentoring Circles (25 minutes)**: Small group discussions to exchange best practices, address challenges, and foster peer-to-peer learning.
- **Plenary Insights Sharing (20 minutes)**: Representatives from mentoring circles share key takeaways with the larger group for collective insights.
- **Closing Session (5 minutes)**: A concise wrap-up summarizing the event, highlighting the next steps, and thanking participants and speakers.

The events implemented were:

- *Collab Event for Startups:* March 19th, 2024, 10:30 AM - 12:00 PM CET
- *Collab Event for Investors:* March 20th, 2024, 10:00 AM - 12:00 PM CET
- *Collab Event for Accelerators and Incubators Programme Managers:* March 21st, 2024, 10:00 AM - 12:00 PM CET

- ***Final Collective Collab Event:*** March 26th, 2024, 10:00 AM - 12:00 PM CET

We will now explore each Collab Event in detail, highlighting the themes, expert contributions, and key outcomes of each session.

Collab Event for DeepTech Startups

For the **Startup event**, held on March 19th, 2024, the speaker was **Sara Mancini**[2], a Senior Manager at Intellera Consulting. She led a discussion on the topic **"Ethical Considerations in DeepTech Development"** providing valuable insights into the ethical challenges and considerations that startups must navigate as they develop innovative technologies in the DeepTech sector.
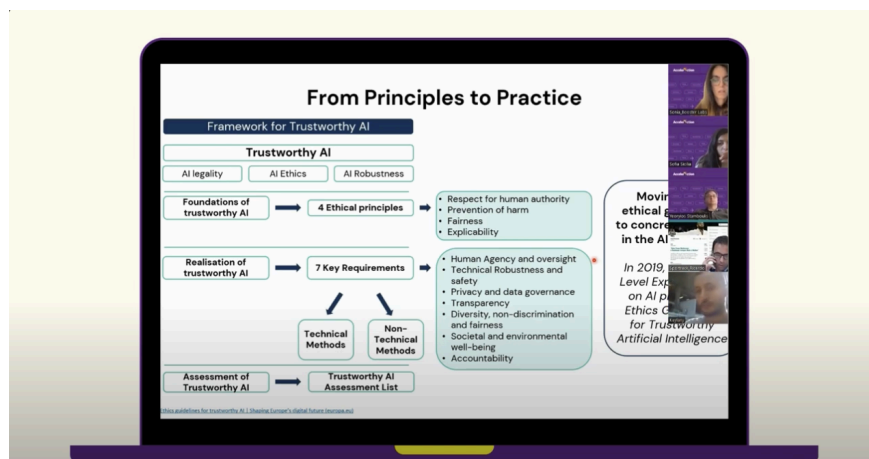

Figure 6 - Collab Event for DeepTech Startups

Source: Original

The event highlighted the growing emphasis on "trustworthy AI" in Europe, focusing on transparency, fairness, and accountability in AI systems. This approach integrates legal, ethical, and technical standards to ensure AI technologies are developed and used responsibly.

Key principles for trustworthy AI include human oversight, technical robustness, privacy, transparency, societal well-being, accountability, and fairness. Continuous risk assessment, from pre-deployment to ongoing monitoring, was presented as essential, supported by tools such as self-assessment lists and governance platforms.

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[2] https://www.linkedin.com/in/mancinisara/

The discussion also addressed challenges faced by startups and SMEs in adopting ethical AI practices. Resources such as regulatory sandboxes and innovation hubs were highlighted as ways to simplify compliance. Innovations like synthetic data and low-code platforms are making it easier for smaller organizations to implement responsible AI practices effectively.

Collab Event for DeepTech Investors

The **Investors' event,** which took place on March 20th, 2024, featured **Cristian Dascalu**[3], the Managing Partner at Techcelerator. His presentation focused on **"Co-investing in Early Stage Investment"** offering investors critical strategies and insights into collaborative investing in the early stages of startup development, a crucial phase for ensuring the success and scalability of new ventures.
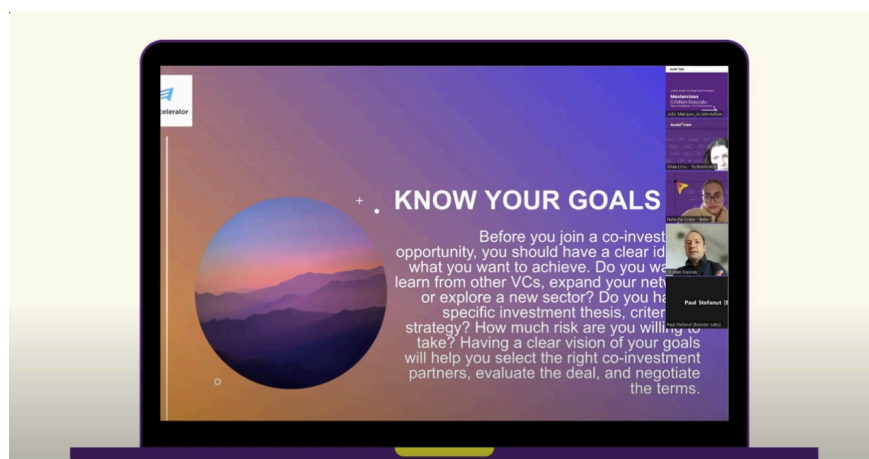

Figure 7 - Collab Event for DeepTech Investors

Source: Original

The event focused on the importance of co-investments in fostering collaboration among investors. Co-investing allows partners to share risks and resources, building trust and strengthening networks for future investment opportunities.

Challenges in co-investing, such as coordination, cultural differences, and managing multiple stakeholders, were discussed. Participants emphasized the need for systematic approaches, trust-building, and flexible strategies to address these issues.

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[3] https://www.linkedin.com/in/cristiandascalu/

The discussion also highlighted regional dynamics in investment. Local investors play a crucial role in the early stages, while international co-investments are essential for scaling. Initiatives that connect regional and international investors were recommended to address funding and geographical limitations.

Collab Event for DeepTech Accelerator/Incubator Programme Managers

For the **Accelerators and Incubators Programme Managers**, the event on March 21st, 2024, was led by **Dóra Marosvölgyi**[4], the Founder and CEO of DARE Innovations. She addressed the topic **"Spotting Potential in DeepTech Startups"** presenting programme managers with the tools and knowledge needed to identify and support high-potential startups within the DeepTech space, ensuring they receive the guidance and resources necessary for growth.
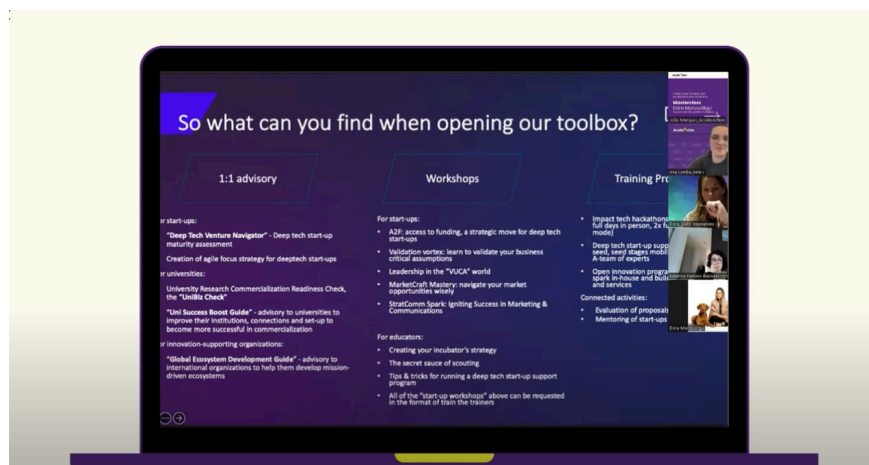

Figure 8 - Collab Event for DeepTech Accelerator/incubator Programme Managers

Source: Original

The event focused on critical factors for the success of DeepTech startups, emphasizing the importance of innovative ideas, balanced teams with technical and business skills, intellectual property for competitive advantage, and validated business models to secure investments. Identifying and supporting these startups remains challenging due to the limited visibility of research in universities, the overwhelming number of available programmes, and the need for accelerators to clearly define their value to attract suitable candidates.

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[4] https://www.linkedin.com/in/doramarosvolgyi/

The discussion also highlighted barriers in the DeepTech ecosystem, such as limited access to advanced technologies, inadequate commercialization structures in universities, and misaligned priorities between public funding organizations and startups. These challenges require focused efforts to bridge gaps and create conducive environments for startup growth.

Collaboration among startups, universities, and investors is critical to overcoming these challenges. Building trust, addressing differences in pace and processes, and creating intermediaries to facilitate communication and align expectations were essential steps to effectively support the development and scaling of DeepTech innovations.

Collab Final Event

The **Final Collab event**, held on March 26th, 2024, brought together all three target audiences. The speaker for this event was **Francisca Faustino**[5], an Innovation Consultant at Beta-i. She discussed the **"Importance of Storytelling in Brand Building"** emphasizing how effective storytelling can be a powerful tool for startups in building their brands and engaging with their target markets, a critical component for success in the competitive DeepTech industry.

Figure 9 - Final Collab Event

Source: Original

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[5] https://www.linkedin.com/in/francisca-faustino-b5098814a/

The event highlighted the importance of building and leveraging communities to drive innovation and enhance the value of services. Communities create shared experiences that foster collaboration, resilience, and stronger customer engagement, ultimately leading to unique value propositions for businesses.

A focus on co-creating value with stakeholders was emphasized as essential. By understanding customer needs and involving them in the design process, businesses can unlock the true potential of their services. Tools such as research, journey mapping, and collaboration with stakeholders were suggested to achieve this alignment.

Sustaining community engagement requires consistent interaction, shared goals, and a sense of purpose. Early-stage startups benefit from networking opportunities within communities, while scale-ups seek targeted partnerships. Alumni networks and peer-to-peer support within communities were also noted as critical for long-term success.

Links to Collab Events Masterclass Recordings (available on Youtube):

- **Collab Event for Startups**[6]
- **Collab Event for Investors**[7]
- **Collab Event for Accelerator/Incubator Programme Managers**[8]
- **Final Collab Event**[9]

With the events successfully delivered, we now turn to the strategies that supported their impact, including the communication strategy, the participant outreach efforts, as well as the achievement of our key performance indicators (KPIs).

Collab Events Communication Strategy

A promotion strategy was developed for the Collab Events in November 2023. The main channels identified to promote and disseminate these events were the project website, social media, and both the AccelerAction newsletter and partner newsletters. Each of these channels was leading towards F6S event pages, created separately for each Collab event:

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[6] https://www.youtube.com/watch?v=YCSGUcBbu1g

[7] https://www.youtube.com/watch?v=7gfAETJV_WU

[8] https://www.youtube.com/watch?v=t4YthdIb0wU

[9] https://www.youtube.com/watch?v=zIHWybRyDkc

- [DeepTech Collab with Startups](#)[10]
- [DeepTech Collab with Investors](#)[11]
- [DeepTech Collab with Accelerators](#)[12]
- [DeepTech Collab Final Event](#)[13]

In addition, a press release was launched on February 29, 2024, which was covered by 12 media sources (StartUp Cafe, Economistul, and Start-up.ro are some of them) generating a reach of 7300 people across Europe. DeepTech "Influencers" were identified and approached to participate in this series to reach a wider audience.

The following Influencers were contacted:

Influencer	Affiliated Partner	Focus Area	# Followers LN	Established Collab (Y/N)
Patricia Allen	Beta-i	Media; Communication; Startups	500	Yes[14]
Anne Ravanona	FF	Female Empowerment; Female Entrepreneurship	12k	No

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[10] https://www.f6s.com/collabwithstartups/about

[11] https://www.f6s.com/collabwithinvestors/about

[12] https://www.f6s.com/collabwithaccelerators/about

[13] https://www.f6s.com/deeptechcollab/about

[14] Although several meetings were conducted with Marta Basso, collaboration was not finalised. Patricia Allen agreed to give a talk during one of the Collab events on branding but had to cancel due to personal reasons.

Influencer	Affiliated Partner	Focus Area	# Followers LN	Established Collab (Y/N)
Idea-re	JOC	Business Consulting	400	No
Marta Basso	INSME	Startups; Entrepreneurship	50k	No
Thibaud Elziere	F6S	Technology; Innovation; Startups	27k	No

Figure 10 - Influencer contacted for Collab Events Promotion Strategy

Source: Original

To ensure engaging communication of the events, it was decided that all events would run via an interactive virtual reality platform called Frame. This platform was selected as an innovative and fresh approach to online events, matching well with the project's brand. However, due to numerous operational difficulties, this approach was substituted in March 2024 and the events ran on Zoom instead.

Email templates were developed for four different targets within the DeepTech sector: accelerators/incubators, startups, investors, and all groups put together. Partners were instructed to use the most appropriate template according to who was being contacted within their respective networks. Previous entities that had worked with the project were also targeted, from speakers at the DeepTech Talks to accelerators that participated in research conducted during WP2 implementation. This targeted approach ensured that promotional efforts were directed towards every single EU Member State.

Key messages alongside specific hashtags were developed for each event. This included target-specific gifs and other visuals. The website was also updated to include a separate page for "Collab"[15] and allowed potential attendees to be directed to the F6S registration forms. After all events, the website was updated with a "Collab Masterclasses" playlist[16] of 4 video recordings, available also on the AccelerAction YouTube channel.

The campaign was set to run from 24 January to 18 March. A social media boosting plan was developed for each target audience as a mitigation step in case reach was low.
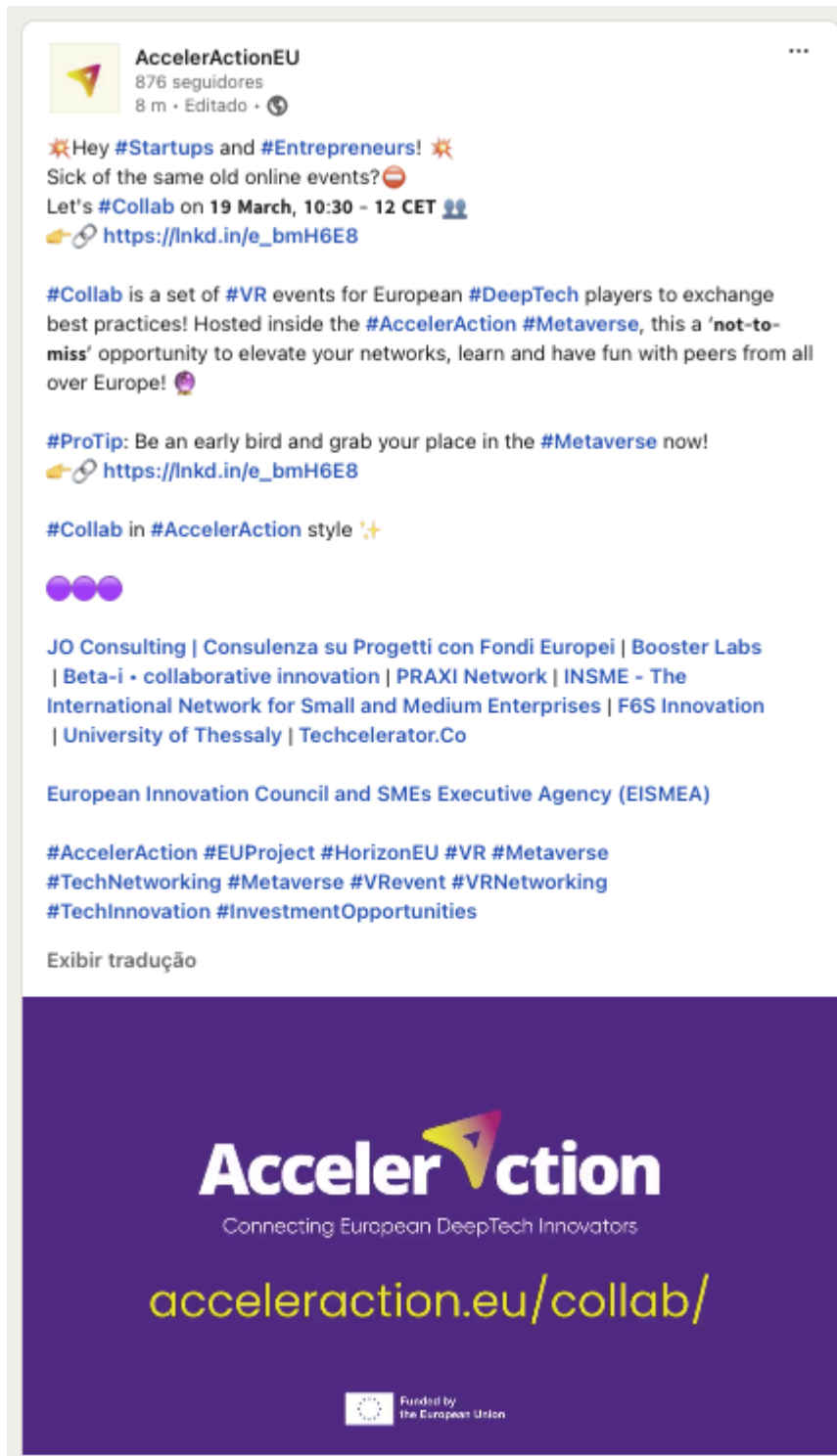
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[15] https://acceleraction.eu/collab/
[16] https://www.youtube.com/playlist?list=PLf92rwEsPExm0sz1bT9lG3-G9oZqzgrqO

Figure 11 - Example of a regular social media post targeting Startups

Source: Original

More examples of social media posts for each of the Collab target audiences are available in Annex 5.2.

During the duration of the social media campaign, we reached 12,546 organic and 31,949 sponsored impressions, together with 93 new followers on our LinkedIn profile, which is the main social media outlet.

Each part of the overall campaign had a separate timeline as illustrated in the table below:

Means	Proposed Timeline
Social Media	January - March
Boosting Plan	March
Collab Website Page[17]	January
Newsletter[18]	February
Collab Newsletter Blurb[19]	January-February depending on the Partners' Newsletter
Press release[20]	February

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[17] https://acceleraction.eu/collab/
[18] https://mailchi.mp/4645586bdc97/takeaction
[19] https://sway.cloud.microsoft/Q91xeIw5DM7KC1eB?ref=email
[20] https://www.startupcafe.ro/idei-antreprenori/inscrieri-evenimente-gratuite-deeptech-startup-investitor-acceleratoare

Means	Proposed Timeline
Targeted emails	January-February

Figure 12 –Collab Social Media Campaign Timeline

Source: Original

Results summary table

Number	LN	X	Website	Newsletter	Blurbs	Press release
Outreach	44,495	1,038	890	55	>8,000	7,000
Engagement (rate)	6.7%	NA	NA	56.3%	NA	NA
Posts	31	21	NA	1	3	12
Shares	27	3	NA	NA	NA	NA

Figure 13 –Summary of Collab Social Media Campaign Results

Source: Original

Collab Participant Outreach Strategy

To ensure the completion of the KPI established of having the 27 EU Member-states participating in the Collab Events, AccelerAction consortium partners implemented the following measures:

- **Participant Outreach:** A collaborative database was developed by consortium partners to compile a list of potential participants from the key target groups of the events. Partners were strategically positioned across geographies to encompass all 27 EU countries. This database contains 585 contacts from the three primary target groups, ensuring outreach and communication that reached a total of 32 countries, covering the 27 EU Member-states. Additionally, registration forms in F6S confirmed participation from representatives of all 27 EU countries.
- **Reminders:** Regular reminders were sent leading up to the events to keep participants engaged and informed, through social media and e-mail (once registered as participants);
- **Social Media Plan:** A comprehensive social media plan was established to promote the *Collab events* on LinkedIn and foster engagement.
- **Session Recordings:** Recordings of all sessions were made available to those who could not attend live. This ensured that all registered participants had access to valuable insights and discussions from the events.
- **Support Channels:** Dedicated support channels were established to assist participants with any technical or logistical issues they encountered.
- **Networking Opportunities:** The consortium offered participants access to other AccelerAction activities, including the GROW Programme and other networking events within the consortium ecosystem.
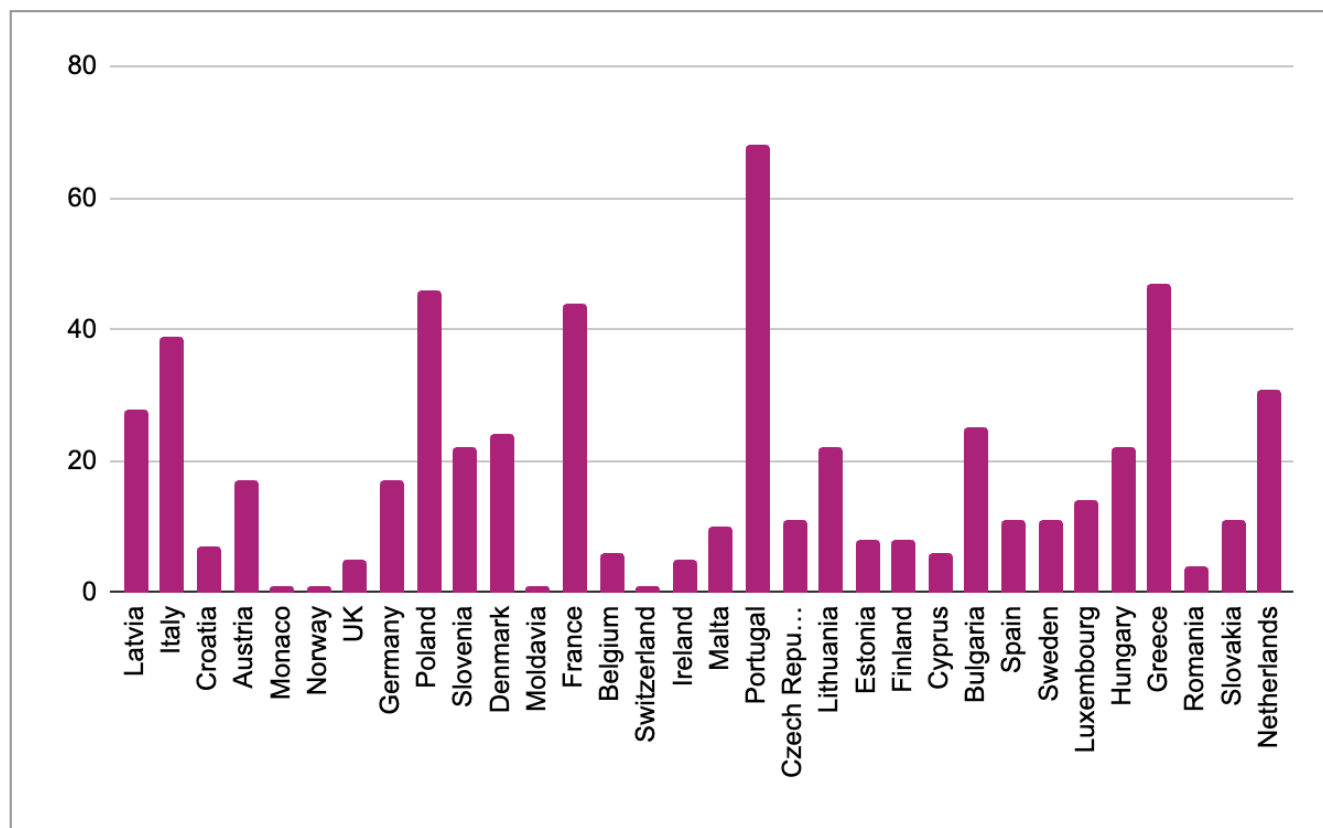
Figure 14 - Collab Events Contacts Outreach per Country
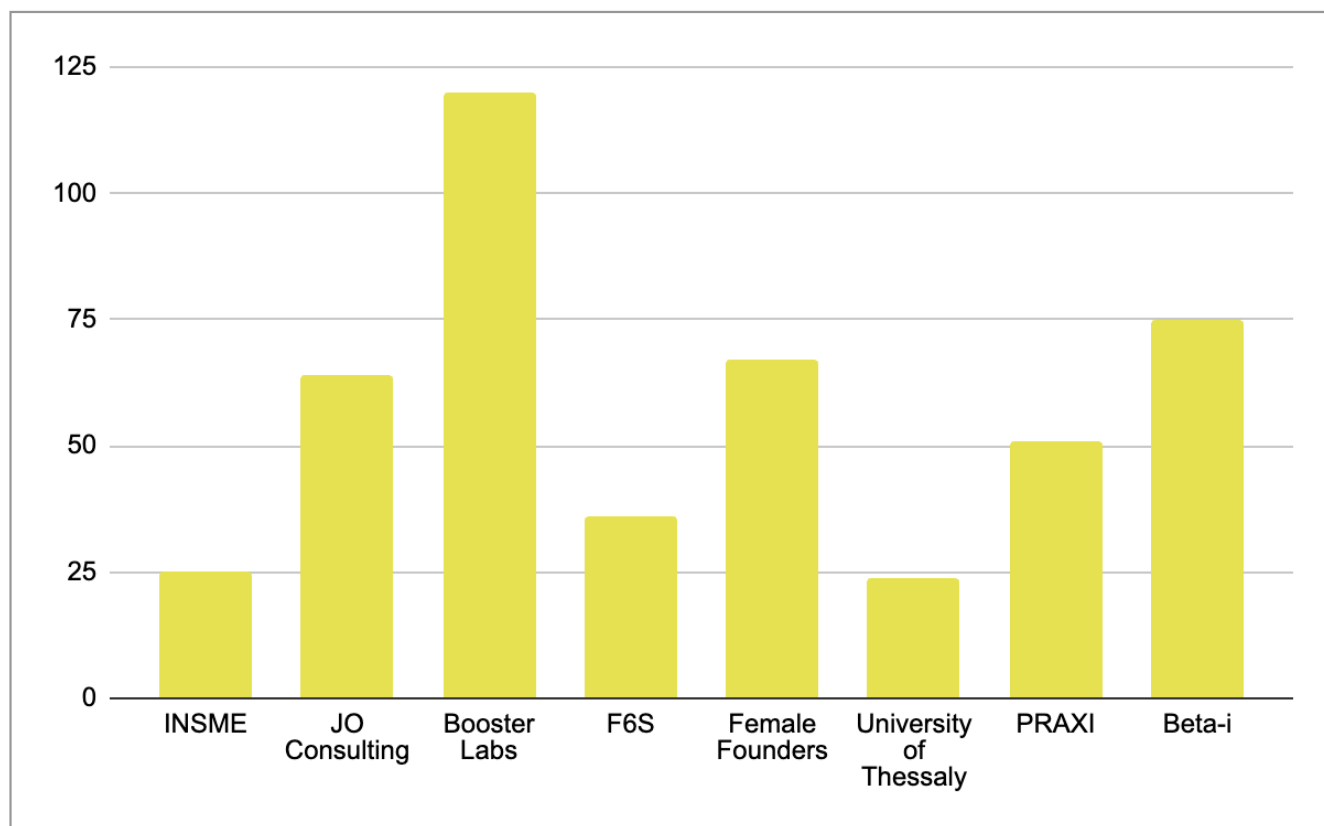
Source: Original

Figure 15 - Collab Events Contacts Outreached per Partner

Source: Original

COLLAB PARTICIPANT DEMOGRAPHICS (KPI)

All 27 EU countries were represented in the registration forms across the four events. However, actual participation included only 22 EU countries, with additional representation from 5 non-EU countries, representing a total of 27 countries. Despite concerted efforts, the initial KPI of representing all 27 EU countries was not fully met due to last-minute dropouts, which were beyond the consortium's control.

These actions underscore the consortium's dedication to achieving its objectives and maximizing the impact of the events, despite the unforeseen challenges of participants registering but failing to attend on the day of the event. The events were free of charge and open to the public. However, participants were required to fill out an attendance form.

The **list of participating countries** for each *Collab event* was obtained by crossing multiple data sources:

- the answer to the interactive survey on Slido at the beginning of each event;
- the participant's list was downloaded through Zoom;
- the registration forms on F6S - registrants F6S profile country indication;
- the satisfaction survey was made available at the end of each event.

For a summary of the data presented, the table below displays all the relevant information regarding the Collab Events country representation, number of participants, and registrations:

Collab Event	Startups	Investors	Accelerator/Incubator	Final Event
Countries Represented	Portugal Italy Romania Greece France Belgium Austria Germany Croatia Ireland Spain Norway Switzerland Malta	Portugal Italy Romania Greece France Austria Malta Estonia Ireland Spain	Germany Austria France Portugal Ukraine Finland Hungary Greece Italy Malta Croatia Estonia Ireland	France Netherlands Hungary Austria Portugal Germany Malta Denmark Czech Republic Romania Greece Italy Finland Poland Spain Turkey Latvia Cyprus Estonia Bosnia and Herzegovina

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Number of participants	27	17	24	32
Number of registrations	45	13	28	34

Figure 16 - Collab Events Participant Demographics

Source: Original

An important consideration to make after displaying the above set of data is that the Collab Event for Investors had more participants than registrations due to the consortium's decision to open these events to make them more accessible and reach a bigger audience and the maximum number of EU countries represented.

2.3.   GROW EXCHANGE PROGRAMME: A HOLISTIC FRAMEWORK FOR STARTUP ACCELERATION

The **GROW Exchange Programme** is a cornerstone of the EU-NAP initiative, designed as a transformative three-month journey to empower DeepTech startups with the tools, networks, and knowledge necessary for scaling their operations and thriving in international markets. Initially known as the ABROAD Exchange Programme, this initiative seamlessly integrated theoretical learning, practical applications, and immersive ecosystem engagement to address the unique challenges faced by participating startups, including funding access, market-entry, and operational scalability.

The programme was designed by **Beta-i**, leveraging its expertise in creating structured learning frameworks to address startups' growth needs. The design emphasized a participant-centered approach, combining tailored activities with practical support. **Techcelerator** implemented the programme, translating this vision into impactful experiences by ensuring its delivery.

GROW METHODOLOGY: A STRUCTURED LEARNING FRAMEWORK

The GROW Programme employed a robust methodology built on interconnected pillars to deliver a comprehensive and impactful acceleration experience. Each component was tailored to align with the programme's overarching objectives, providing startups with a holistic growth journey.

The GROW Programme's learning framework was built around three thematic Learning Tracks that addressed the core challenges faced by startups:

1. **Expansion and Market Access**: Focused on equipping startups with tools for market penetration, regulatory adaptation, and scaling operations.
2. **Capital Compass**: Emphasized funding readiness through financial planning, pitch development, and investor engagement.
3. **Empowering Sustainable and Inclusive Innovation**: Highlighted the integration of ethical practices, sustainability, and diversity into business strategies.

Kick-Off Session: Laying the Foundation

The programme commenced with a virtual kick-off event, designed to establish a strong foundation for the participants. This session introduced startups to the roadmap, objectives, and activities of the programme while fostering a sense of community among the cohort. Through breakout sessions and interactive discussions, startups connected with peers and mentors, setting the stage for collaboration and engagement. A dedicated Slack workspace was also introduced to streamline communication throughout the programme.

Weekly Challenges: Practical Learning in Action

Weekly Challenges were the core of the learning methodology, designed to align with the programme's Learning Tracks:

- **Expansion and Market Access**: Tasks focused on market entry strategies, regulatory compliance, and operational scaling.
- **Capital Compass**: Challenges included developing financial models, preparing investor pitches, and improving funding readiness.
- **Empowering Sustainable and Inclusive Innovation**: Participants worked on integrating ethical practices, sustainability, and diversity into their business operations.

Each challenge was supported by resources, templates, and instructions shared on a collaborative MIRO platform and e-mail. Startups submitted weekly deliverables, receiving iterative feedback to refine their approaches and strengthen their strategies.

Monthly Meetups: Reflecting and Refining

Three monthly online meetups served as checkpoints for progress and reflection. These interactive sessions enabled startups to:

- Present their challenge outcomes, sharing achievements and lessons learned.
- Engage in expert-led discussions on advanced topics tailored to the monthly track.
- Collaborate in peer-to-peer problem-solving activities, fostering shared learning and innovation.

The meetups reinforced the programme's themes while providing startups with actionable insights and guidance from industry professionals.

Exchange Experiences: Immersive Ecosystem Engagement

The in-person exchange experiences were a defining feature of the programme, enabling startups to immerse themselves in local ecosystems across six European countries: Austria, Ireland, Portugal, France, Romania, and Greece. These experiences included:

- **Workshops and Mentorship**: Participants engaged with local investors, ecosystem leaders, and market experts through targeted sessions.
- **Pitch Opportunities**: Startups presented their solutions to potential clients, partners, and investors, receiving feedback to refine their strategies.
- **Cultural and Market Insights**: Site visits and networking activities offered valuable exposure to regional market dynamics.

Each startup was scheduled to participate in three exchange experiences, gaining diverse perspectives and building strategic partnerships.

Closing Day: Celebrating Achievements

The programme concluded with a celebratory Closing Day event, where startups showcased their progress and key takeaways. The Closing Day marked the culmination of the GROW journey while setting the stage for continued growth and ecosystem engagement.
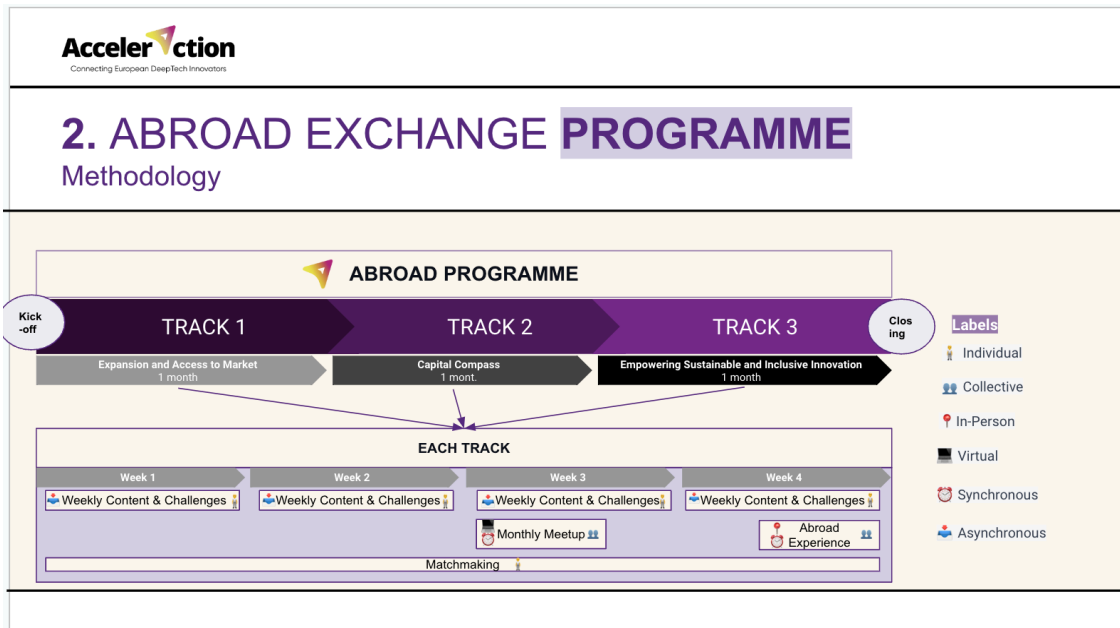
Figure 17 – ABROAD/GROW Exchange Programme Methodology

Source: Original

GOVERNANCE AND PARTNER ROLES

A clear governance structure ensured smooth operations and role clarity among consortium partners:

- **Beta-i**: Designed the programme framework, created content, and managed startup evaluation and selection.
- **Techcelerator**: Implemented the designed framework, overseeing logistics, coordination, and event facilitation.
- **F6S**: Executed the communication plan, engaging selected startups and stakeholders.
- **Beta-i, Techcelerator, Female Founders, Booster Labs, PRAXI Network as Accelerator Partners**: Integrated startups into their ecosystems, offering tailored support and regional connections.
- **JO Consulting**: Managed grant distribution, ensuring startups received financial support.

Startup Evaluation and Selection: Identifying the Most Promising DeepTech Innovators

The **GROW Programme** was specifically designed to support DeepTech startups that are developing advanced technological solutions to address significant societal challenges. These startups often operate in high-risk, high-reward environments, facing substantial scientific and engineering hurdles that demand extensive research and development (R&D) and significant capital investment before commercialization. Unlike many traditional startups, the primary risk for DeepTech ventures is technical rather than market-based, as their innovations typically deliver clear societal value, reducing market risks. Furthermore, DeepTech startups often generate unique intellectual property (IP) that is challenging to replicate, giving them a strong competitive advantage.

On our lens, when envisioning DeepTech Startups, the key characteristics we attributed to our target were the following:

- **Geographic Scope**: Startups from six European countries: Portugal, Greece, Romania, France, Austria, and Ireland.
- **Stage of Development**: The programme primarily targeted startups at the Pre-Seed and Seed stages.
- **Core Challenges**:
  - Exploring and entering new markets.
  - Accessing extended networks and specialized resources.
  - Scaling operations effectively and sustainably.
- **Target Roles:** Founders, co-founders, C-level executives, and directors or heads of departments within their organizations.

Selection and Recruitment Process

The selection process for the GROW Programme was structured to identify the most promising DeepTech startups. This multi-step approach ensured that only startups meeting the programme's high standards were invited to participate:

1. **Initial Nominations**: Each partner accelerator within the consortium nominated 5-10 potential startups for consideration.
2. **Application Phase**: Startups submitted detailed applications via the F6S platform, outlining their value propositions, challenges, and growth potential.

3. **Evaluation and Selection**: A jury expert from each partner accelerator reviewed the applications, assessing alignment with the programme's objectives.
4. **Notification and Confirmation**:
   - Selected startups were informed of their acceptance.
   - Confirmed participants formalized their involvement by signing a formal agreement.
5. **Second Batch Invitations**: If necessary, additional startups were invited to ensure a robust and diverse cohort.
6. **Programme Kick-Off**: The finalized cohort commenced their journey, engaging in the kick-off session and subsequent activities.

Evaluation Criteria

The evaluation process followed a rigorous and transparent methodology, ensuring fairness and objectivity. Applications were assessed based on the following criteria:

- **Product**:
  - Degree of technological innovation.
  - Potential for significant societal impact.
  - Uniqueness and defensibility of intellectual property.
- **Market and Business**:
  - Growth potential and revenue opportunities.
  - Competitive positioning and market risks.
  - Capital requirements and marketing or distribution strategies.
- **Team**:
  - Competency and expertise of the founding team.
  - Diversity and inclusivity within the organization.
  - Motivation and alignment with the programme's objectives.
- **Country**: Startups were evaluated on their alignment with the geographic scope of the programme.

Evaluation Steps

The evaluation process unfolded through the following steps to ensure consistency and thoroughness:

1. **Application Filtering**: Beta-i conducted an initial review of applications submitted via the F6S platform, filtering out incomplete or non-aligned submissions.

2. **Jury Evaluation**: Experts from the six partner accelerator partners reviewed and scored applications using standardized criteria, also hosted on the F6S platform.
3. **Information Gathering and Ranking**: Beta-i consolidated evaluation results, generating a ranked list of top candidates based on scores and feedback.
4. **Jury Selection Meeting**: Representatives from all six accelerators convened to make final selections, collaboratively identifying the most promising startups for the programme.

Results of the Selection Process

From this selection startup, the end goal was to have 10 startups selected, representing six countries: Portugal, Greece, Romania, France, Austria, and Ireland. Once selected, the selected startups signed agreements formalizing their participation and embarked on the GROW Programme. This rigorous and collaborative selection process ensured that the cohort consisted of innovative and high-potential DeepTech ventures aligned with the programme's mission to drive impactful innovation across Europe. The Programme's application form can be consulted in Annex 5.3.

GROW Application Process – Relevant Numbers

The GROW Programme received 145 applications through the F6S application platform.

Here is the distribution of total applications per country:
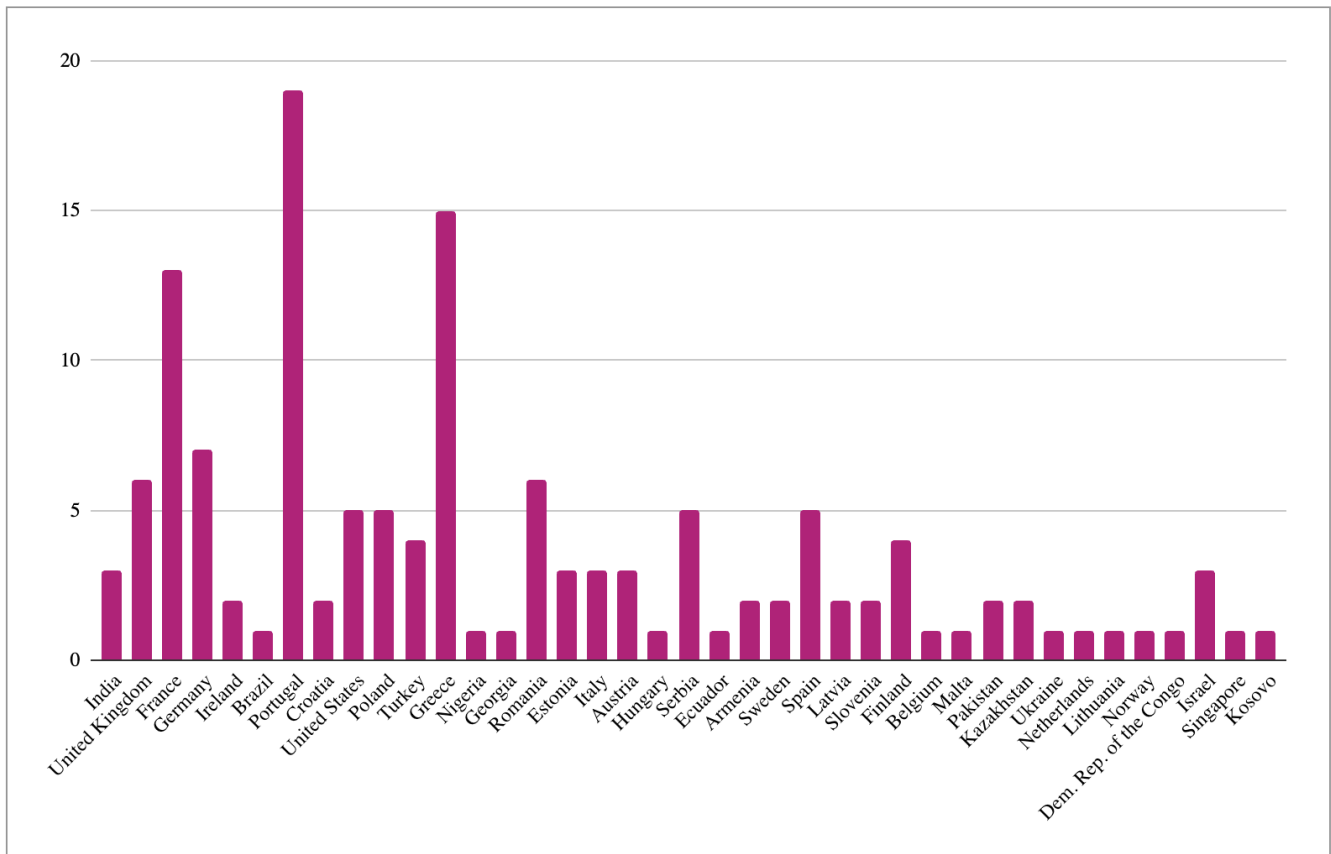
Figure 18 - GROW Countries represented in the total number of applications

Source: Original

From this total number, **85 applications were finalized**, meaning that applicants submitted their application is 100% completed. These were the applications considered for evaluation. After a first evaluation of these 85 applications, we needed to filter those who fit the main criteria of the programme, namely the country the applicants were from, **reaching 35 applications that fit the entire scope of the GROW Programme**. Finally, the consortium accelerators **selected 10 startups**:

Startup	Country	Industry	Description
Psychomeasure[21]	Portugal	Health & Pharma	Decoding mental health, one word at a time
Builtrix[22]	Portugal	Commercial Services, Energy, FMCG & Retail, Insurance, Real Estate, Tourism & Hospitality	Automated Collection of Energy Data for Decarbonization
AMSIMCEL[23]	Romania	Electronic Design Automation	First GPU-powered Physical Verification Framework
Oliveex[24]	Greece	Content and Marketing Analytics	A SaaS digital twin platform that seamlessly integrates into F&B industries
Palowise[25]	Greece	Media, Marketing, and Advertising	A pioneering technology company offering content analysis services (AI, ML)
PlaceQu[26]	Austria	Real Estate, Transportation & Logistics	Liveability as a Service
Defants[27]	France	Security	Defants deliver Defants vSIRT, threat investigation software
Kyanos[28]	France	Agriculture, FMCG & Retail, Health & Pharma	Production of innovative and renewable microalgae protein
Istya[29]	France	Energy, Health &	IoT and AI to optimize air quality,

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[21] http://www.psychomeasure.com

[22] http://www.builtrix.tech

[23] https://amsimcel.com/

[24] http://www.oliveex.io

[25] http://www.palowise.ai

[26] https://placequality.com/en

[27] https://www.defants.com/en/

[28] http://www.kyanos.bio

		Pharma, Real Estate	energy use, and health
EVE | Electric Vehicle Ecosystem[30]	Ireland	Energy, Transportation & Logistics	Cloud-based SaaS powering fleet electrification & carbon neutrality.

Figure 19 –GROW Programme Startups Selected

Source: Original

Communication Strategy

The GROW communication strategy was developed in three parts: programme promotion for startup selection, dissemination to the wider AccelerAction audience, and internal communications between participating startups to build community.

Initial plans for this strategy began in October 2023 and it was finalized in May 2024. The strategy was mostly focused on the dissemination of the GROW Programme and participating startups. The promotional efforts mirrored previous campaigns, but with targeted messaging developed for early-stage DeepTech startups that were also in early investment phases. The website was updated to include a new page for ["GROW"](#)[31]. F6S developed an internal Communications Guide, as well as a Communications Guide for participating startups. Social media, newsletters, and targeted emails were all leveraged. To ensure that a strong pool of applicants applies, each partner was assigned the same countries that they were given to target for accelerator interviews (under WP2). All countries were successfully targeted by sending direct emails to DeepTech startups that fit the profile needed to participate in GROW. By the end of the communication phase of the GROW strategy, with the engagement of the entire consortium, 143 applications were received.

To effectively disseminate the programme, the "Startup Diaries" were developed. This was intended to match with the reflection exercises introduced in the programme during the monthly meetings. Startups were invited to create short weekly videos via their phones (for ease of recording with minimal effort) according to the prompt given. A short description/reflection was to accompany the video. The videos were instructed to be no

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[29] https://istya.co/

[30] http://eve-mobility.io

[31] https://acceleraction.eu/growprogramme/

longer than 15 seconds and would be posted on social media as well as AccelerAction's YouTube channel. This would offer a more intimate experience between the audience and the startup to gain a better understanding of the uniqueness of the GROW Programme. However, it was difficult to engage startups in this way. After several reminders, It was decided that Startup Diaries would not be further pursued. Instead, the "Meet GROW Startups" campaign was executed, involving almost all 10 startups. Besides engaging startups, this campaign aimed to further enlarge their outreach and engagement within the AccelerAction community. All startups have been featured on social media (LinkedIn[32], X[33], and YouTube[34]), website[35], and newsletter[36].

To effectively cover the exchange experiences, together with the elaborative written instructions via email, separate guidance documents were developed instructing partners on how to take appropriate photos and videos and print promotional materials, see Annexes 5.4. It was also decided to offer branded "goodie bags" to the participating startups. These goodies would all be different, offering sustainable products and food that is particular to the given country/region the startups were in. The goodie bags were meant to act as a way for startups to bond with one another, especially by taking photos with the items and an informal contest for the best selfie. With a focus on practicality, the proposed items to be included in goodie bags were:

- Local food/drink and,
- A tech gadget and/or,
- A clothing item and/or,
- An item that could be used for eating or drinking and/or,
- An item that could be used for traveling.

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[32] https://www.linkedin.com/posts/acceleraction-eu_growstartups-healthtech-psychiatric-activity-7204082109047582720-OF42?utm_source=share&utm_medium=member_desktop

[33] https://x.com/AccelerActionEU/status/1802604594037748056

[34] https://www.youtube.com/watch?v=E5AGviyaMsc&list=PLf92rwEsPExmk0wM0StKy4qL7mT6Rokra

[35] https://acceleraction.eu/growprogramme/

[36] https://mailchi.mp/22b447c95295/surprisebyacceleraction

Figure 20 – Example of an AccelerAction goodie bag from Exchange Experience organized in France

Source: Original

Figure 21 - Example of an AccelerAction goodie bag from Exchange Experience organized in Greece

Source: Original

To ensure smooth communication and also an opportunity for community building, Slack was chosen as the most effective platform. Different channels were created, including for each exchange experience. At the programme launch, both partners and startups were invited to send selfies alongside a brief introduction. This was meant to set the tone of the programme and begin efforts to create a community feel inside the platform. Two partners were assigned as Slack managers per month to ensure the communication continues alongside sharing interesting insights (e.g. DeepTech articles and photos from exchange experiences). Partners were given guidance on Slack management, see Annex 5.5.
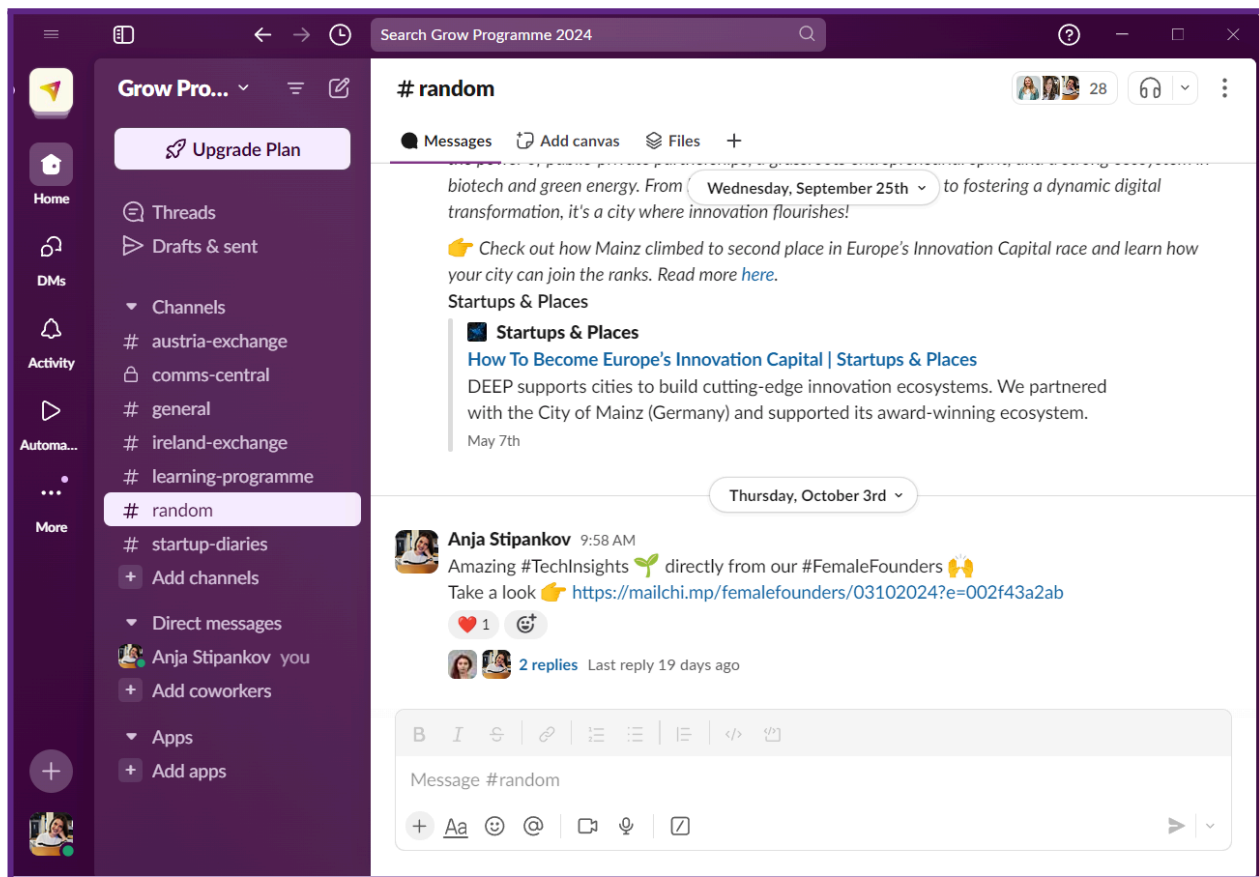
Figure 22 - GROW Programme Community Slack channel

Source: Original

At the end of the GROW journey, the AccelerAction consortium organized the "closing" event on 17 October 2024 where all Partners and startup participants were present to share their experiences and network. For dissemination purposes, the event video recording was published on the AccelerAction YouTube channel[37].

GROW Implementation: Translating Design into Action

The **GROW Programme** transitioned from Beta-i's designed framework to implementation under **Techcelerator**, focusing on executing the planned activities and adapting them to real-world scenarios. Techcelerator was responsible for operationalizing the programme,

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[37] https://youtu.be/x_4Z5CgZXh4

ensuring its smooth delivery, and engaging participants effectively. Beta-i's role as the designer of the methodology ensured consistency and alignment throughout the implementation.

Kick-Off Session: Setting the Stage

The programme began with a virtual kick-off session on **May 2nd**, to welcome participants and establish the foundation for their three-month journey. This session aimed to:

- Introduce startups to the programme's structure, objectives, and expectations.
- Foster initial connections through interactive breakout sessions, creating a sense of community among participants.
- Provide clarity on the timeline, milestones, and activities, ensuring alignment across all participants.

Techcelerator executed the session, managing the logistics and facilitating discussions that ensured the session effectively set the stage for the rest of the programme.
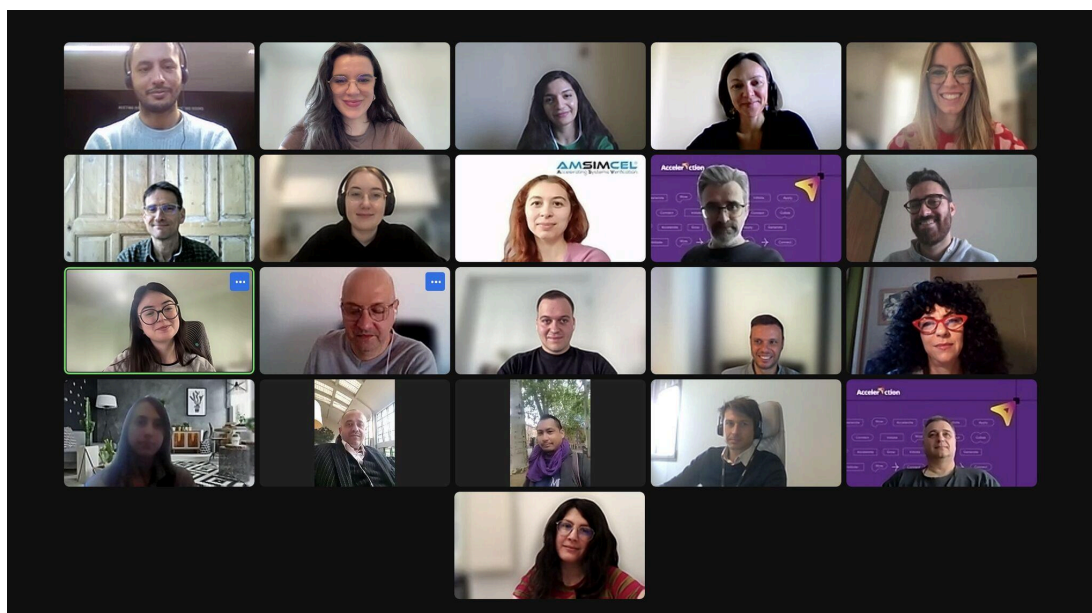
Figure 23 - GROW Kick-Off Event

Source: Original

MONTHLY MEETUPS: REFLECTING, REFINING, AND LEARNING

The three monthly meetups served as pivotal checkpoints within the GROW Programme, offering participant startups opportunities to reflect on their progress, refine their strategies, and engage with peers and experts. Each meetup focused on specific themes aligned with the programme's learning tracks, ensuring that participants stayed on track to meet their objectives.

- **May 30th - Hosted by Techcelerator & Booster Labs**:
  This meetup concentrated on **Expansion and Market Access**, guiding participants through strategies for navigating international markets, understanding regulatory landscapes, and building effective go-to-market strategies. Startups presented their progress on weekly challenges, followed by discussions with experts to explore solutions for overcoming market-specific barriers.
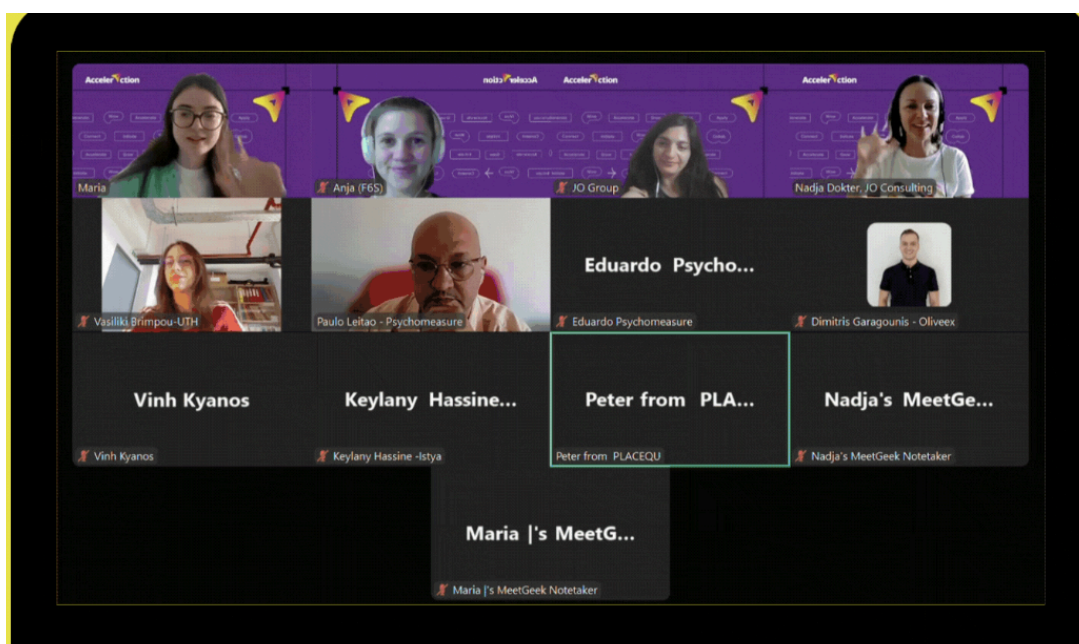
Figure 24 - GROW Programme 1st Monthly Meetup

Source: Original

- **July 1st - Hosted by Beta-i & Female Founders**:
  The second meetup emphasized **Capital Compass**, focusing on funding readiness and investor engagement. Participants refined their financial strategies and pitched their plans to peers and mentors for feedback. Key topics included creating

investor-oriented pitches, structuring funding proposals, and accessing available capital.
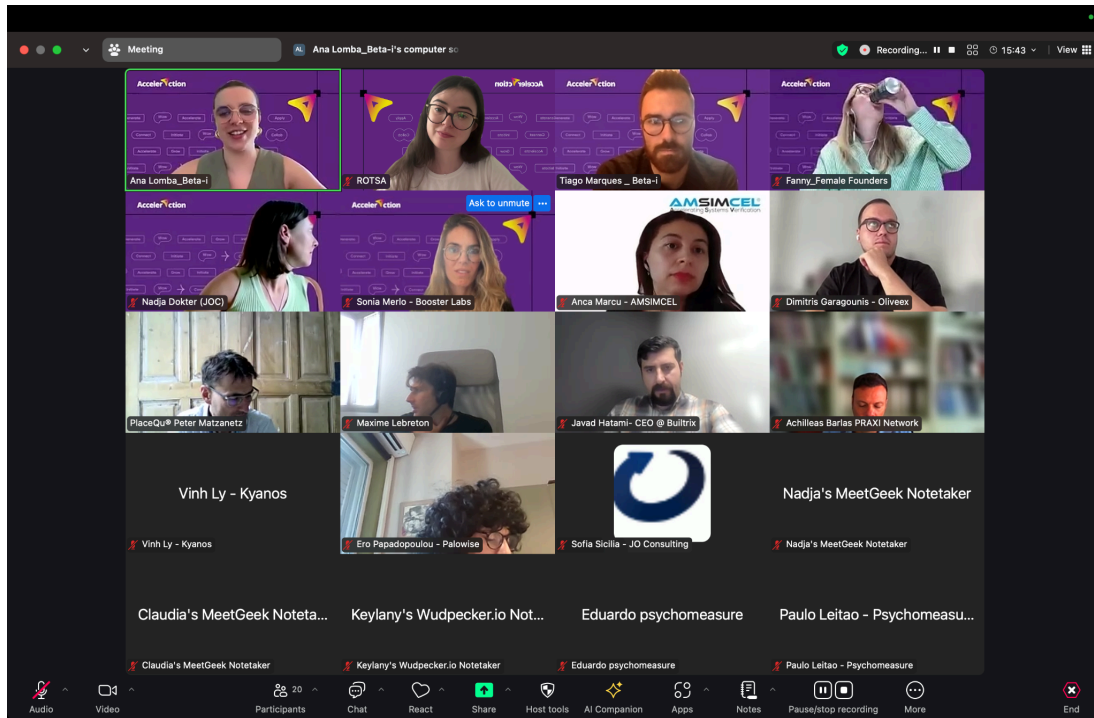
Figure 25 - Grow Programme 2nd Monthly Meetup

Source: Original

- **July 31st – Hosted by UTH & F6S**:
  The final meetup addressed **Empowering Sustainable and Inclusive Innovation**, encouraging startups to align their business strategies with sustainability and diversity goals. Discussions centered on storytelling and branding strategies to enhance market positioning and ethical engagement. Participants showcased how they integrated sustainability principles into their operations.

Figure 26 - GROW Programme 3rd Monthly Meetup

Source: Original

Each meetup featured the following components:

- **Progress Presentations**: Startups showcased their work from the weekly challenges, highlighting achievements and seeking feedback on areas for improvement.
- **Expert-Led Sessions**: Industry professionals delivered thematic presentations tailored to the meetup's focus, offering actionable insights and advanced strategies.
- **Collaborative Problem-Solving**: Participants engaged in structured peer discussions to exchange ideas, share challenges, and explore collective solutions.

Weekly Challenges: Practical Learning in Action

The Weekly Challenges formed the core of the GROW Programme, offering a structured approach to applying theoretical concepts in real-world scenarios. These challenges were designed to align with the three core thematic tracks—**Expansion and Market Access**, **Capital Compass**, and **Empowering Sustainable and Inclusive Innovation**—and served as a

mechanism for participants to develop actionable strategies, refine their approaches, and receive iterative feedback.

Regarding their content, the weekly challenges were tailored to address the specific objectives of each learning track:

1. **Expansion and Market Access**:
   - Tasks focused on identifying and analyzing target markets.
   - Participants developed market entry strategies, adapting their business models to meet the needs of diverse regulatory and cultural environments.
   - Startups conducted competitive analysis and explored potential partnerships to enhance market positioning.
2. **Capital Compass**:
   - Challenges emphasized financial planning and investor engagement.
   - Participants created and refined financial models, aligning them with their growth objectives and funding needs.
   - Exercises included crafting compelling investor pitches and simulating negotiations to improve funding readiness.
3. **Empowering Sustainable and Inclusive Innovation**:
   - Focused on integrating sustainability and ethical practices into business strategies.
   - Startups explored ways to align their operations with the Sustainable Development Goals (SDGs) and incorporated diversity and inclusion principles.
   - Participants assessed the environmental and social impact of their innovations, positioning themselves as leaders in responsible innovation.

The weekly challenges were implemented in a way that they could be more than just assignments; they were interactive exercises that promoted engagement and collaboration through peer feedback, for example.

The process of implementation for the Weekly Challenges followed the following steps:

1. Weekly Challenges ran each week of the programme, from Monday to Friday, during the 3-month learning programme. The challenges were organized by Track, as before mentioned.
2. By Thursday of each week, Beta-i uploaded on the startup MIRO boards the upcoming challenge for the next week.

3. Each Friday, Techcelerator sent out an e-mail to startups with an explanation of the challenge of the following week, so startups could prepare beforehand.

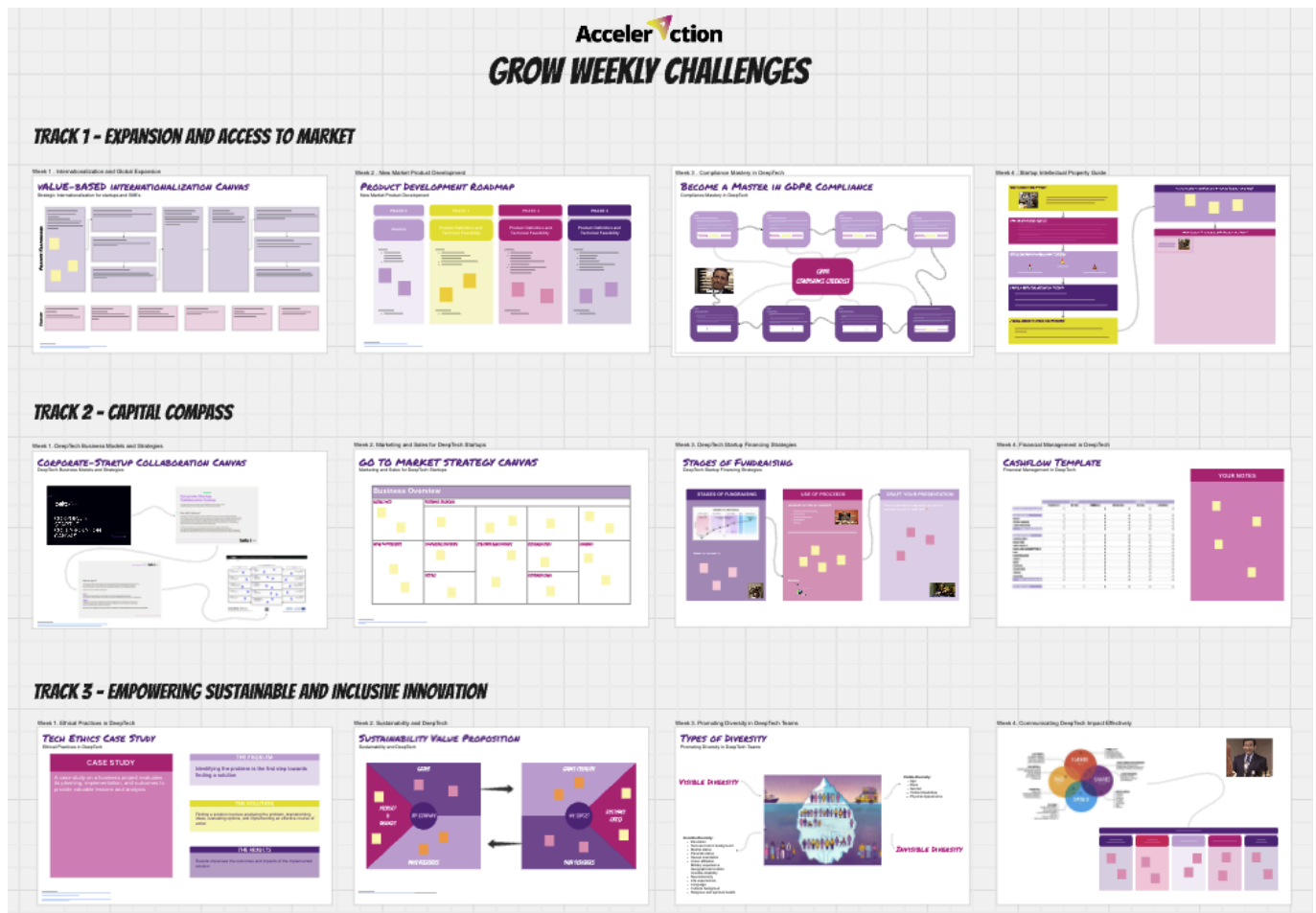The Weekly Challenges general template here[38], our foundation board, where all weekly challenges are available.

Figure 27 - GROW Weekly Challenges MIRO Board Template

Source: Original

EXCHANGE EXPERIENCES: CONNECTING WITH LOCAL ECOSYSTEMS

The **Exchange Experiences** component of the GROW Programme provided startups with the opportunity to engage directly with local DeepTech ecosystems across six countries: Romania, Austria, Portugal, Ireland, Greece, and France. Each exchange was carefully designed to foster collaboration, knowledge transfer, and networking opportunities while exposing participants to unique local market dynamics. Every experience followed a

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[38] https://miro.com/app/board/uXjVKMLGXYs=/?share_link_id=628734810170

structured format, ensuring consistency and meeting the programme's objectives. The available detailed agendas of the exchanges are included in the Annex 5.6 of this report. Every host partner also developed a Handbook to introduce participant startups to the local ecosystems before their arrival.

Here's a general overview of the Exchange Experiences:

Locations and Structure:

- The six exchange experiences took place across **Romania**, **Greece**, and **Portugal** - as emerging innovative ecosystems - **Ireland**, **Austria**, and **France** - as established innovative ecosystems.
- Each startup was scheduled to participate in three of these exchanges (emerging ecosystem vs. established ecosystem).
- The experiences were structured over 1.5 days, emphasizing intensive learning and collaboration.

Core Components:

- **Learning Opportunities**, where startups engaged in workshops, panels, and discussions led by local market experts and industry leaders.
- **Pitch Sessions**, that included formal presentations to local investors and stakeholders, as well as networking opportunities for informal business discussions.
- **Ecosystem Exploration**, where participants toured local innovation hubs, labs, and deeptech centers, gaining insights into regional markets and establishing key connections.
- **Cultural Immersion** complemented the professional experience, where participants were involved in social and cultural activities like traditional meals, city tours, and cultural performances.

Funding and Logistics:

- For each completed exchange experience, startups received a grant to cover their travel and accommodation expenses. The hosting partners managed the logistics and agenda, ensuring a seamless experience for participants.

Expected Outcomes:

- Enhanced market insights and ecosystem connections.

- Development of pitching skills and strategic business relationships.
- A comprehensive understanding of the local cultural and business environment.

ROMANIA EXCHANGE EXPERIENCE

Dates: May 27-28, 2024
Host: Techcelerator at BT Stup, Bucharest

General Overview of the Agenda

The Romania exchange kicked off the GROW Programme, designed to immerse startups in Romania's innovation ecosystem. Participants began with the ScaleMatch event, an exclusive matchmaking opportunity featuring investors from Romania, Hungary, the Czech Republic, and the UK. The agenda was divided into private sessions and public events.

Participants attended a panel discussion titled "DeepTech Co-investment in Europe", which brought together speakers from TechAngels, Credo Ventures, PortfoLion Capital Partners, Early Game Ventures, and GapMinder. The session provided insights into co-investment opportunities and trends in the DeepTech space.

Startups then participated in two pitching sessions, each followed by Q&A opportunities, allowing them to present their solutions and receive targeted feedback. Between these, participants learned about Funding Opportunities in Romania, with insights from ADR Nord-Vest, EIF Romania, and Startup Moldova. The day concluded with a networking dinner featuring local cuisine and wines, enabling informal exchanges in a relaxed setting.

The exchange focused on personalized engagement, offering workshops and smaller breakout discussions to delve deeper into the ecosystem. Startups benefited from one-on-one sessions with mentors and ecosystem stakeholders, fostering opportunities for collaboration and knowledge exchange.

Participating Startups:

1. Kyanos (France)
2. PlaceQu (Austria)
3. Defants (France)
4. EVE | Electric Vehicle Ecosystem (Ireland)
5. Istya (France, participated online)
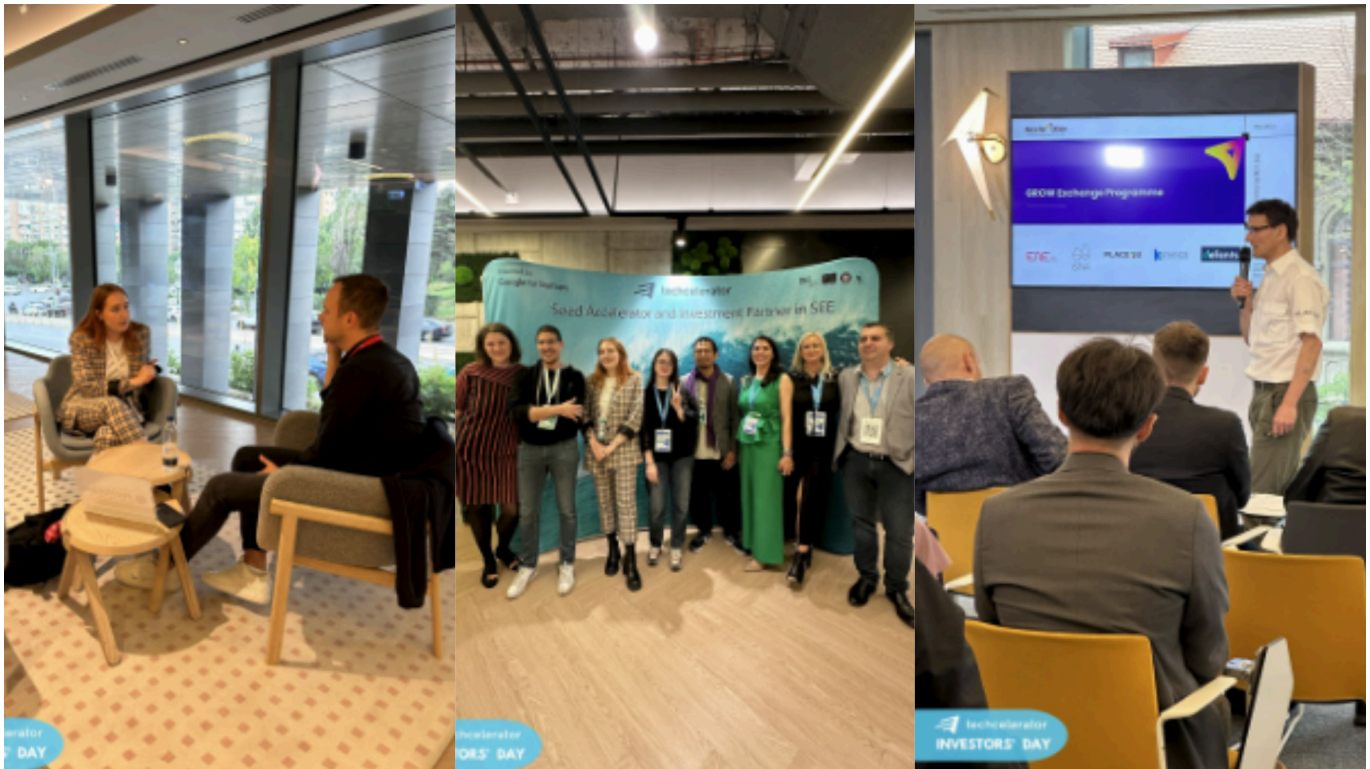
Figure 28 - Pictures of the GROW Romania Exchange Experience

Source: Original

AUSTRIA EXCHANGE EXPERIENCE

Dates: June 5-6, 2024
Host: Female Founders at Talent Garden, Vienna

General Overview of the Agenda

The Austria Exchange offered a rich and immersive experience in Vienna, focusing on connecting startups with investors and innovation leaders within the context of one of Europe's premier gatherings, the *"Lead Today Shape Tomorrow (LTST24)"* event. Hosted by Female Founders, the programme began with a warm welcome and an informal evening of networking.

The experience kicked off on June 5 with a Startup Social Dinner, co-hosted by 3VC, one of Austria's prominent venture capital firms. This intimate gathering provided an excellent opportunity for startups to meet and network with key players in the Austrian innovation

ecosystem, including investors, mentors, and corporate representatives, in a relaxed and collaborative atmosphere.

The core of the exchange was the LTST24 event, held at MAK. This prestigious two-day conference featured an impressive lineup of workshops, panel discussions, fireside chats, and networking sessions designed to foster dialogue and collaboration among startups, corporates, and investors. Startups participated in sessions such as:

- *"Technologies That Shape the Future"* – focusing on emerging trends and the role of DeepTech in transforming industries.
- *"The Fundraising Playbook"* – providing insights into effective strategies for securing investment.
- *"Scaling a Business in Europe"* – sharing practical advice and success stories from founders who successfully expanded their ventures.

In addition to these, participants had the opportunity to pre-book one-on-one meetings with investors and industry experts using the event's dedicated networking app. This facilitated tailored, impactful conversations between startups and potential collaborators.

On the evening of the first day, the LTST afterparty at the iconic Danube Canal offered an informal and vibrant setting for further networking, strengthening connections made earlier in the day.

The second day began with a Startup Breakfast, an intimate setting where GROW Programme participants connected with startups from other European initiatives. This cross-programme interaction enriched the exchange, fostering broader collaboration and shared learning experiences.

The exchange concluded with an exclusive, hands-on training session led by public speaking expert Rebecca Williams. The session, titled *"Confident & Persuasive Speaking"*, equipped participants with advanced pitching techniques and communication strategies, ensuring they could confidently present their ideas in high-stakes settings. This practical and interactive training was highly valued by the participants, marking a strong finale to the Austria Exchange.

Participating Startups:

1. Psychomeasure (Portugal)

2. Builtrix (Portugal)
3. Oliveex (Greece)
4. Palowise (Greece)
5. AMSIMCEL (Romania)

The Austria Exchange emphasised good engagement with local investors, the introduction of sustainability-focused initiatives, and collaborative opportunities tailored to each participating startup's growth stage.


Figure 29 - Pictures of the GROW Austria Exchange Experience

Source: Original

Portugal Exchange Experience

Dates: June 25-26, 2024
Host: Beta-i in collaboration with Unicorn Factory, Lisbon

General Overview of the Agenda

The Portugal Exchange took place over two days and offered a highly tailored exploration of Lisbon's DeepTech and innovation ecosystem. The experience began with introductory

activities, including icebreakers and networking sessions, creating a collaborative and engaging atmosphere among the participants.

The first morning session introduced participants to Portugal's innovation landscape with a focus on "DeepTech State and Funding Opportunities." The session was led by the National Innovation Agency (ANI) and featured insights into Portugal's position in the global DeepTech sector and the funding opportunities available to startups, especially through the European Innovation Council (EIC) Accelerator.

Participants then attended a networking lunch with over 20 key stakeholders from Lisbon's innovation ecosystem. This lunch provided a unique opportunity for startups to engage directly with investors, mentors, and industry leaders in a more informal setting.

In the afternoon, participants visited Unbabel, one of Portugal's leading DeepTech unicorns. The visit included an exploration of Unbabel's journey, offering insights into scaling a business in the Portuguese market. A subsequent discussion and Q&A session on "How to Grow a Business in Portugal" provided participants with practical advice on market strategies, navigating local business culture, and overcoming regulatory challenges.

The day concluded with an insightful talk titled "The Strength of Collaborative Innovation in DeepTech," led by Beta-i. This session highlighted the importance of partnerships in driving innovation, supported by real-world case studies of successful collaborations within the Portuguese DeepTech ecosystem. An evening city tour and a DeepTech Happy Hour social dinner rounded off the day, combining cultural immersion with informal networking opportunities.

On the second day, the focus shifted to exploring Lisbon's innovation infrastructure at the Unicorn Factory in the Beato Innovation District. Participants toured the facilities, gaining first-hand knowledge of the support structures available for startups, including office spaces, mentoring programmes, and access to local networks.

The morning included a session on "Setting up and Expanding Business in Lisbon/Portugal," providing startups with detailed insights into market-entry strategies, legal requirements, and local support mechanisms. The event concluded with a reflective session, where participants shared their key takeaways and discussed potential next steps for their ventures in Portugal. The exchange ended with a heartfelt thank-you from the Beta-i team, marking the official closure of the event.

Participating Startups:

1. Kyanos (France)
2. PlaceQu (Austria)
3. Defants (France)
4. EVE | Electric Vehicle Ecosystem (Ireland)
5. Istya (France)
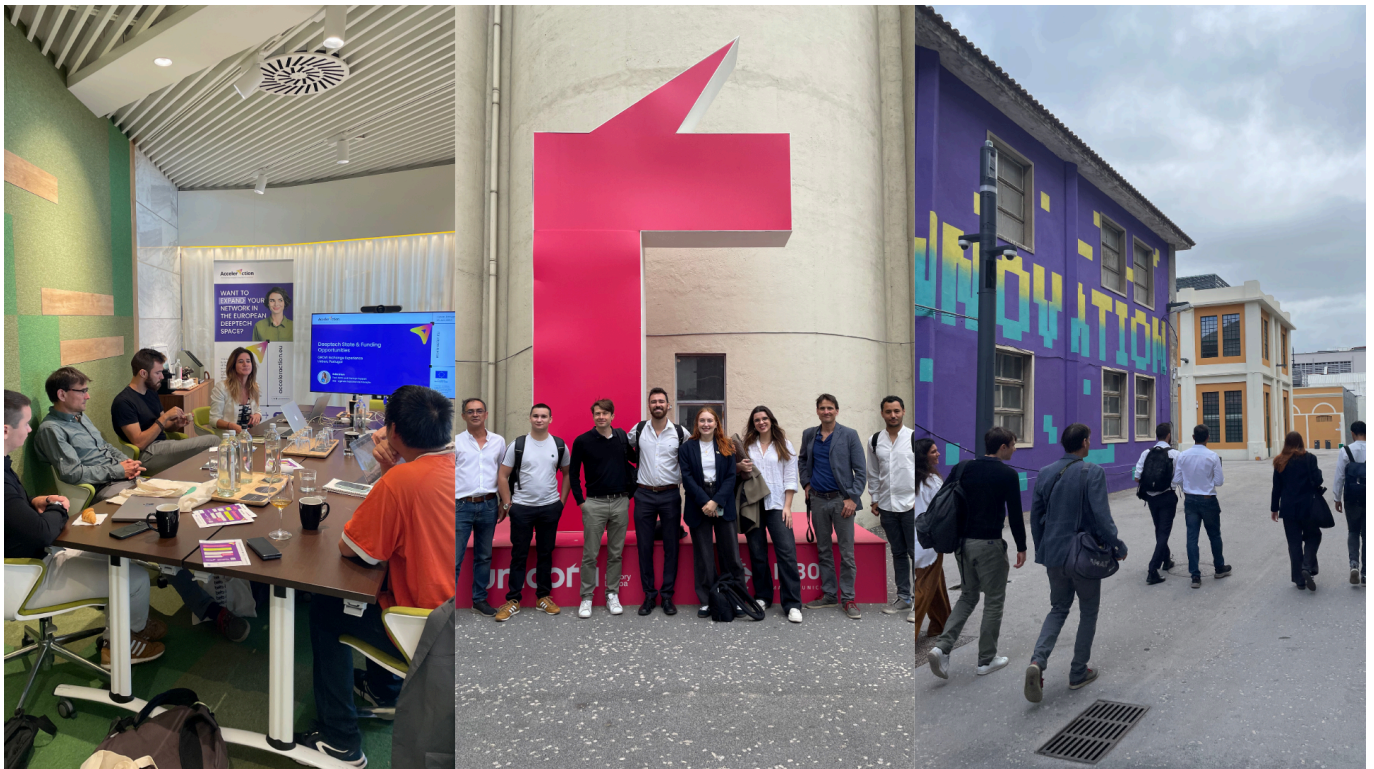
Figure 30 - Pictures of the GROW Portugal Exchange Experience

Source: Original

Ireland Exchange Experience

Dates: July 4-5, 2024
Host: F6S in collaboration with Tyndall Explorer Accelerator, Cork

General Overview of the Agenda

The Ireland Exchange was tailored to provide participating startups with in-depth exposure to the Irish DeepTech ecosystem, emphasizing the vibrant research and innovation

happening in Cork. The event was hosted at the Tyndall National Institute, a premier European research center for DeepTech, microelectronics, and photonics.

On the first day, participants attended an introduction to the Irish DeepTech ecosystem, led by key figures from Tyndall Explorer. The opening talks included perspectives on Ireland's strategic positioning as a DeepTech hub, presented by David McGovern (Senior Business Development Manager), Mehrnaz Heidari (Strategic Partnership Manager), and Sanathana Konugolu (Founder of Biopixs).

Following the introductory session, a panel discussion brought together successful entrepreneurs and researchers associated with Tyndall Explorer. Panelists, including Kho Kiang Wei (Entrepreneur), Justina Ugwah (Commercial Lead of CLISTEPROBE), and Sarusha Pillay (Commercial Lead of pHetalSafe), explored topics such as effectively marketing complex technologies and navigating cultural aspects of attracting investors. This was followed by a guided lab tour, where James O'Collaghan provided a hands-on overview of Tyndall's cutting-edge research facilities.

The second day focused on pitching practice, where startups presented to a panel of Tyndall experts, including Nika Levikov (representing F6S). Startups received personalized feedback on their presentations, enabling them to refine their pitching strategies and market-entry plans. Participants also had the opportunity to discuss specific pathways for entering the Irish market and engage in follow-up discussions with potential stakeholders.

Despite the highly positive feedback from participants regarding the experience and networking opportunities, the absence of direct meetings with investors was noted as a gap in this exchange experience.

Participating Startups

1. AMSIMCEL (Romania)
2. Psychomeasure (Portugal)
3. Eve Mobility (Ireland) – Participated on the first day only, due to proximity to the event.
4. Oliveex (Greece)

Figure 31 - Pictures of the GROW Ireland Exchange Experience

Source: Original

Greece Exchange Experience

Dates: September 9-11, 2024
Host: PRAXI Network and Federation of Industries of Greece at TIF-HELEXPO, Thessaloniki

General Overview of the Agenda

The Greece Exchange was a multi-day event designed to immerse startups in the Balkan-Mediterranean innovation ecosystem. Held during the 88th Thessaloniki International Fair, the event brought together businesses, industry leaders, and innovation networks from Greece, Germany (guest of honor), and the broader region. The programme included a combination of business matchmaking, industry presentations, educational seminars, and cultural experiences.

The exchange began on September 9 with an introductory kick-off meeting at Pavilion 7 of TIF-HELEXPO, where participants were welcomed and introduced to the event's objectives and key stakeholders. This was followed by B2B meetings at Pavilion 15, providing a structured format for startups to engage with potential partners, clients, and collaborators.

On September 10, the programme featured industry-focused meetings at the PRAXI Network and Federation of Industries of Greece offices. Key topics included innovative enterprise support and project presentations, showcasing strategic developments in regional industries. In the afternoon, the Alexander Innovation Zone hosted a networking session and project showcase, offering startups insights into Greece's innovation landscape. The day ended with a learning activity led by Dr. Evagelos Korobilis Magas, who conducted a seminar on market research and strategies for business development.

The final day, September 11, focused on cultural immersion and reflection. Participants visited the Archaeological Museum of Thessaloniki, exploring the city's rich history and culture. The programme concluded with another round of B2B meetings and a formal farewell session at Pavilion 15, emphasizing the importance of long-term collaboration within the regional innovation ecosystem.

Participating Startups:

1. Defants (Austria)
2. PlaceQu (Austria)
3. Kyanos (France)
4. Istya (France)
5. EVE Mobility (Ireland)

Figure 32 - Pictures of the GROW Greece Exchange Experience

Source: Original

France Exchange Experience

Dates: October 9-10, 2024
Host: Booster Labs at BPI France and Station F, Paris

General Overview of the Agenda

The France Exchange Experience provided startups with an in-depth exploration of Paris's innovative ecosystem, focusing on DeepTech, sustainability, and entrepreneurship. The programme commenced on October 9 at BPI France, a leading national public investment bank, where participants were welcomed by key stakeholders from Paris's thriving startup ecosystem. Representatives from Choose Paris Region, ASTER Capital, FIND Climate Incubator and Wilco Accelerator delivered presentations highlighting the resources and opportunities available to startups in France, including funding mechanisms, mentorship programmes, and market entry support.

Startups had the opportunity to pitch their solutions to a panel of experts, including representatives from BPI France and prominent investors. The feedback sessions provided

valuable insights into refining pitches and aligning strategies with the expectations of the French market. Additionally, startups heard from Cleyrop, a successful Paris-based venture, which shared its scaling journey, focusing on overcoming market entry challenges and leveraging the regional innovation ecosystem.

In the afternoon, the participants transitioned to Station F, the largest startup campus in Europe. The visit began with an engaging tour of the facility, showcasing its role as a hub for entrepreneurial activity and innovation. Sessions were organized with ecosystem players such as Shakeup Factory, Havas Startup Accelerator, and iPEPS (Institut du Cerveau). Startups participated in one-on-one matchmaking meetings tailored to their specific needs, ranging from securing investment to establishing partnerships with accelerators and corporates.

The first day concluded with a networking dinner at Café Louis Philippe, a classic Parisian venue. This informal setting allowed participants to connect with French entrepreneurs, investors, and other stakeholders over local cuisine, fostering relationships in a relaxed and collaborative atmosphere.

On October 10, the focus shifted to the BIG (BPI Inno Generation) event, one of Europe's largest business gatherings. Celebrating its 10th anniversary, BIG attracted over 85,000 participants, offering unparalleled opportunities for startups to connect with global players in innovation. The agenda featured workshops, keynote talks, and networking sessions. Startups explored emerging trends in DeepTech and sustainability while engaging with high-profile speakers and industry leaders.

The exchange was interwoven with cultural experiences, as participants enjoyed the vibrant Seine riverbank area and glimpses of Paris's iconic landmarks, blending professional development with cultural immersion. The two-day experience highlighted Paris's status as a global hub for innovation while equipping startups with practical tools, connections, and inspiration to scale their ventures.

Participating Startups:

1. AMSIMCEL (Romania)
2. Psychomeasure (Portugal)
3. Builtrix (Portugal)
4. Palowise (Greece)
5. Oliveex (Greece)

Figure 33 - Pictures of the GROW France Exchange Experience

Source: Original

Closing Day Event: Celebrating the GROW Journey

Once the Exchange Experiences were finalized, the **Closing Day Event** marked the culmination of the GROW Programme, offering a celebratory and reflective space for startups, partners, and stakeholders. Held online for 1.5 hours, the event served as a platform to recognize achievements, gather participant feedback, and outline future opportunities for collaboration and growth. The agenda blended interactive elements, reflections, and workshops to create a dynamic and engaging experience for all attendees.

The Closing Day was designed to:

1. Celebrate the milestones achieved during the exchange experiences and the broader GROW Programme;
2. Provide a platform for founders to share their reflections and achievements;
3. Collect structured feedback to refine future programmes;
4. Offer forward-looking guidance and ensure continued engagement through the ecosystem.

1. Welcome and Overview

The event began with a warm welcome from the programme organizers, setting a positive and celebratory tone. The welcome session encouraged active participation and created a sense of community among attendees, with an overview of the agenda, emphasizing the shared journey of the startups and partners over the past months. It also included an icebreaker activity, accompanied by upbeat background music to foster a lighthearted and inviting atmosphere.

2. Programme Review by Organizers

In this segment, all programme partners reflected on the exchange experiences, highlighting key achievements and impactful moments. Each partner shared:

- **Short Reflections** (1-2 minutes): These reflections were accompanied by visuals, videos, or collages showcasing milestones such as connections made, partnerships formed, and successful pitch moments.
- **Collective Milestones**: By revisiting these moments, the session reinforced the programme's value and celebrated the collaborative efforts of all involved.

This part of the event underscored the contributions of each partner and provided startups with a sense of pride in their collective accomplishments.

3. Participant Reflections, Achievements, and Future Plans

To give startups a platform for sharing their experiences, a **30-minute session** was dedicated to individual reflections. Each founder had up to three minutes to:

- Highlight significant milestones achieved during the programme, such as partnerships formed, customer growth, or strategic business developments.
- Share immediate business goals and upcoming initiatives to inspire and connect with other participants.

This session allowed founders to celebrate their progress and offered a forward-looking perspective, showcasing the tangible impact of the GROW Programme.

4. Weekly Challenge Retrospective (Interactive Workshop)

An interactive retrospective workshop was conducted to assess the impact of the **weekly challenges** and gather structured feedback for future iterations. Using the **Start-Stop-Continue** format, founders participated in breakout room discussions via MIRO boards:

- **Start**: Suggestions for new activities or elements to introduce in future programmes.
- **Stop**: Identification of activities that were less effective or did not add value.
- **Continue**: Highlighting the most beneficial aspects of the programme to retain for future cohorts.

This feedback session provided actionable insights for improving future exchange programmes while contributing to the programme's Impact Assessment.

5. Introduction to DeepTech ACT

F6S presented **DeepTech ACT**, the platform developed by AccelerAction to provide startups with ongoing support and resources. This segment ensured that all founders were familiar with the platform and encouraged them to register and leverage its benefits for their continued growth and engagement in the DeepTech ecosystem.

6. Closing Remarks and Post-Programme Support

The event concluded with remarks from **JO Consulting**, emphasizing:

- Gratitude to all founders and partners for their active participation and contributions.
- Ongoing support opportunities, encouraging startups to access available resources and remain engaged in the ecosystem.
- A call to action for continued collaboration and leveraging the connections and insights gained during the programme.

This closing segment tied together the achievements and forward-looking initiatives, leaving participants with a sense of accomplishment and motivation for the next steps in their entrepreneurial journeys.
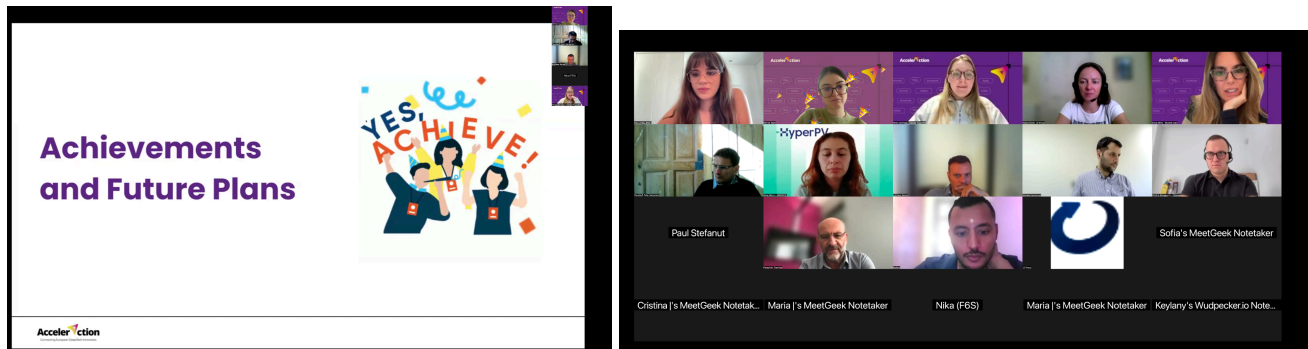
Figure 34 - GROW Programme Closing Day

Source: Original

3. Main Findings

The EU-NAP/Connect, as we have seen from the reading of this report so far, represents a groundbreaking initiative aimed at enhancing the European DeepTech ecosystem by fostering collaboration, innovation, and knowledge sharing across diverse stakeholders. Its multidimensional approach integrates curated digital resources, interactive events, and immersive programmes to empower startups, accelerators, investors, and policymakers.

This part of the report synthesizes the main findings from the EU-NAP implementation, providing an impact assessment of two of its core components that we were able to analyze to the date of this report: the **Collab Peer-to-Peer Mentoring Sessions**, and the **GROW Programme**. Each component was designed to address specific challenges and leverage opportunities within the European innovation landscape. Together, they created a dynamic environment for capacity building, cross-sector collaboration, and ecosystem integration.

The findings highlight not only the achievements but also the areas for enhancement, providing insights into a roadmap for the future of DeepTech acceleration in Europe. By emphasizing inclusivity, sustainable growth, and scalability, EU-NAP has laid a robust foundation for fostering innovation-driven development across its member states and beyond.

3.1. Impact Assessment Methodology

The EU-NAP applied two distinct mechanisms to support and assess the growth of DeepTech ecosystems: **Collab Events** and the **GROW Programme**. While both initiatives aimed to empower participants by providing business expertise, fostering financial, business, and research linkages, and facilitating opportunities for promotion and funding, they employed **fundamentally different structures and assessment methods** tailored to their unique objectives.

Collab Events Impact Assessment

The Collab Events were designed as peer-to-peer mentoring sessions aimed at creating meaningful connections among startups, investors, and accelerators. Their impact was assessed using a structured questionnaire distributed to participants at the conclusion of each event. The key evaluation areas included participants' likelihood of recommending the events, their assessment of specific agenda elements (e.g., masterclasses, mentoring circles, and peer connections), and their collaboration objectives' achievement. Indicative questions of the final questionnaire are shown in Figure 35.

Which country are you from?
How likely would you recommend the Collab Event for DeepTech Startups/ Investors or Accelerators?
How would you evaluate the overall Collab Event for DeepTech Startups?
How would you rate each element of the agenda? • Welcome from the AccelerAction team • Masterclasses • Mentoring circle • Peer Connection
To what degree have your collaboration objectives been achieved with Collab Events for DeepTech Startups?
Any comments or recommendations about the Collab Event for DeepTech Startups?

Figure 35 – Indicative questions of the final questionnaire
Source: Original

GROW PROGRAMME IMPACT ASSESSMENT

The GROW Programme was a three-month initiative aimed at equipping startups with the tools and networks necessary for sustainable growth and international expansion. Unlike the Collab events, the GROW Programme featured a layered evaluation strategy, utilizing three targeted sub-forms to measure its impact on specific aspects of the initiative: the monthly Tracks and their respective Weekly Challenges, the in-person Exchange Experiences, and the overall programme. Indicative questions of the final questionnaires are shown in Figure 36.

At what funding stage do you consider your startup to be?
How frequently have you engaged with the online community by the programme?
How strongly do you agree or disagree that: the track helped you to identify skills, were lacking to grow your startup.
How strongly do you agree or disagree that: the Weekly Challenges helped you expand your skills in applying the concepts learned.
How strongly do you agree or disagree that: the networking opportunities and connections made during the programme have helped in seeking funding for your startup.
How strongly do you agree or disagree that: the connections made via the programme provided you valuable insights or opportunities for your startup's revenue growth.
How many meetings or collaborations have you had with potential clients, test users or partners facilitated by the GROW Programme within the last months.
How strongly do you agree or disagree that: the connections, resources, or guidance provided by the GROW Programme contributed to enter your target market.
How strongly do you agree or disagree that: the leads provided at networking events could help you accelerate your startup further.
Describe shortly one or two major weaknesses or elements that the GROW Programme was lacking, in your opinion.

Figure 36 - Indicative questions of the final questionnaires

Source: Original

Furthermore, to comprehensively evaluate the advantages and disadvantages of the GROW Programme, we utilized data from the closing online event with startups (Miro board). During this event, startups had the opportunity to provide feedback on the quality of the GROW Programme and highlight areas of improvement. This approach was more direct and spontaneous, as it captured real-time insights based on dialogue among the startups and consortium members.
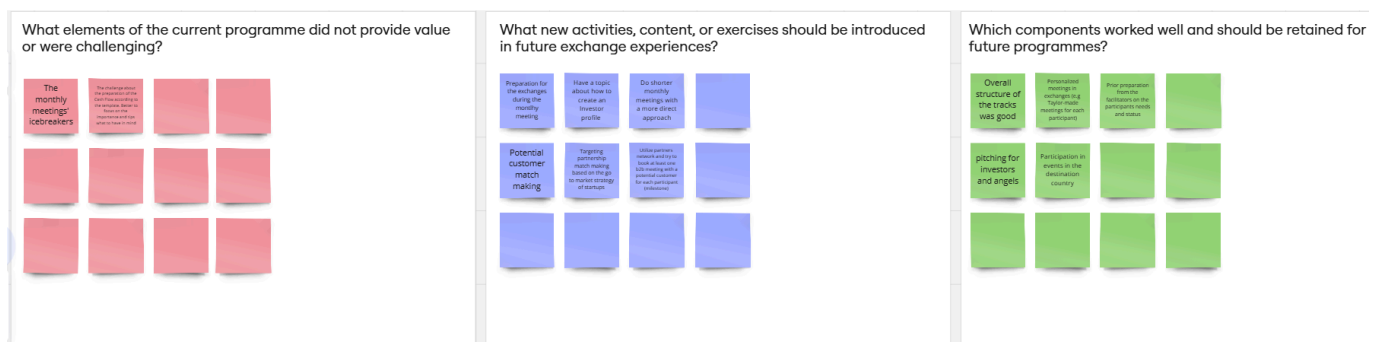
Figure 36 - Miro Board of the GROW's Closing Day

Source: Original

The gathered data proved to be valuable in establishing a series of optimal strategies that consortium members, collaborative entities, and the broader network can adopt to advance the interests of startups and small to medium-sized enterprises (SMEs).

3.2. Results

By maintaining distinct methodologies and evaluation tools, the Collab events and GROW Programme demonstrated their complementary approaches to fostering DeepTech innovation. The Collab events excelled in building peer networks and sharing knowledge, while the GROW Programme provided a deeper, outcome-driven approach to scaling and internationalization. This separation ensures that each initiative's unique contributions to the EU-NAP's overarching objectives are clearly articulated and understood.

The key findings for each initiative will be explored in the following sections, delving into the specific outcomes, strengths, and areas for improvement identified through their respective

assessments. This structured analysis highlights how each initiative contributed to advancing the EU-NAP's goals and provides actionable insights for future iterations.

MAIN FINDINGS OF THE COLLAB EVENTS

The evaluation of Collab Events has yielded insightful findings that underscore the dynamic nature of the entrepreneurial ecosystem. These online series have garnered strong endorsements from the participants of all the different sectors of interest (startups, accelerators/incubators, investors). Participants reported a **high level of satisfaction** with the events. They were especially pleased with the structure. They were satisfied with the welcome from the AccelerAction Team, and they consider the level of masterclasses as excellent, especially the masterclasses dedicated to startups and investors. Its event also included a session for **discussion or a mentoring circle**, which was **generally well-received** by the participants. They found it to be a valuable opportunity for dialogue and learning. Furthermore, the attendees expressed strong contentment with the peer interactions, indicating that the **Collab Events events' were effective in fostering networking and cooperative efforts**, extending beyond just colleagues to include stakeholders from various fields. Notably, the attendees think that their **collaboration objectives have been achieved**, not just through the interactive sessions but also via the expert panels, which encouraged their engagement and active involvement. These outcomes not only **reflect the event's success in engaging** the startup community but also point toward the evolving preferences and expectations of the stakeholders.

MAIN FINDINGS OF THE GROW PROGRAMME

In addition, the GROW Programme had a very different structure, as it was only for startups around the European Union. The startups participated in weekly challenges, online workshops, and exchange experiences. However, their interaction with the online community exhibited **limited enthusiasm and participation**. The majority of the participating startups consider themselves to be at the pre-seed funding stage, some at the seed funding stage and only a few of them considered to be at the series-A funding stage (Figure 37). During the GROW Programme, some startups have demonstrated an **increased understanding of themselves**, and transitioning from one funding stage to the next.
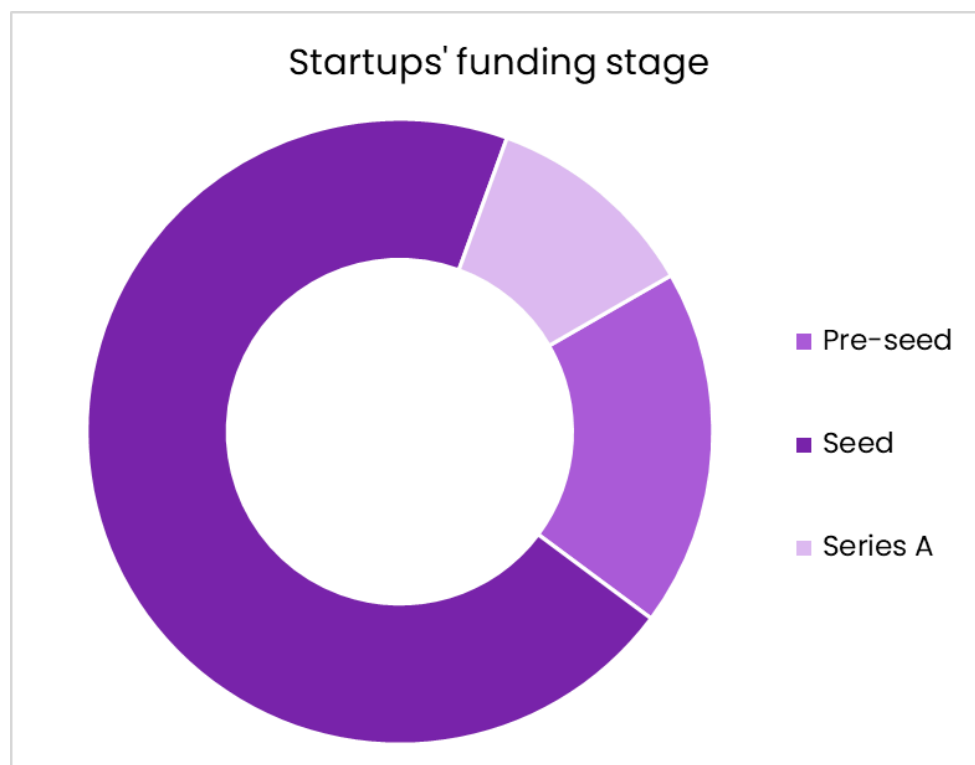
Figure 37 – Participating Startup's Funding Stage

Source: Original

The GROW Programme had a significant initial impact on startups by assisting them in identifying their flaws and weaknesses. As illustrated in Figure 38, many participants perceived that the GROW Programme not only **enabled them to acquire new skills for international growth but also enhanced their pitching abilities** to investors and **facilitated** their efforts to secure funding. This trend continued across other tracks, indicating a consistent improvement in skills and knowledge that contributed to the overall success and scalability of the startups involved.
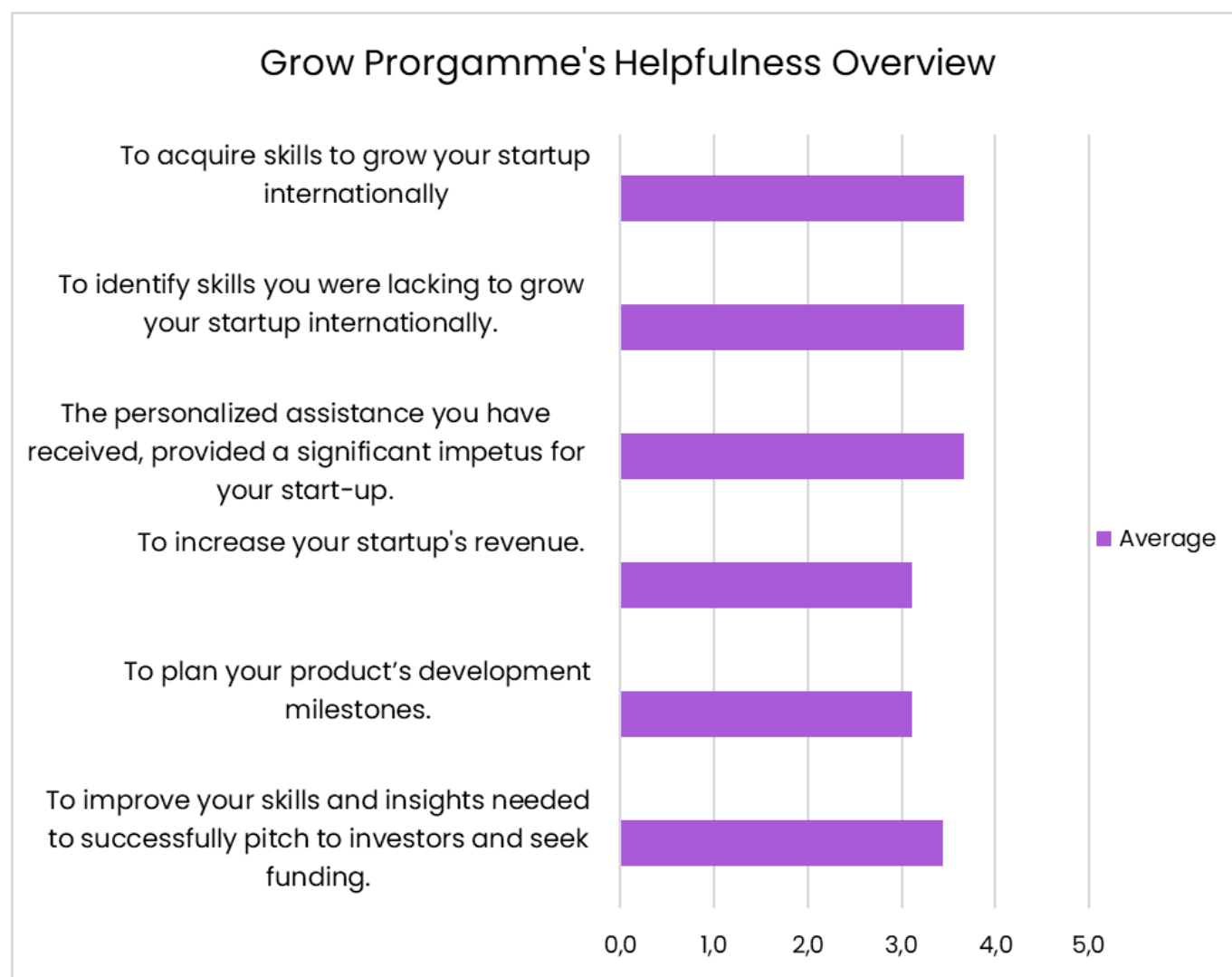
Figure 38 - GROW Prorgamme's Helpfulness Overview based on Track 1

Source: Original

Partnering Opportunities

Moreover, the GROW Programme provided the participating startups with the chance to schedule meetings, establish collaborations, or make fruitful matches with peers, mentors, advisors, or investors. In particular, as described in Figure 39, the vast majority of them had **at least one meeting or collaboration with potential clients, test users, or partners**, as well as one with **industry experts or advisors**. It is significant to mention that the more mature and experienced the startups were - in terms of their years of operation - the more meetings and collaborations they had for the above-mentioned purposes. In the same way, the number of fruitful matches established with other startups, investors, mentors, and advisors

reflects this trend. In general, **nearly all of them had at least two matches** with peers, mentors, and advisors and one with investors.
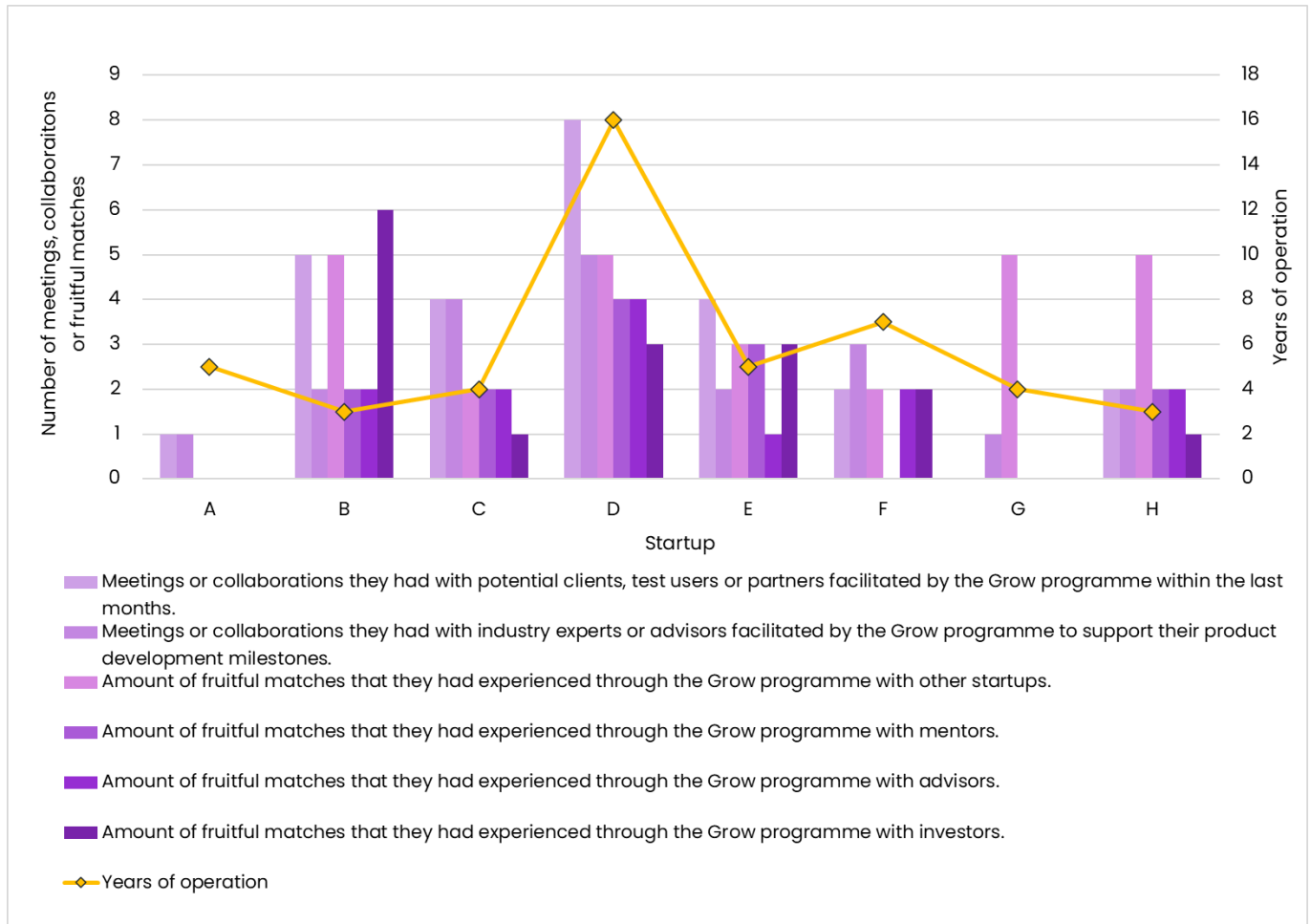
Figure 39 – Number of meetings, collaborations, or fruitful matches facilitated per startup

Source: Original

One of the core aims of the Grow Programme was to connect the participating startups with key players in the entrepreneurial ecosystem across various European regions. As illustrated in Figure 40, the participating startups generally found the **quality and relevance of the matchmaking connections to be gratifying**. This sentiment was particularly high regarding connections with other startups and advisors. Even though the assessment for connections with mentors and investors was also positive, there is capacity for further improvement as these ratings were slightly below the total average.
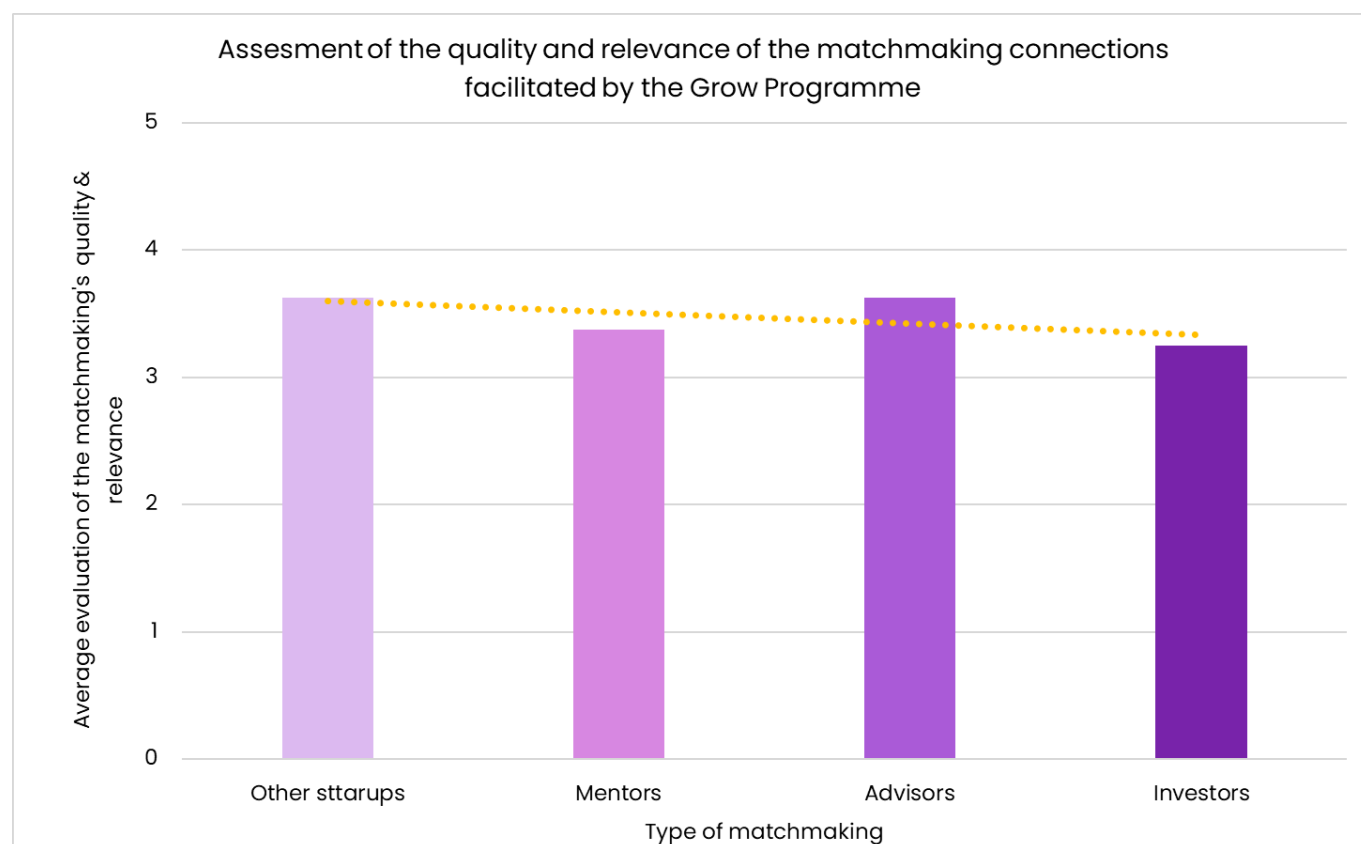
Figure 40 - Assessment of the quality and relevance of the matchmaking connections facilitated by the GROW Programme

Source: Original

Alongside this, the participating startups maintain a **cautiously encouraging viewpoint about the degree to which the resources and guidance** provided by the GROW Programme helped them enter their target markets. On the other hand, their opinion on the degree to which the **connections, networking opportunities, and resources provided** equipped them to increase their generated revenues in the future, is **more promising**. In addition to this, the startups exhibit a **moderately optimistic belief** that via the GROW Programme, they could establish **international partnerships or collaborations** with its assistance (Figure 41).
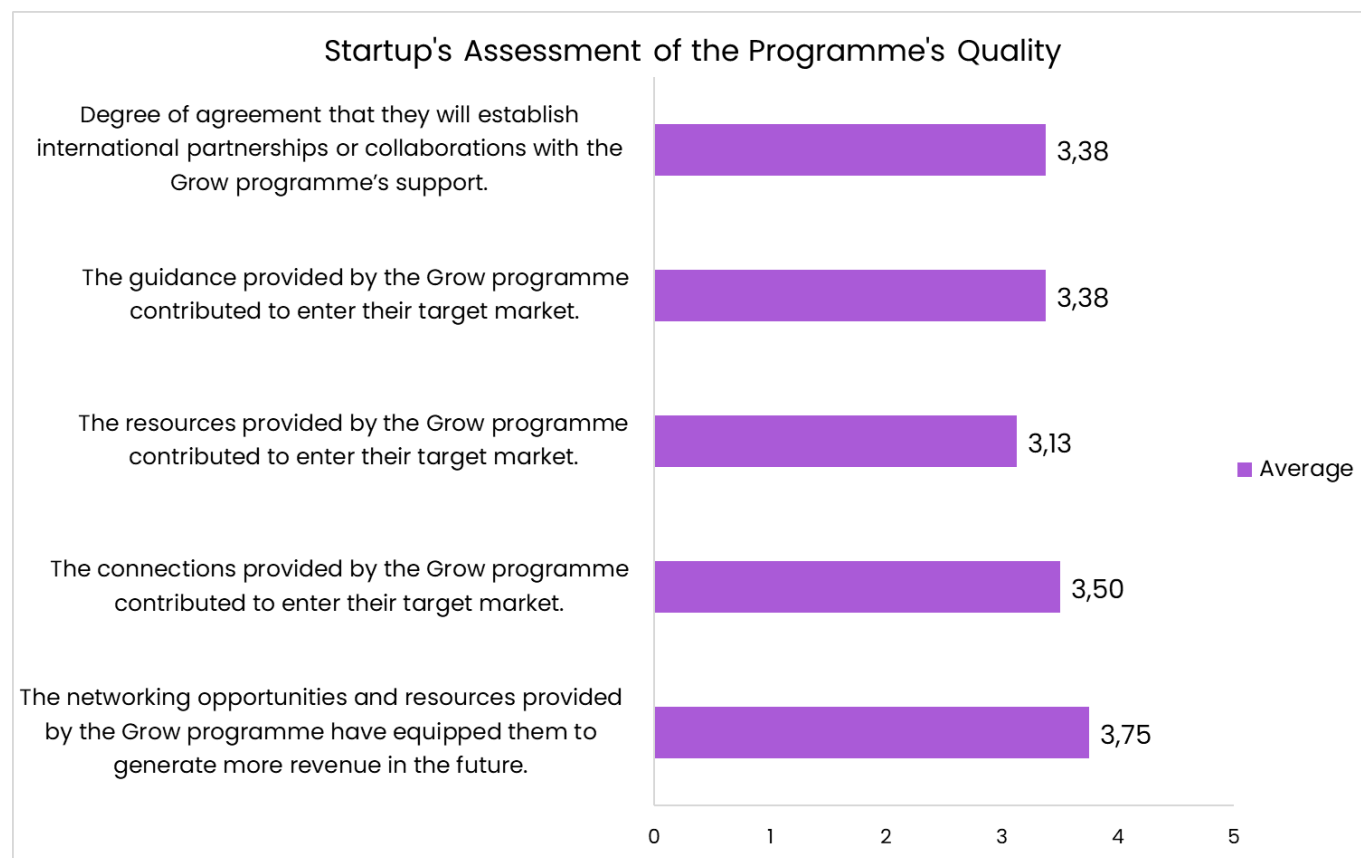
Figure 41 - Startups' assessment of the GROW Programme's quality

Source: Original

Funding Opportunities

As previously mentioned, the participating startups were at different funding stages and as a result, not all of their needs may have been met through the GROW Programme. In light of this, the startups at the pre-seed funding stage hold a **generally mildly favorable stance** regarding the GROW Programme's provision of networking opportunities and connections that brought about **valuable collaborations, connections, partnerships, insights, and opportunities** for their startup's revenue growth. It is important to note that this group holds a **more positive view** of the extent to which the GROW Programme helped **secure funding and accelerate their startup further**. However, this notion is not valid for the startups at the **series A funding stage** (Figure 42), which possess an **encouraging stance** that the connections and networking opportunities facilitated by the GROW Programme resulted in **valuable collaborations, partnerships, and connections** for them. Moreover, they are confident that these connections provided them **valuable insights or opportunities for their**

revenue growth and the leads from the networking events could serve as a **useful asset in accelerating their startup's progress**. At last, the ones who gain the most from the GROW Programme seem to be the startups at the seed funding stage, which hold a generally positive view. This cluster believes that the networking events were effective in creating significant connections or collaborations, as indicated by its highest rating.
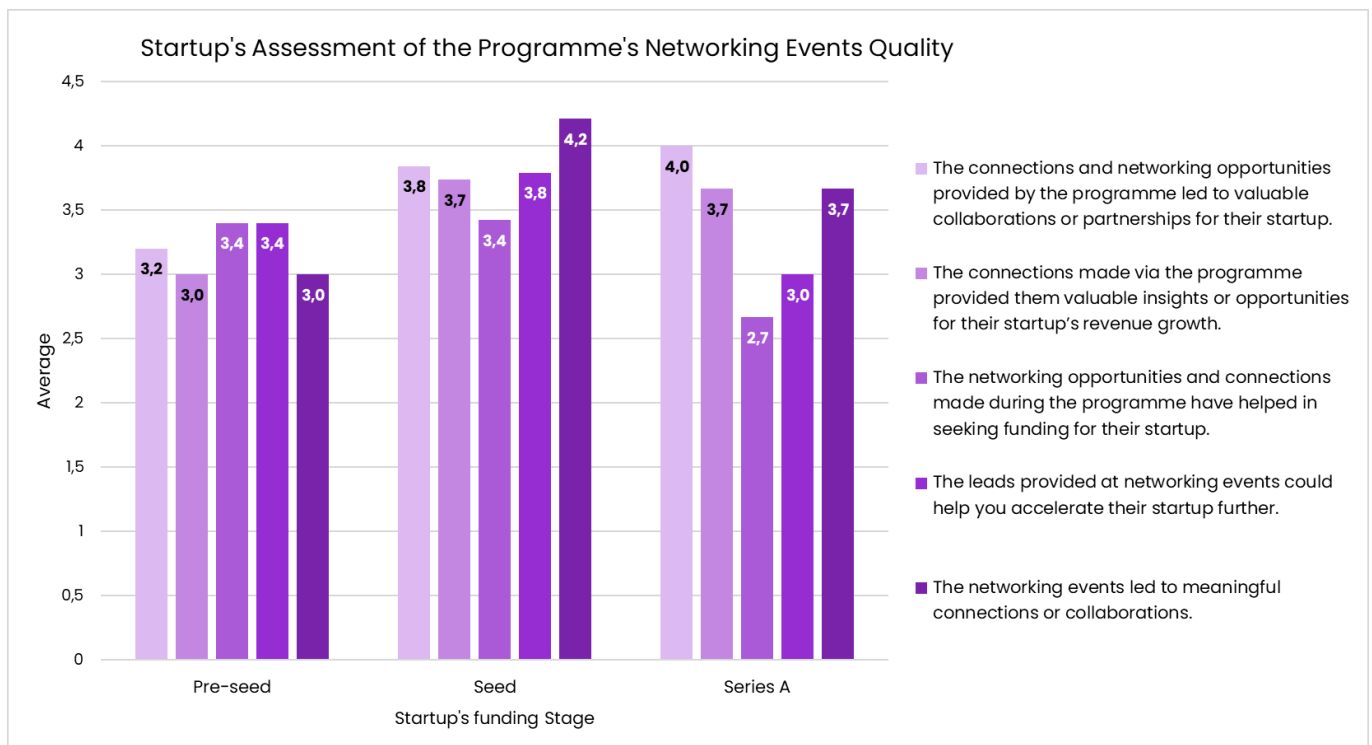
Figure 42 - *Startups' assessment of the GROW Programme's networking events quality*

Source: Original

Comments Analysis

Moreover, the examination of the participating startups' comments reveals additional elements that provide a more comprehensive perspective on the impact of the GROW Programme on them. Particularly, the sentiment analysis of the feedback data reflects a **mixture** of opinions, highlighting both positive experiences and areas for improvement as stated in Figure 43. Notably, participating in the GROW Programme has been a significant milestone for them, as they **garner self-reflection and personal growth** *(e.g. "self-reflection, target focus, group comparison")*. Also, participants highlighted **significant learnings**, such as the importance of corporate-startup collaborations and the unique dynamics of

DeepTech startups (e.g. "I learned about the significance of corporate-startup collaborations, which can accelerate growth by leveraging established networks and resources. Understanding how to establish effective partnerships has provided a clearer path for scaling."). In addition, they **valued** the insights into ethical considerations and sustainable growth, which are crucial for building trust and aligning with global trends (e.g. "a deeper understanding of the ethical considerations crucial in DeepTech, such as protecting data privacy and ensuring social equity, which are essential for building trust with users and stakeholders"). Ultimately, the overall structure of the tracks, the tailored meetings, and participation in events were also highly **regarded for contributing to a more international outlook and comprehensive scaling efforts** (e.g. "Great organization and a good opportunity to become more international which is crucial at some point."; "Thanks to the organization team, we really enjoyed the experience").

Figure 43 –Word cloud based on the comments of the participating startups

Source: Original

Nevertheless, there were aspects of the GROW Programme that did not meet participating startups expectations. That being said, a segment of them expressed **concerns regarding**

the adequacy of fundraising activities and investor engagement (lack of e.g. *"meeting investors"; "Should have more focus on fundraising activities"*). Furthermore, the **insufficiency of personalized mentorship and substantial interactions** in online meetings of the Grow Programme were emphasized as areas needing enhancement (*e.g. "personalized mentors"; "monthly meetings were not very helpful", "shorter monthly meetings with a more direct approach"*). To elaborate further, the participating startups point out the **necessity of more interactive peer group formats** (*e.g. "a more important startup cohort, to meet more startups"; "more interactive peer group formats rather than expert advisory"*) and **strengthened interaction with local investment communities** (*e.g. "greater access to the local investment community, such as presentations to and from local investment funds"*).

There are several key areas identified for improvement that could greatly enhance the Programmes' overall effectiveness and participating startups' satisfaction but there are also stated elements that should be retained. Notably, there is a recognized need to place **greater emphasis on fundraising activities and investor engagement**. This necessitates the incorporation of more structured sessions focused on securing investments, offering strategies for effective investor engagement, and facilitating direct interactions between startups and potential investors. Furthermore, personalized guidance is crucial for startup success, as it addresses unique challenges and leverages specific strengths. So, **implementing mentorship events** that pair startups with industry-specific mentors would offer more relevant and impactful support.

Additionally, there is an acknowledged **need for improved access to local investment communities**. Interaction with these networks can offer startups valuable opportunities to secure funding and cultivate strategic partnerships. Initiatives such as organizing local investor presentations and networking events would be beneficial. Furthermore, the online **monthly meetings** should be **shorter**, **more direct**, and **interactive** peer group formats. These adjustments could increase the effectiveness of these sessions, rendering them more engaging and insightful.

In a different light, the **tailored thematic content** was instrumental in helping startups expand their knowledge and further develop their skills. Moreover, the organization and structure of the monthly tracks, combined with the opportunities for international exposure, were highly valued and significantly **contributed** to participating startups' **scaling efforts.** Also, the **chance to pitch** to investors and angels provided participants with opportunities to **enter** new markets, **enhance** their products, and **establish** valuable connections.

The exchange experiences **should be retained** and **further developed**, as interaction with various European ecosystems at different stages of development broadened participants' perspectives and created additional opportunities for funding and expansion. By engaging with diverse entrepreneurial ecosystems, participants were exposed to new ideas, innovative business models, and varied market dynamics. This exposure not only **enriched their understanding** of different business environments but also effectively navigated and utilized the unique strengths of each local ecosystem was **crucial in developing** more resilient and adaptable strategies for scaling their startup.

Best Practices and Future Recommendations

Best Practices from the Consortium

From the consortium's perspective and based on the successful implementation of the EU-NAP programme, we recommend the following best practices to ensure impactful outcomes in similar initiatives. These approaches, tested and refined through our experience, can drive meaningful results for innovation and acceleration programmes.

1. Organize structured monthly meetups to track progress and refine strategies

Monthly meetups proved invaluable for aligning participants, driving progress, and facilitating actionable feedback. We recommend:

- **Facilitating progress presentations**: have participants share their weekly outcomes and receive targeted, constructive feedback. This fosters accountability and allows for course corrections.
- **Providing expert-led sessions**: bring in industry professionals to deliver focused workshops. Tailor these sessions to address participants' current challenges and provide immediately applicable insights.
- **Encouraging peer problem-solving**: organize collaborative discussions to allow participants to share experiences and co-develop solutions to common challenges. This creates a strong sense of community and peer support. By incorporating these elements, monthly meetups can become critical touchpoints for driving measurable progress, especially in a remote programme.

2. Design immersive exchange experiences for ecosystem integration

In-person exchange experiences are a powerful way to connect participants with local markets and innovation ecosystems. Based on our success, we suggest:

- **Hosting targeted networking opportunities**: include B2B meetings with local investors, mentors, and ecosystem leaders to ensure participants leave with actionable leads.
- **Integrating pitch sessions**: allow startups to pitch their solutions to local stakeholders, providing feedback tailored to the local market's nuances.
- **Focusing on ecosystem exploration**: include site visits to local innovation hubs, startups, or unicorns to offer participants first-hand insights into operational strategies and regional market dynamics.
- **Incorporating cultural elements**: organize activities like traditional dinners or city tours to enhance relationship-building and cultural immersion. These experiences can significantly boost participants' understanding of market-specific opportunities and challenges while creating valuable connections.

3. Develop tailored learning tracks aligned with participant needs

One of the standout successes of the GROW Programme was the use of tailored learning tracks to address specific challenges faced by participants. To replicate this, we recommend:

- **Create thematic tracks**: structure your programme around key themes that resonate with participants' needs.
- **Design weekly challenges**: develop practical, challenge-based tasks aligned with each track. These should encourage participants to apply theoretical knowledge to real-world scenarios, ensuring immediate relevance and utility.
- **Iterative feedback mechanisms**: collect and provide feedback on deliverables submitted by participants each week. This helps refine their approaches and deepens their understanding of the subject matter.
- **Leverage digital tools for engagement**: use platforms like MIRO to facilitate the sharing of resources, templates, and instructions, ensuring accessibility and encouraging collaboration among participants.

This approach ensures that each participant can navigate the programme at their own pace while gaining practical skills and strategies that directly address their operational and

strategic needs. Tailored learning tracks make the content more relevant and impactful, driving better outcomes for both participants and the programme as a whole.

FUTURE RECOMMENDATIONS BY THE PARTICIPANTS

The feedback collected among the participant startups aligns with the set of best practices suggested above, enlightening the priorities startups establish when engaging in acceleration programmes, such as GROW. These are recommendations for potential future acceleration programmes:

- **Strengthening Investor Engagement and Fundraising Activities**

To enhance startups' ability to secure funding, it is essential to deepen engagement with investors through structured and accessible activities. A key recommendation is to facilitate direct interaction between startups and potential investors by organizing dedicated pitch days, one-on-one meetings, and specialized workshops. These activities should focus on equipping startups with the skills to present compelling, investor-oriented business cases. Additionally, forming tailored investor networks that connect startups with both local and international funders would broaden access to critical financial resources. Partnerships with venture capitalists, angel investors, and crowdfunding platforms should be prioritized to diversify funding opportunities and create robust pipelines for investment.

- **Prioritizing Personalized Mentorship and Targeted Guidance**

Effective mentorship plays a pivotal role in supporting startup growth, and a more targeted approach is recommended. Building a pool of mentors with sector-specific expertise will allow for guidance that is directly relevant to the unique challenges of each startup's niche. To ensure that mentorship is goal-oriented, quarterly sessions can be introduced where startups outline their needs, set measurable goals, and receive actionable feedback. These sessions will help startups track their progress while also fostering accountability and strategic focus in mentorship interactions.

- **Improving Interaction with Local Ecosystems and Investment Communities**

Engaging with local ecosystems is vital for startups to build partnerships and align with regional trends. Hosting events that bring startups together with local investors, industry experts, and stakeholders can create opportunities for collaboration and strategic alignment. By organizing region-specific matchmaking sessions and networking events,

startups will gain increased exposure to local customers and partners. This regional integration strengthens their understanding of local markets while fostering connections that can support long-term growth and scalability.

- **Enhancing Programme Structure and Content Delivery**

To improve the effectiveness of the programme structure, more interactive and focused sessions are recommended. Expanding peer group formats to include smaller, cohort-based interactions will allow startups to learn not only from experts but also from their peers' experiences. Monthly meetings should be refined by shortening their duration and focusing on specific, highly relevant themes. This approach will maintain participants' engagement and increase the productivity of each session.

- **Maintaining and Expanding International Exposure Opportunities**

International exposure remains a cornerstone of startup scalability, and ongoing efforts to provide cross-market exchange opportunities should be prioritized. These exchanges allow startups to explore diverse markets and adapt their strategies to different international contexts. Cross-cultural training sessions can complement these efforts by preparing startups to navigate cultural differences, enhance communication with foreign partners, and effectively engage with international customers. Such initiatives build the resilience and adaptability necessary for global success.

- **Focusing on Thematic Skill Development and Ethical Considerations**

To drive growth and maintain competitive advantage, thematic tracks should continue to emphasize skill-building in critical areas such as investor relations, product development, and scaling strategies. These tracks should provide startups with actionable insights and practical tools that can be applied immediately. Additionally, ethical business practices and sustainability should be a recurring focus. Conducting regular workshops in these areas will equip startups with the knowledge to pursue sustainable growth while addressing increasing market and regulatory expectations for ethical operations.

By implementing these strategies, the programme can better address the diverse needs of startups, enhance their access to resources, and create pathways for sustainable and impactful growth.

4.   CONCLUSION

The EU-NAP has demonstrated a transformative impact on the European DeepTech ecosystem, establishing a comprehensive framework that supports diverse stakeholders, including startups, investors, accelerators, and policymakers. Through a multi-layered approach— including the Initiate Library, Collab Events, and the immersive GROW Programme —the EU-NAP effectively addresses the unique needs of each participant group, fostering a collaborative environment where knowledge sharing, skills development, and network building are central to growth and innovation.

One of the programme's core strengths lies in its comprehensive design, which addresses the unique challenges and opportunities across different European innovation landscapes. The Initiate Library, as a centralized resource hub, provided an array of case studies, practical frameworks, and curated materials that cater to the specific needs of DeepTech stakeholders. The Collab Events further contributed to this collaborative ethos, offering a structured platform for peer-to-peer learning where startups, investors, and accelerator programme managers could engage directly on topics that are vital to success in the DeepTech industry, such as ethical considerations, investment strategies, and brand building. The feedback from these events highlights a strong participant satisfaction with the knowledge-sharing and networking opportunities provided.

The GROW Programme, which served as the immersive, hands-on component of EU-NAP, stands out for its innovative structure and implementation. Through its weekly challenges, monthly meetups, and in-person Exchange Experiences, the programme equipped startups with critical tools for expansion, funding, and market engagement. The Exchange Experiences were particularly valuable, offering startups direct exposure to local DeepTech ecosystems across various European countries. This hands-on engagement enabled them to connect with industry experts, explore new regulatory landscapes, and gain insights into market-specific opportunities and challenges. These experiences were bolstered by a financial grant that enabled startups to manage their participation costs, emphasizing the programme's commitment to accessibility and practical impact.

The impact assessment underscores its positive influence on participants. This structured evaluation— using participant feedback and event satisfaction rates —revealed that EU-NAP effectively met its objectives in areas such as skill development, business acumen, and market access. Startups reported improvements in their ability to engage with investors,

approach new markets, and build foundational skills for business scaling, while also reflecting on areas for continued support, such as funding access and community engagement. By providing measurable outcomes, this impact assessment offers valuable insights into the strengths of the EU-NAP model while identifying opportunities for refinement, particularly in enhancing long-term support mechanisms for startups as they mature.

Despite some logistical challenges, the EU-NAP successfully achieved broad engagement across Europe. The targeted outreach and communication strategies, including social media campaigns, partner networks, and newsletters, proved effective in promoting awareness and encouraging participation. The ability to engage both established innovation hubs and emerging ecosystems highlights its inclusive approach, ensuring that the benefits of DeepTech acceleration reach a diverse range of regions and stakeholders.

In conclusion, EU-NAP has laid a robust foundation for a sustainable and connected DeepTech ecosystem in Europe. It has set a high standard for networked acceleration initiatives by combining a tailored, resource-rich approach with experiential learning and cross-border collaboration opportunities. EU-NAP's success demonstrates the importance of structured support and community-driven development in driving technological and economic advancement. As Europe continues to pursue leadership in DeepTech, EU-NAP serves as a model for how collaborative, impact-oriented programmes can shape the future of this critical sector, ensuring it remains competitive on a global scale while fostering sustainable and inclusive growth across diverse ecosystems.

5. ANNEXES

5.1. INITIATE LIBRARY ARTICLES

Target	Title
Entrepreneur	DeepTech Digital Mastery
	Building Interpersonal Skills in DeepTech
	Financial Management in DeepTech
	Marketing and Sales for DeepTech Startups
	Sustainability for DeepTech Startups
	Ethical Practices in DeepTech
	DeepTech Talent Strategies
	Internationalizing DeepTech Ventures
	Communicating DeepTech Impact Effectively
	DeepTech Business Models
	Startup Intellectual Property Guide
	Compliance Mastery in DeepTech
	DeepTech Startup Financing Strategies
	Competitive Intelligence in DeepTech
	New Market Product Development
	Corporate-Startup Dynamics in DeepTech
Accelerator Programme Manager	DeepTech Business Models
	Navigating DeepTech Funding
	Fostering Inclusion and Diversity in DeepTech
	DeepTech Stakeholder Management

		Advanced IP Strategies in DeepTech
		Emerging DeepTech Evaluation
		Structuring DeepTech Investments
		Go-to-Market Tactics for DeepTech
		Aligning Tech with SDGs
		Sustainability for DeepTech Startups
		Internationalizing DeepTech Ventures
Investor		Investing with ESG in Mind
		Conducting Deeptech Due Diligence
		Spotting Potential in DeepTech
		Deeptech Investment Landscape
		Managing Risks in DeepTech Ventures
Policy Maker		Entrepreneurial Barriers & Solutions
		Government's Role in DeepTech Innovation
		Deeptech Workforce Development
Transversal		Addressing Entrepreneurial Gender Bias
		Promoting Diversity in DeepTech Teams
		Women's Leadership in Entrepreneurship
		Creating Safe Entrepreneurial Spaces

5.2. Collab Communication – Examples of Social Media Posts
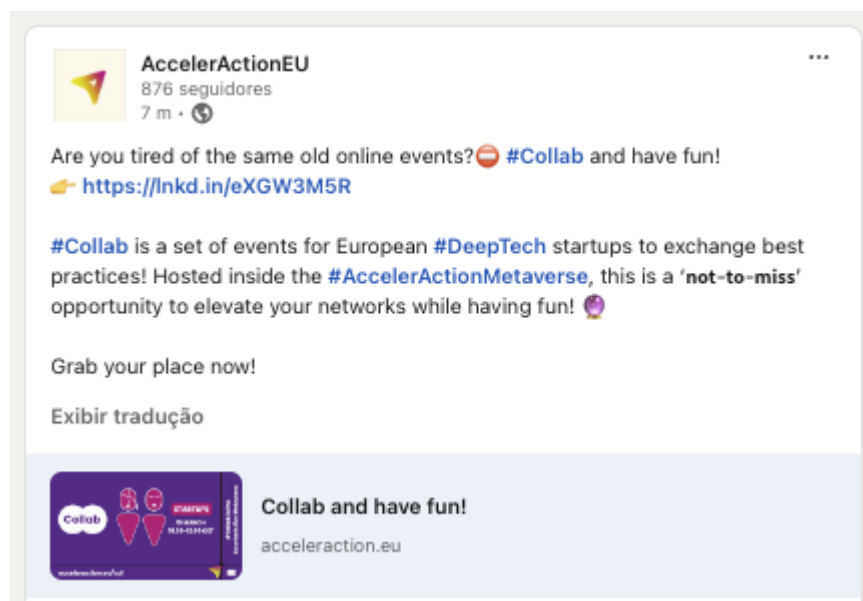
Example of a boosted social media post targeting Startups
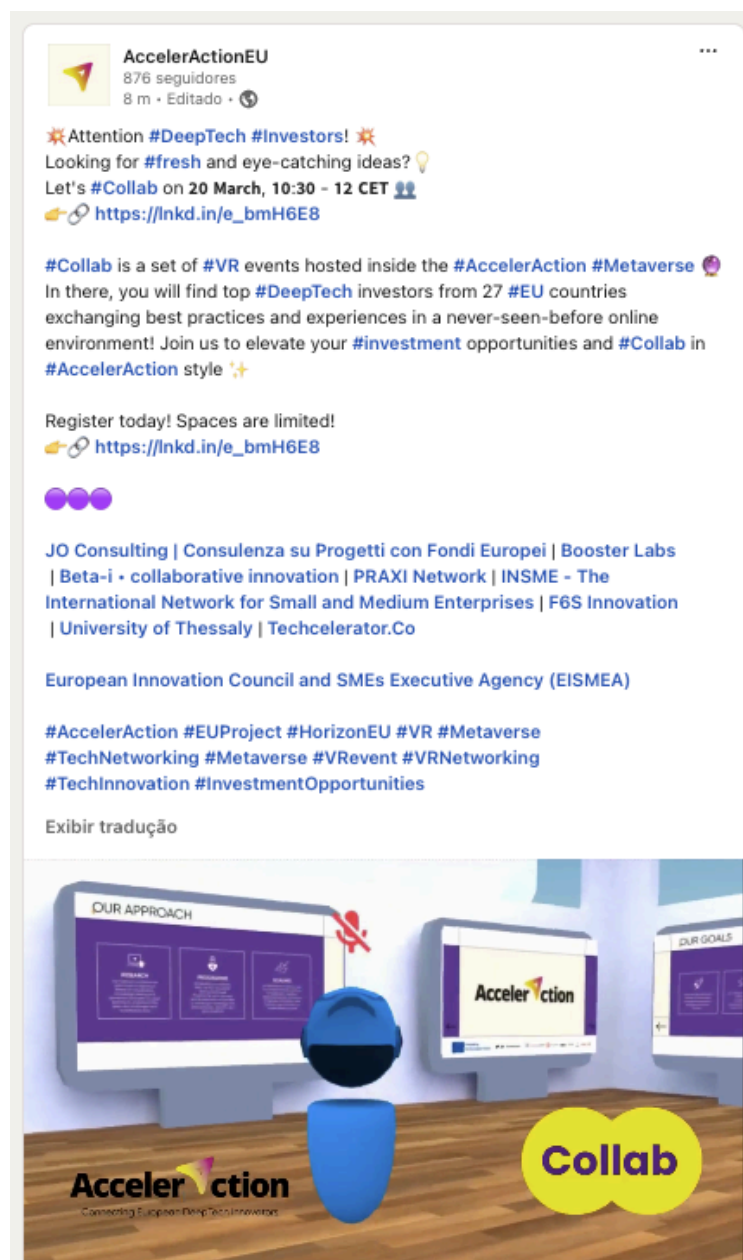
Source: Original

Example of a regular social media post targeting Investors

Source: Original

Example of a boosted social media post targeting Investors
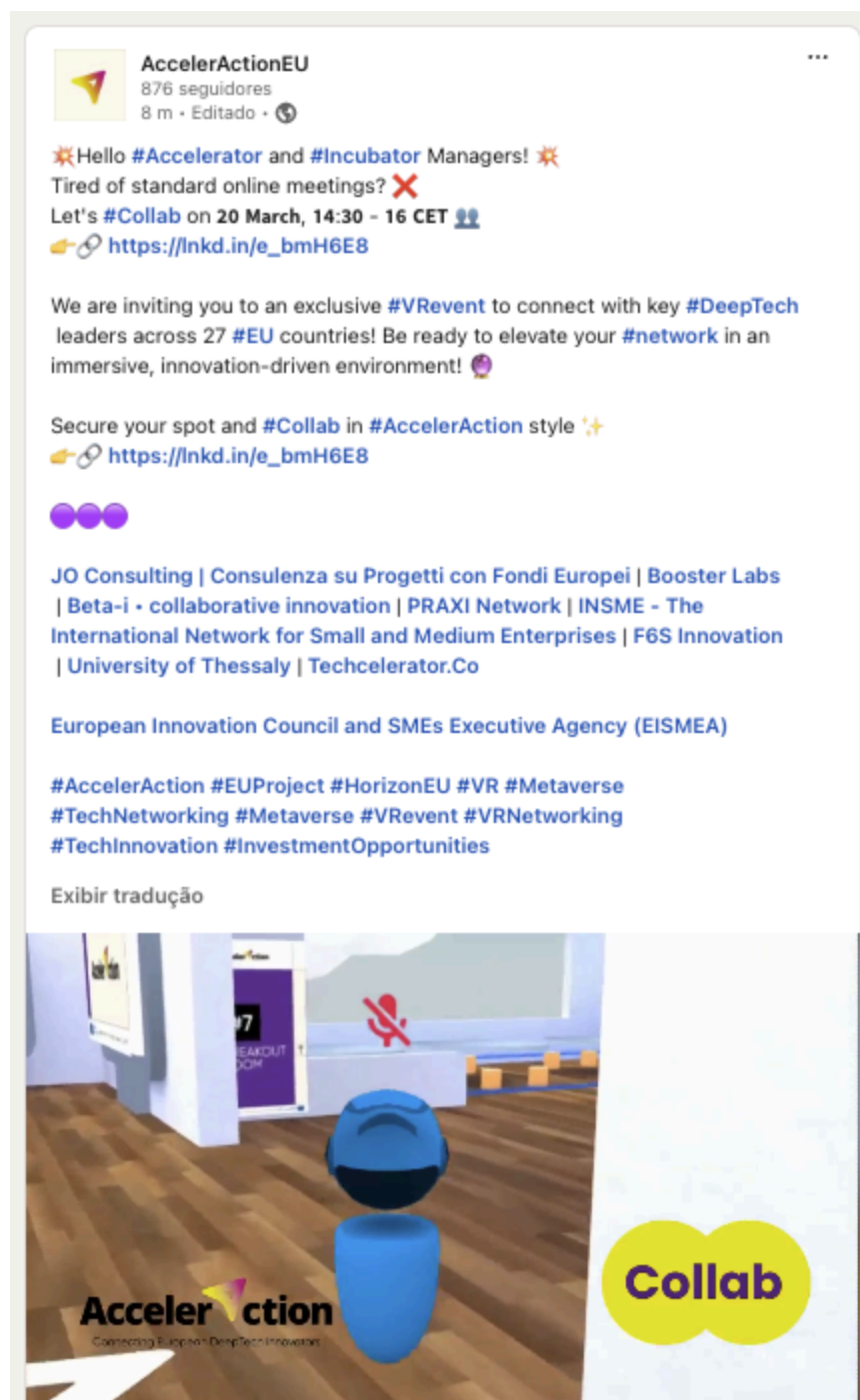
Source: Original

Example of a regular social media post targeting Accelerators
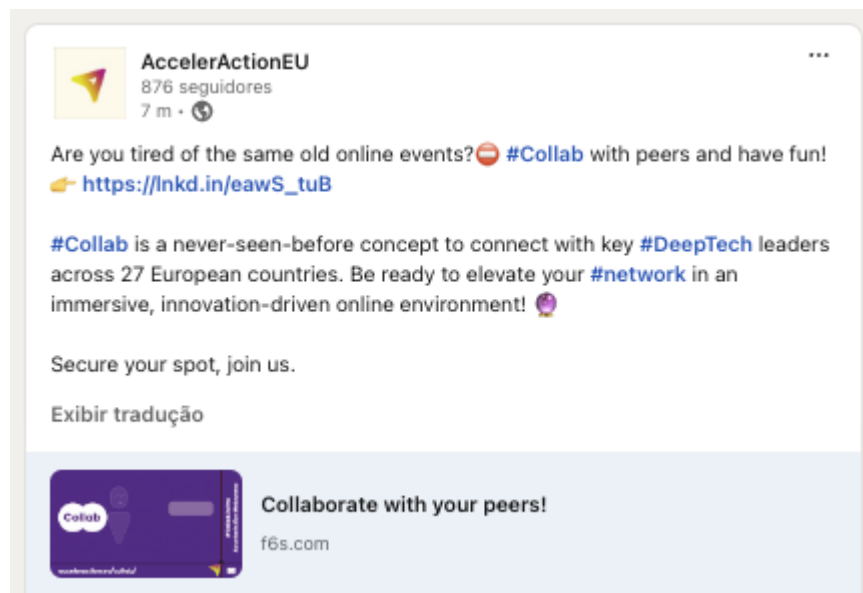
Source: Original

Example of a boosted social media post targeting Accelerators

Source: Original

Example of a regular social media post targeting All players
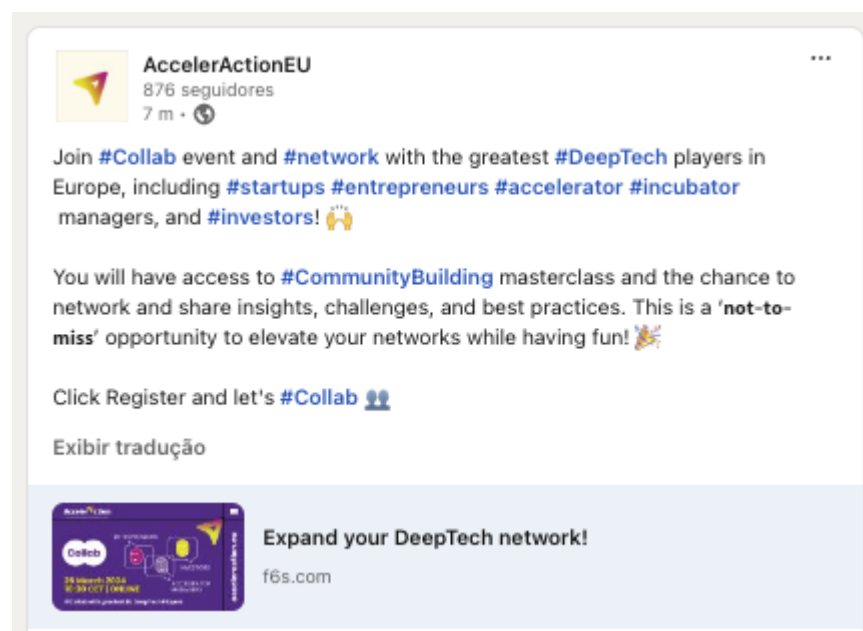
Source: Original

Example of a boosted social media post targeting All players

Source: Original

5.3. GROW Progamme Application Form

Category	Question	Answer	Mandatory
General	Name of key point of contact	Free Text	✅
	Email of key point of contact	Email	✅
	Phone number of key point of contact	Phone	✅
	From whom did you first hear about this Programme?	Single Choice: List w/ name of the partners + Others	✅
	Through which channel?	Single choice: Search Engine (Google etc.)	✅

		Website Newsletter Email Social Media (Facebook, LinkedIn, Instagram, Twitter) Media News Events Word of Mouth Other	
Product	Please describe your idea, solution or product in a tweet-length (280 characters)	Free Text	✅
	What problem is your solution trying to solve?	Free Text	✅
	Which SDG(s) is this issue linking to?	GOAL 1: No Poverty GOAL 2: Zero Hunger GOAL 3: Good Health and Well-being GOAL 4: Quality Education GOAL 5: Gender Equality GOAL 6: Clean Water and Sanitation GOAL 7: Affordable and Clean Energy GOAL 8: Decent Work and Economic Growth GOAL 9: Industry, Innovation and Infrastructure GOAL 10: Reduced Inequality GOAL 11: Sustainable Cities and Communities GOAL 12: Responsible Consumption and Production GOAL 13: Climate Action GOAL 14: Life Below Water GOAL 15: Life on Land GOAL 16: Peace and Justice Strong Institutions GOAL 17: Partnerships to achieve the Goal	✅
	What is the uniqueness of your solution?	Free Text	✅

	What is the technology behind the product?	Free Text	☑
	Do you currently hold any form of intellectual property related to your product or technology?	Single choice Patent Trademarks Copyright No N.a/prefer not to say	☑
	In which of the following phases do you consider your startup to be?	Single choice Idea Only Prototype MVP launched Product with early Customers Product with stable Customers and growing	☑
	Explain your answer above	Free Text	
	Please, share a Pitch Deck or Demo Video	Upload	
Market	Please choose the industry field(s) that better fits your solution	Multiple choice: Aerospace Agriculture Commercial Services Design, Fashion and Lifestyle Education Energy Finance FMCG & Retail Hard Industry (metals, minerals, mining) Health & Pharma Insurance Media, Marketing and Advertising Real Estate Robotics Security Sports Telecom Tourism & Hospitality Transportation & Logistics Other	☑

What is your market segment?	Multiple choice: (B2B; B2C; B2B2C; B2G; C2C; Other)	☑
Tell us more about your market segment and current customers	Free text	☑
What is the potential market size for your business?	Free text	☑
Describe your competition (direct or indirect) and their advantages/disadvantages compared to your own solution.	Free text	☑
What is your current business situation?	Since choice No Revenue Revenue from initial pilots Revenue from early customers Breakeven Profitable	☑
What are your revenue streams? How are you or will you make money?	Free text	☑
What is the investment stage you're at?	Single Choice Haven't raised Pre-Seed Seed Series A Series B Series C Higher than Series C	☑
What type of funding have you received so far?	Multiple choice Angel Investment Friends & Family Bootstrapping Venture Capital Accelerators and Incubators Grants & Awards Own funds Does not apply	☑
How much money have you raised so far (in EUR)?	Single choice Haven't raised 10-100 K 100K-3M	☑

		3-6M Above 6 M	
	Are you currently looking for investment? If yes, how much?	Free text	
Team	How many founders are there? What are their names, roles and expertise?	Free text	☑
	Percentage of women on the board of directors or advisory board.	0-10 10-20 20-30 30-40 40-50 50-60 60-70 70-80 80-90 90-100 I don't know	☑
	How many people are working on your team?	1 2 to 5 6-10 11-50 more than 50	☑
	Percentage of female employees in the organization.	0-10 10-20 20-30 30-40 40-50 50-60 60-70 70-80 80-90 90-100 I don't know	☑

	Which members of your team will attend the Programme?	Free Text	☑
	Why do see value in this Programme?	Free Text	☑
Other	We acknowledge and agree with the **Terms & Conditions** and **Privacy Policy** of this Programme (insert links)*	Yes (Checkbox)	☑

5.4. GROW Communication Promotional Materials

5.4.1. Printing Guidelines

Printing Guidelines

Dark Backgrounds:

- Use an alternate version of the logo designed for dark backgrounds, often a white or light-colored version.
- Ensure the logo maintains its integrity and is easily recognisable.
- Avoid using dark-colored logos on dark backgrounds to prevent them from blending in.
- Whenever possible, use a logo with the official tagline.

EU emblem and acknowledgement

- To ensure the proper communication and dissemination, we are obliged to always add **EU emblem (flag)** and acknowledgment: **Funded by the European Union**
- Depending on the item, please ensure that the EU emblem and acknowledgement are visible, but not bigger than the official logo.

2

5.4.2.   Event Guideline
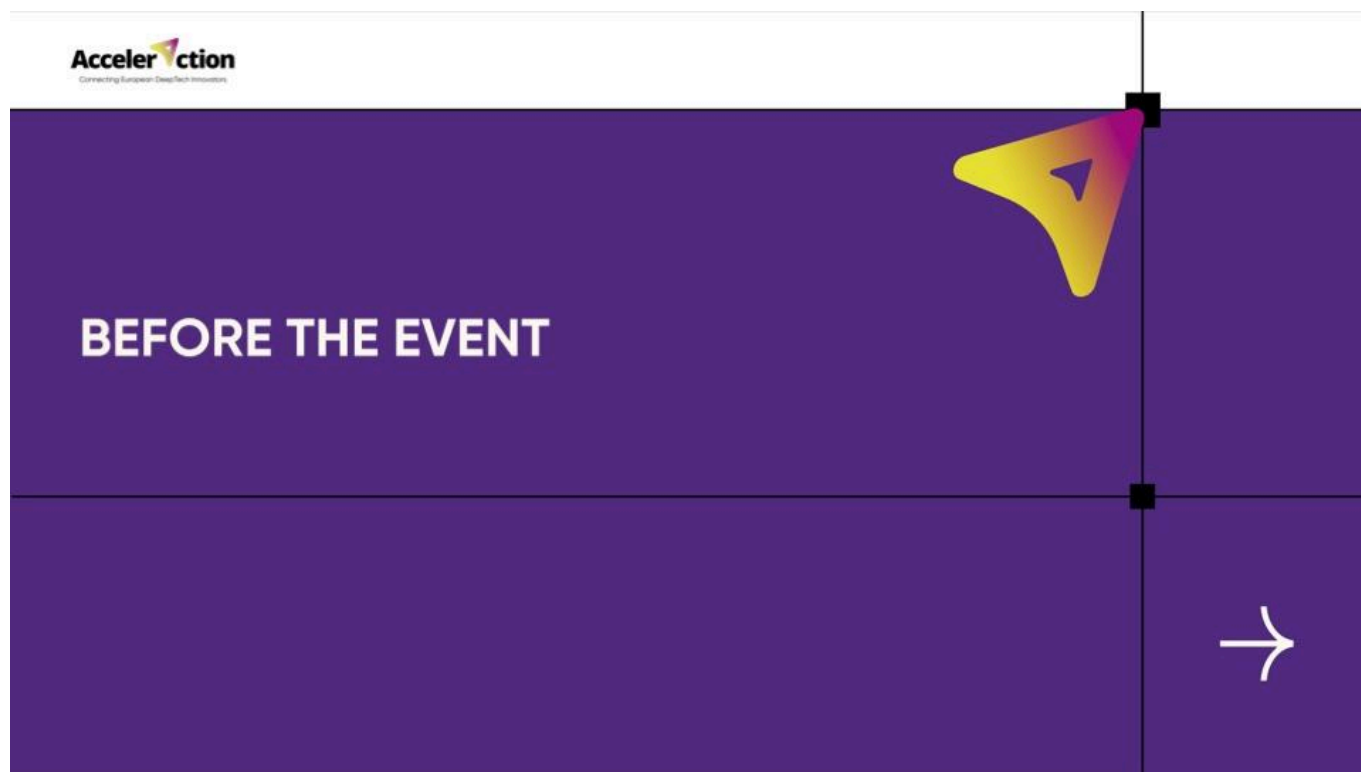
BEFORE THE EVENT

- Share your interest with the F6S Team **at least on month before the event via an email.**
  - Subject: **[AccelerAction] An interesting event approaching**
  - To: anja@f6s.com nika@f6s.com (cc)
- If you think it is necessary, at the same email make your request for communication actions. We will add the event to the website and create a social media campaign.
- Fulfil the Partners' Dashboard excel – sheet Events – Proposed events with all necessary details.

DURING THE EVENT

- **If you're a speaker:**
  - Ask a colleague to take pictures/videos of you when presenting the project.
  - Keep in mind to have a good lighting, high resolution camera phone or camera.
- **If you're attending the event:**
  - Ask a colleague to take pictures of you with branding from the event.
- **If you're at a booth:**
  - Ask a colleague to take a picture/video of you at the booth.
- **If you're presenting at an online event:**
  - Ask a colleague to take screen captures (a picture)/screen recording (a gif with app: Screen Recorder) during your presentation.
- **If you're attending an online event:**
  - Connect with relevant people through networking tools and send them AccelerAction's short key message available in the next slide.
- **If you want to live cover the event:**
  - Ask F6S team for support at least one month before the event.
  - Send us pictures/videos via an email for best quality.
  - Don't forget to follow the photography/video tips & tricks from this presentation.
  - Send a short text briefly explaining the main actions you took at the event. This will be used to promote your participation in social media.
  - Share it on your social media. Always tag @AccelerActionEU and use #AccelerAction #deeptech #innovation hashtags

Hi! My name is [your name] from [company name] and I'm here on behalf of the AccelerAction project.

🖤 At AccelerAction, we are on a mission of connecting deep-tech enthusiasts all around the Europe, thus making a European innovation landscape more balanced and effective.

🚀 By creating a pan-European Networked Acceleration Programme – a unique virtual space, we connect top deep-tech startups and accelerators with emerging ones, enabling them to exchange knowledge and best practices, network and eventually grow together.

⏩ If this opportunity sounds interesting to you and/or any other deep-tech startup or accelerator you might know, feel free to spread the word - we will run an open call for joining the Programme very soon!

👀 To discover more, take a look at our website (acceleraction.eu) or LinkedIn and Twitter accounts (@AccelerActionEU).

P.S. Nice to e-meet you! 🤝

PHOTOGRAPHY AND VIDEO TIPS

- Make sure you have good lighting:
  - Natural light is always best, if it's not possible then make sure the subject of your picture is not backlit.
- When recording make sure your phone is horizontal:
  - This allows for the videos to be easily edited and shared in different platforms.
- Make sure AccelerAction branding is visible on the pictures/videos:
  - AccelerAction Brochure/Poster/Rollup banner should be the focus of the visuals.
  - Feel free to appear all smiley on the photos/videos as this provides a "human-side" to the project. We really want and need this!
- Always tell a story:
  - For example, if the goal of the event is to network with our key stakeholders, try to take a video of people and yourself networking. Videos are always more interesting to look at.
- If you need support or other tips you can reach out to the F6S communication team.

AFTER THE EVENT

- Update Partners' Dashboard excel – sheet Events – Attended Events
- Create a new subfolder in the Events folder following the structure:
  - number of the event according to the Attended table_date_name of the event
- Include in the newly created folder photos, videos and text describing your actions during the event attended. This will help us to disseminate the event.
- Complete this until 1 or 2 days after the event!
- If you need any support, contact F6S team.

THANK YOU.

Connect + Collab → Wow

acceleraction.eu

Go!

@AccelerActionEU

5.4.3. Video Guideline

BEFORE RECORDING

Let's set up

- **Clean the lenses of your phone**
  - Wipe your phone's camera lens with a microfiber cloth to remove any smudges or dirt that could affect the image quality.
- **Be mindful of your background**
  - Select a clean and clutter-free background to maintain a professional appearance.
- **Find a well-lit area**
  - Choose a location with ample natural or artificial light to avoid dim or grainy footage.
- **Frame yourself properly**
  - Position yourself in the center of the frame, leaving some headroom above your head and ensuring your full face is visible.
- **Rehearse and test**
  - Good preparation is the key for the good-quality video.

DURING RECORDING

Let's shoot

- **Stable camera placement**
  - Use a tripod or stabilize your phone on a steady surface to minimize shaky footage.
- **Horizontal orientation**
  - Shoot videos in landscape mode (Full or 9:16) rather than portrait mode (more useful for Instagram) for a wider frame and better viewing experience.
- **Quality**
  - Please, in the settings choose Full HD quality.
- **Clear audio**
  - Choose a quiet environment without background noise or distractions. Use an external microphone if available for better audio quality.
- **Avoid digital zoom**
  - Instead of zooming in digitally, move closer to the camera to maintain sharpness and clarity.
- **Record in sequences**
  - Avoid to record everything at once. It's better to record in sequences no longer than 10 seconds.

AFTER RECORDING
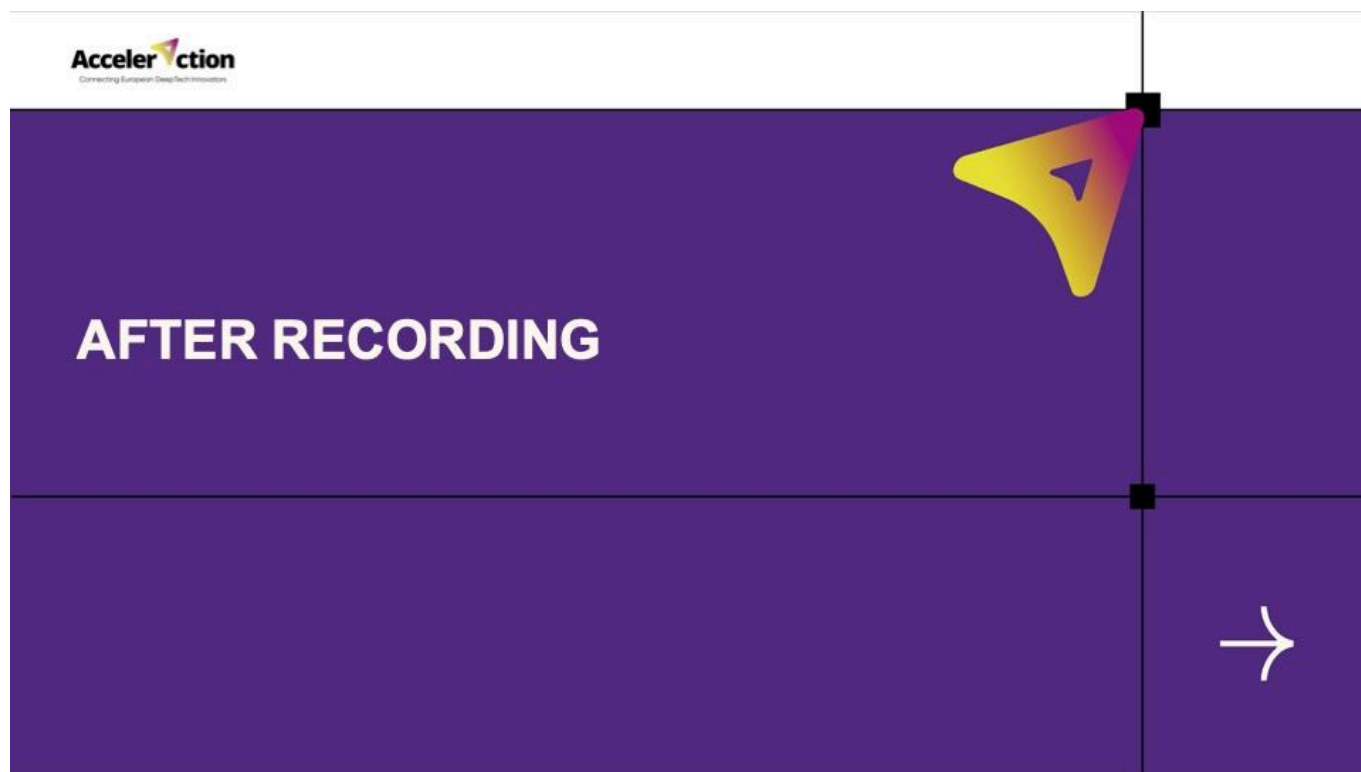
Let's share your amazing work

- Please notify F6S team via an email and attach your videos:
  - anja@f6s.com nika@f6s.com
- Add your video sequences to the folder with the name of your Institution:
  - **Don't forget to rename videos, so it's easy to follow the flow.**
- For any doubts, you are always free to contact F6S team.
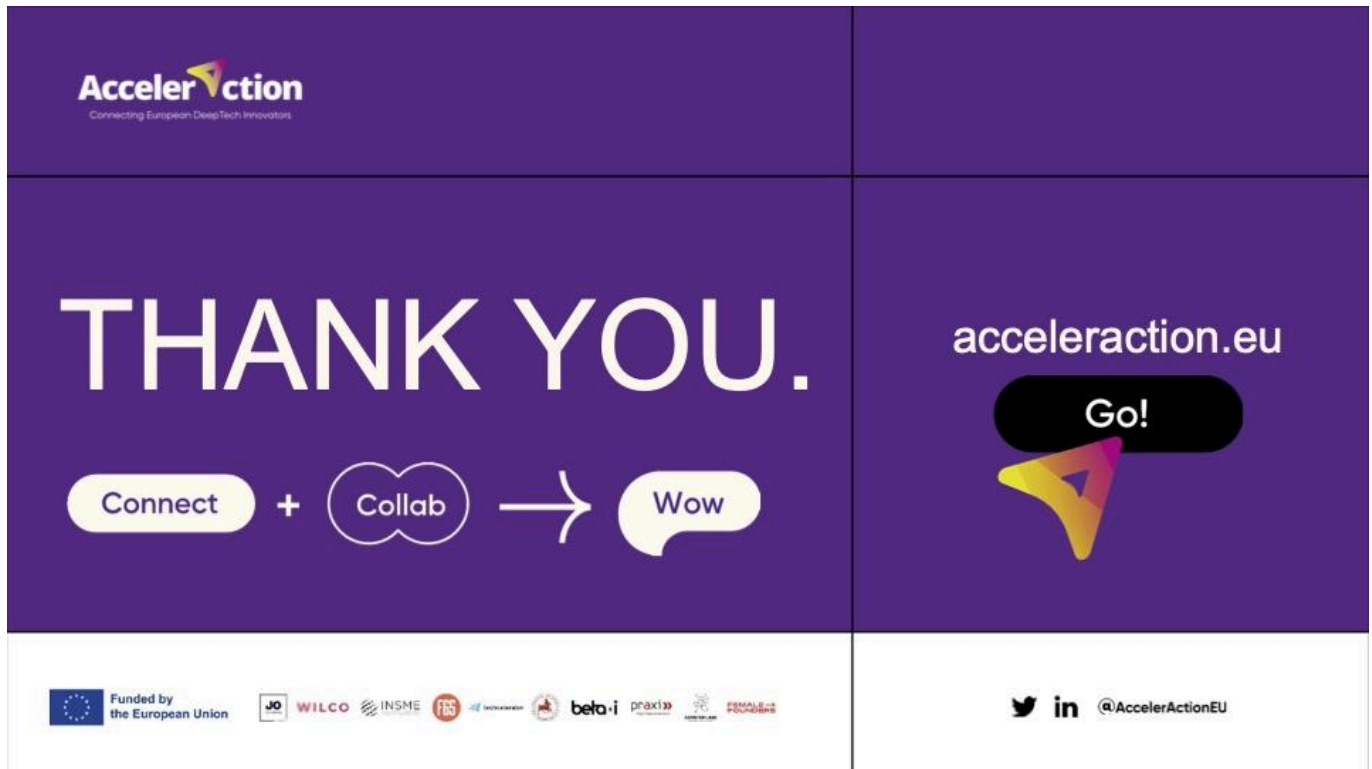
5.5.   GROW COMMUNICATION – COMMUNITY MANAGEMENT

Channels (TECH)

- Channel General: used for informative messages and elaborations
- Channel Random: use for the "fun" part
- Channel Comms: use if there are any questions related to comms or a need for further guidelines
- Each exchange should have its own channel
- Make an announcement in each channel what is the purpose
- Make clear guidelines for everyone in the main channel (why we're here, who to talk to, what to expect, etc.)

How often to post? (ALL)

- Be consistent! Try to post something "fun", but relevant, at least once a week (e.g. an interesting article related to AI)
- Make sure you tag where necessary, but don't overdo it
- If particular individuals aren't responding, message privately
- Check-in with startups at least once a week

WHAT EMOJIS TO USE? (F6S)

- Have fun! Explore different emojis that fit the AA brand!
- Often used in AA: 🟣😎 💜
- We have added an *arrow emoji* too (available in Emojis/Slack icon).
- GIFs are a great way to keep people engaged online.

USEFUL LINKS

- [Mailchimp – Create a thriving Slack community](#)[39]
- [Commsor – Create a Slack community for success](#)[40]
- [Solveo – How to keep an online community thriving](#)[41]

5.6.   GROW EXCHANGE EXPERIENCES AGENDAS

5.6.1.   ROMANIA EXCHANGE EXPERIENCE

12:30	16:50	ScaleMatch#9 (Private Sessions)
16:50	20:00	Investors' Day (Public Event)
16:50	17:10	Welcome & Registration

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[39] https://mailchimp.com/resources/slack-community/
[40] https://www.commsor.com/post/setting-your-slack-community-up-for-success
[41] https://solveo.co/how-to-keep-an-online-community-thriving/

17:10	17:55	Deeptech Co-investment in Europe
17:55	18:40	Pitch Session 1 w/ Q&A
18:40	19:15	Funding Opportunities in Romania
19:15	20:00	Pitch Session 2 w/ Q&A
20:00	20:10	Next Steps & Thank You Note
20:10	21:00	Dinner & Wine & Networking

5.6.2. AUSTRIA EXCHANGE EXPERIENCE

Date	Time	Event
June 5th, 2024	8:30 – 9:30	Registration open & Breakfast
	9:30 – 9:45	Opening words
	9:45 – 10:30	Panel Discussion: Expanding in new markets
	10:30 – 11:15	Panel Discussion: State of European Tech - Fundraising Landscape
	11:15 – 12:15	Pitch track
	12:15 – 13:00	Panel Discussion: Public institutions as buyers from start-ups
	13:00 – 14:00	Lunch break
	14:00 – 14:45	Panel Discussion: Hyper-fast scaling vs. stable growth in SAAS companies
	14:45 – 15:30	Panel Discussion: AI - Quick Wins vs. Unique Products

	15:30 – 16:00	Coffee break
	16:00 – 17:00	Pitch track
	17:00 – 17:30	Fireside chat: The Fund F Story
	17:30 – 18:20	Panel Discussion: The perfect (Founding) Team - Myth or essential factor
June 6th, 2024	8:30 – 10:30	Networking breakfast at Hidden Kitchen with EIC Women Leadership Programme
	10:30 – 10:45	Short walk to the conference venue
	10:45 – 11:30	Panel Discussion: Impact as starting point in business
	11:30 – 12:05	Fireside chat: Unlocking your Potential through Coaching
	12:05 – 12:50	Global acquisition of talents - Hiring remotely
	13:00 – 14:00	Workshop: Confident & Persuasive speaking

5.6.3. PORTUGAL EXCHANGE EXPERIENCE

Day 1 – June 25	Start Time	Activity	Speakers	Goal	Energy (by the end)	Location
Icebreakers and Networking	10:00 AM	Opening	Beta-i Team		Curiosity 🤔	Beta-i Office (Green Room)
	10:15 AM	Welcome and Introduction	Beta-i Team	Connect	Excitement 😊	
	10:30 AM	Icebreakers	Beta-i Team			
	10:45 AM	Coffee Break	N/A		Eagerness 🙌	
DeepTech Talks	11:00 AM	Deeptech State & Funding Opportunities	Sofia and Bruno ANI (Portugal National	Inspiration	Inspiration 🌟 Eagerness 🙌 Fatigue 😴	

			Innovation Agency)			
Commute to Lunch	12:10 PM	Commute to Lunch	N/A			On the move (walking)
Lunch	12:30 PM	Networking Lunch	N/A	Connect	Excitement 😄	O Cacho Dourado
Field Trip	2:30 PM	Commute to Field Trip	N/A	Inspiration	Curiosity 🤔	On the move (TVDE)
	3:00 PM	Field Trip to Startup - Walk and Meet		Inspiration	Curiosity 🤔	Unbable
	3:20 PM	Discussion and Q&A: How to Grow Business in Portugal	Sara Sousa / Unbabel		Curiosity 🤔	Unbable
Learning moment	4:00 PM	Commute to Office & Coffee Break	N/A	Inspiration	Inspiration 💥	On the move (TVDE)
	4:30 PM	The Strength of Collaborative Innovation in Deeptech	Tiago Marques / Beta-i		Fatigue 😴	Beta-i Office (Green Room)
	5:15 PM	Closing and Wrap-up	Beta-i T		Fatigue 😴	
	5:25 PM	Free Time	N/A	Cultural Immersion	Satisfaction 😌	
Free Time	6:30 PM	City Tour	N/A	Cultural Immersion	Satisfaction 😌	Cultural experience
DeepTech Happy Hour	8:00 PM	Social Dinner	N/A		Fatigue 😴	Casa do Alentejo

Day 2 - June 26	Time	Activity	Speakers	Goal	Energy (by the end)	Location
Expanding Business in Portugal	10:00 AM	Welcome and Recap of Day 1	Beta-i Team		Excitement 😄	Beato Innovation District
	10:30 AM	Discussion: Setting up and Expanding Business in Lisbon/Portugal	Patricia / Unicorn Factory	New Geography	Satisfaction 😌	
					Fatigue 🥱	
Networking and Closing Remarks	12:00 PM	Break	N/A	Connect	Eagerness 🙌	
	12:15 PM	Reflections	Beta-i Team		Satisfaction 😌	
	12:50 PM	Closing Remarks and Thank You	Beta-i Team		Satisfaction 😌	
	1:00 PM	End of Event	N/A		Satisfaction 😌	

5.6.4. Ireland Exchange Experience

Day One

Time	Activity	Facilitator
10.00 – 10.30	Welcome & Introductions + Agenda Review	David McGovern, Nika Levikov
10.30 – 11.50	Tyndall Institute Talks: Commercialisation at universities & entrepreneurship	David McGovern, Mehrnaz Heidari
11.50 – 12.00	Coffee Break	

Time	Activity	Facilitator
12.00 – 13.00	Tyndall Institute Talks: From research to IP	Anthony Morrissey
13.00 – 14.15	Lunch	
14.15 – 14.45	BioPixS Talk: From researcher to CEO	Sanathana Konugolu
14.45 – 16.25	Peer2Peer Session: Exchange with Tyndall researchers	David McGovern, Speakers: Kho Kiang Wei, Justina Ugwah, Sarusha Pillay
16.15 – 16.25	Break	
16.25 – 17.30	Lab tours	James O'Collaghan

Day Two

Time	Activity	Facilitator
10.00 – 12.00	Pitching Session	Pitching Panel: Sanathana Konugolu, David

			McGovern, Mehrnaz Heidari, Nika Levikov
12.00 - 12.30	Concluding remarks		David McGovern

5.6.5. GREECE EXCHANGE EXPERIENCE

Date	Time	Venue	Activity
09/09/2024	16.20	Pavilion 7, Stand 2 FORTH in the TIF-HELEXPO Exhibition Grounds.	Kick-off meeting, Introduction
09/09/2024	17.00-20.00	Pavilion 15 in the TIF-HELEXPO Exhibition Grounds.	B2B Meetings
10/09/2024	10.00-11.00	PRAXI Network, KEDEK,Balkan Center, Building B, 10th km Thessaloniki -Thermi, 570 01, Thermi Thessaloniki	Meeting with PRAXI Network, Presentation of Enterprise Europe Network Hellas
10/09/2024	11.30-13.00	PRAXI Network, Balkan Center, Building B, 10th km Thessaloniki -Thermi, 570 01, Thermi Thessaloniki	Meeting with Federation of Industries of Greece-Presentation of projects
10/09/2024	13.00-14.00	PRAXI Network, Balkan Center, Building B, 10th km Thessaloniki -Thermi, 570 01, Thermi Thessaloniki	Lunch break
10/09/2024	14.00-16.00	Alexander Innovation Zone, Filikis Etaireias 12 & I. Tsimiski	Networking, Presentation of the projects

10/09/2024	17.00-20.00	Pavilion 15 in the TIF-HELEXPO Exhibition Grounds.	B2B Meetings, Parallel events
10/09/2024	19.00-19.30	Pavilion 7, Stand 2 FORTH in the TIF-HELEXPO Exhibition Grounds.	Learning activity: Market Research, Innovation, and Business Development: Strategies for the 21st Century, Dr Evagelos Korobilis Magas Business and Innovation Consultant, PRAXI Network
10/09/2024	20.30	Mamalouka, Dragoumi Ionos 3, Thessaloníki,	Dinner, Provided by PRAXI Network
11/09/2024	10.30	Archaeological Museum of Thessaloniki	Cultural experience
11/09/2024	17.00-20.00	Pavilion 15 in the TIF-HELEXPO Exhibition Grounds.	B2B Meetings, Parallel events
11/09/2024	17.00-20.00	Pavilion 15 in the TIF-HELEXPO Exhibition Grounds.	Closing, Goodbye

5.6.6. France Exchange Experience

Event	Date & Time	Activity	Location
Meeting @BPI France – Euroquity	October 9, 13h45	Meet at BPIFrance	8 Bd Haussmann, 75009 Paris
	13h55	Welcome & coffee	
	14h00	About BPIFrance: mission, activities,	

		and the DeepTech plan	
	14h15	Presentation of the 5 AccelerAction supported startups: AMSIMCEL, Builtrix, Oliveex, Palowise & Psychomeasure	
	14h30	Presentation of Paris area ecosystem representatives:	
		- Testimonial of a successful startup: Cleyrop, Arnaud Muller	
		- Choose Paris Region, Pierre Basseras	
		- Opportunities for sustainable development startups	
		- FIND Climate Incubator, Arnaud de ROMEMONT	
		- ASTER Capital, Hélène Maxwell	
		- Wilco, Margot Barthe	
		- Creative Cluster, Yann Gozlan	

		– Anne Lebreton Wolf	
	15h00	Presentation of EuroQuity: connecting with EU investors – Jana DRZKOVA	
	15h15	Networking between the participants	
	16h00	End of the session	
Station F Tour	October 9, 16h30	Overview of Station F ecosystem and guided tour with Yann Gozlan, Creative Cluster	Station F, Paris
	16h45	Group meeting with a successful deep-tech startup (Cypheme)	
	16h45	Meeting with Ville de Demain - Builtrix	
	17h00	Meeting with Havas - Palowise	
	17h30	Meeting with Shakeup Factory - Oliveex	
	17h30	Meeting with Institut du Cerveau (iPEPS) - Psychomeasure	
	18h00	End of the session	
Paris	October 9, 18h00	Walk from the Eiffel	Paris

Immersion – Cultural Experience		Tower to the Louvre and Notre Dame area	
	19h30	AccelerAction dinner at Le Louis Philippe	66 Quai de l'Hôtel de ville, 75004 Paris
BIG Event Participation	October 10, 08h45	Meeting at Paris Accor	8 Bd de Bercy, 75012 Paris
	09h00	Free participation in programme tracks and networking sessions (according to startup profile)	