

# **Group Leaders**

## **1° Training**

### **10/5/2023**

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EuroQuity, Bpifrance

## Agenda

- 15:00 Introduction & instructions & follow up steps
- 15:10 Concept of trainings
- 15:15 Group Leader: role, activities, actions
- 15:25 Local Nodes: Selection, role, and how to communicate with them, state of art
- 15:30 EuroQuity platform: Demo-day on the platform, explain them community and how we work
- 16:00 E- pitch session: description, processes (timeline, visuals)
- 16:30 Q&A

## **Instructions & Next steps**

### **Concept of trainings:**

1. 10.5.2023: focus on basic roles, processes, pitch session
2. 17.5.2023: focus on preparation and coaching of companies, dry-run session, D-day
3. 24.5.2023: focus on additional follow up activities – how to find new investors? Access to private funding.

Methodological document for public funding

**Manual for Group Leaders:** how to organize e-pitch step by step

**Calendar of e-pitching sessions:** 2/2 May

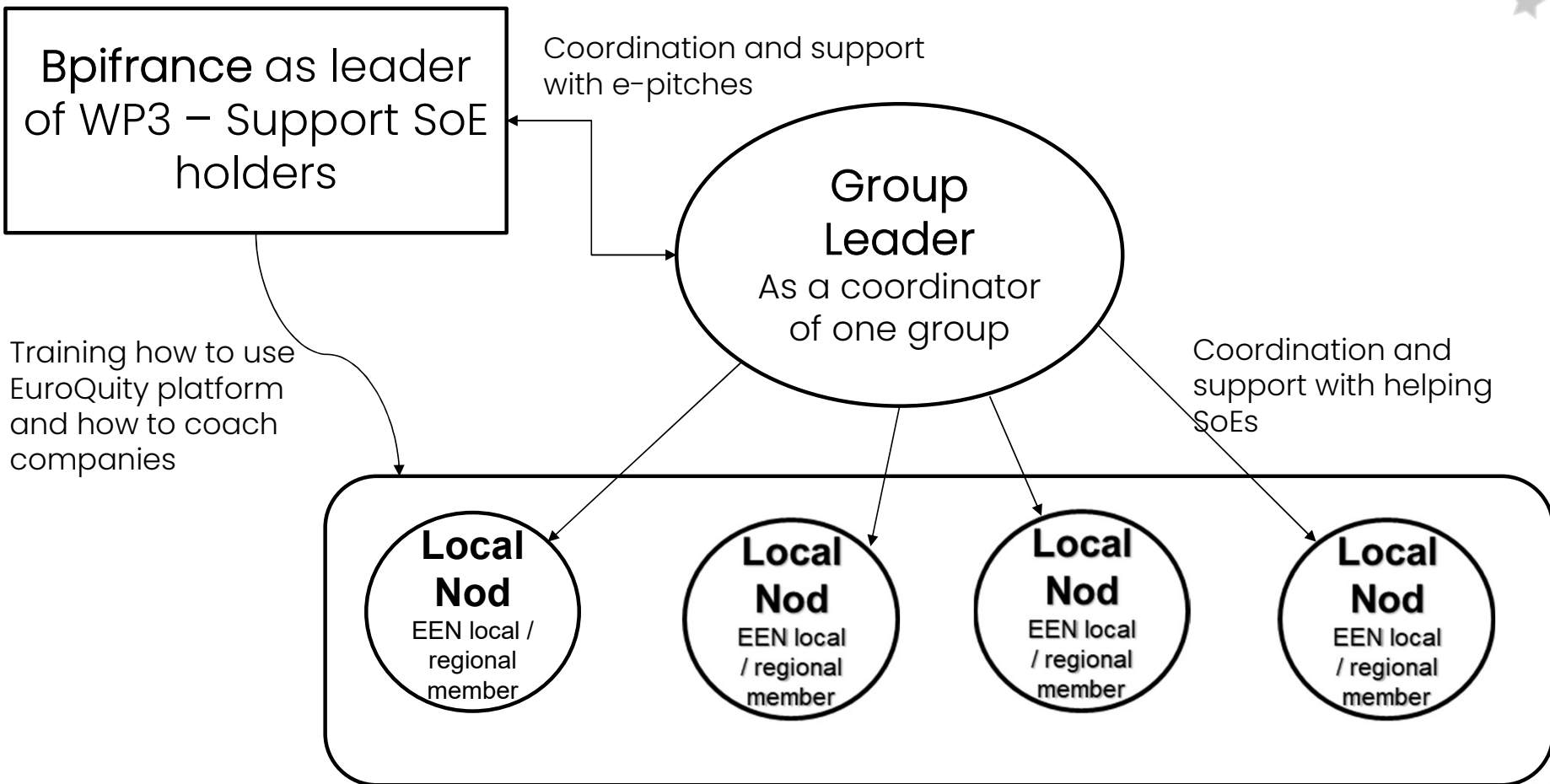
E-pitches starting from September

## Support of Seal of Excellence – Definition & KPIs

**KPIs:**

- 900 SoEs supported by the EEN2EIC project**
- 450 SoEs will apply for funding**
- 112 SoEs will receive the funding**

# How we will work?



## Group Leaders

Group Leader (GL)	45 countries grouped in 13 groups
 Steinbeis Europa Zentrum	<b>A</b> Germany
 fundación para el conocimiento madrid	<b>B</b> Portugal, Spain. <b>C</b> Israel, Armenia.
 bpifrance	<b>D</b> France, Tunisia, Morocco.
 ENTERPRISE IRELAND	<b>E</b> United Kingdom, Ireland.
 Food & Bio Cluster Denmark	<b>F</b> Netherlands, Denmark.
 APRE	<b>G</b> Italy, Malta.
 VLAIO	<b>H</b> Belgium, Luxembourg, Switzerland
 tillväxtverket	<b>I</b> Finland, Iceland, Norway, Sweden.
 FFG Promoting Innovation	<b>J</b> Austria, Bosnia and Herzegovina, Croatia, Czech Republic, Hungary, Montenegro, Serbia, Slovakia, Slovenia.
 LITHUANIAN INNOVATION CENTRE	<b>K</b> Estonia, Latvia, Lithuania, Poland, Ukraine.
 praxi help-forward network	<b>L</b> Albania, Bulgaria, Cyprus, Georgia, Greece, Kosovo, Moldova, North Macedonia, Romania. <b>M</b> Turkey



## Group Leader: Activities

GL is the **connection** between EEN2EIC project and its group of EEN countries:

- To **coordinate and support** LNs within the designated region:
  - to support LNs in their cooperation with SOE SMEs in obtaining finance from private and public sources.
  - to **prepare and update** on the regular base the list of possibilities of funding from public sources.
- To add the national investors and public funders to EEN2EIC e-community,
- To update an e-pitches planning, training and coaching services of selected SoE startups and logistic details.
- To participate on **onboarding webinars and coaching workshops** organized by Bpifrance in the context of this project.
- GL will be responsible for supporting Bpifrance in **preparation of the e-pitching calendar**.

## Group Leader: Activities

- GL will organize e-pitches:

- selecting companies from nominations provided by LNs and provide the pre-pitch coaching for selected companies.
- inviting local and national investors to the e-pitches.
- follow up the pitching companies and will provide additional matchmaking services for introduction the companies to the investors.
- to provide all necessary data and contacts needed for reporting to Bpifrance, European Innovation Council (EIC) and EEN.

- Other responsibilities of GLs:

- monitoring and updating the information about the regional / national EU innovation funding programmes relevant to SOEs.
- to be active in the implementation of the project and must coordinate their actions with Coordination office.
- to be a member of the selection committee for Local Nodes in their groups.



## Local Node: Activities

LN is the **connection** between EEN2EIC project and each SoE holder and regional innovation ecosystems:

- to contact and to support directly SoE holders in designated area / EEN consortium
  - to add the local investors and public funders to EEN2EIC e-community,
  - to add and onboard SoE startups to EEN2EIC e-community.
  - to participate on onboarding webinars and coaching workshops organized by Bpifrance in the context of this project.
  - to select and nominate the SoE companies for e-pitch and provide their contacts to GLs.
  - to invite the local investors to the e-pitches organized by Group Leader.
  - to recommend the national public possibilities to SoE companies and support them if they decide to apply.
  - to follow up the pitching companies and provide additional matchmaking support for introduction the companies to the investors.
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- To be active in the implementation of the project and must coordinate their actions with GL.

## **Local Nodes – Selection, role, and how to communicate with them, state of art**

We received 70 applications for position of Local Node for SoEs until the deadline.

Deadline extension for Partners from Countries that have not yet signed the Single Market Programme (SMP) Association Agreement: 25.07.2023. at 17:00 CET (Brussels Time).

Official results will be published the beginning of the next week.

Contracts for GLs, LNs & CILs: after publishing results

First onboarding call for LNs

Monthly call with them

## EEN2EIC Community on EuroQuity platform

### Why e-community?

### Why ?

To communicate and disseminate the project for the future collaboration networks as well as targeting the follow-up actions of EEN2EIC in WP3:

- Additional matchmaking with private investors
- More opportunities for SoEs to participate on different events
- Sharing information about public funding, trainings, etc. = communication tool for all of us to benefit and reach out of the other stakeholders in the innovation ecosystem

# **euroQuity**: The matchmaking platform connecting innovation ecosystems globally



EuroQuity is an online  
matchmaking  
platform created in  
2008



Helping companies  
meet  
investors and partners

40+ communities and  
192 labels (Europe,  
Africa, Asia, LATAM).

Organizing more than 50  
digital events per year  
with more than 300  
companies in addition to  
the digital connections  
that take place on  
EuroQuity.

A qualified dealflow  
backed by our partners  
In quantity and diversity for  
investors accessible via the  
platform, pitches and  
personalized connections.

One of the leading digital  
services in Europe and  
Africa to assist companies  
in their search for investors  
and business partners.

**Users:**

20 000  
Companies

3000  
investors

2500  
Business  
Support



**Main benefits for SMES:**

**Increase the visibility of companies**

**Find investors**

**Join innovation ecosystems in  
Africa and Europe**

**Connect with new potential partners**

# EuroQuity: A service that has accelerated its development over the past two years

**20 000+**

innovative companies with an international vocation; 2,700 investors from BA to series B; 1,900 support structures.

**17+**

partnerships, systematically renewed or extended.

**40+**

communities led by key players in the French, European and African ecosystems and 192 labels that certify quality companies.

**92%**

satisfaction rate.


















**50+**

e-pitches per year to support more than 300 companies..


















**30%**

of the companies that pitched in 2020/2021 have raised funds, 70% of the others are in discussion with investors.

# EuroQuity: Europe Communities and Partnerships

 <p>Europe</p> <p> <b>Value proposition</b></p> <p>Expand the EIC's Business Acceleration Services by addressing two of the greatest challenges for its innovators: accessing specialized sector-focused services and attracting private investors.</p> <p> <b>Our Role</b></p> <p>Selecting the potential EIC Partners for supporting EIC portfolio and connecting them with co-investors (from seed to Series C rounds)</p> <p> <b>Our Services</b></p> <p>Digital community &amp; services E-pitching sessions Webinars</p> <p> <b>Metrics</b></p> <p>100+ companies supported +150 VC registered</p>	 <p>Europe</p> <p> <b>Value proposition</b></p> <p>Initiative for <b>support and acceleration of Business support organisations</b> (BSOs) from less connected regions in Europe and matchmake them with the most developed European hubs. Creation of a <b>pan-European community</b> as the one-stop shop for all BSOs and its "customers".</p> <p> <b>Our Role &amp; Services</b></p> <p>Digital community &amp; services Onboarding of BSOs &amp; their acceleration Webinars</p> <p> <b>Metrics</b></p> <p>10 BSOs from less connected regions 5 European Hubs</p>	 <p>Blue Economy in the European Union</p> <p> <b>Value proposition</b></p> <p>Create <b>partnership opportunities</b> between the entrepreneurs, investors, corporates and innovation stakeholders interested in to the Blue Economy.</p> <p> <b>Our Role &amp; Services</b></p> <p>Digital community E-pitching sessions</p> <p> <b>Metrics</b></p> <p>10 E-pitching sessions 50+ Investors registered on average</p>	 <p>Connecting Greece with international stakeholders</p> <p> <b>Value proposition</b></p> <p>Offer international growth and matchmaking opportunities to <b>selected Greek enterprises</b>, by creating channels of communication with potential investors and other partners.</p> <p> <b>Our Role &amp; Services</b></p> <p>Digital community &amp; services E-pitching sessions Webinars</p> <p> <b>Metrics</b></p> <p>6 E-pitching sessions 45 startups 40+ VC registered on average</p>
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# EuroQuity: Europe Communities and Partnerships

 <p><b>Access2EIC</b> National Contact Points for Innovation</p> <p>Europe</p> <p> <b>Value proposition</b></p> <p>Access2EIC is a <b>7-year coordination and support action of 16 partners</b>, which builds upon the foundations laid by previous EIC support networks and in line with the new Horizon Europe Framework Programme.</p> <p> <b>Our Role</b> <b>Supporting of EIC Transition beneficiaries</b>, via organization of 2 pitching session per year, educational webinars, and one on-site pitching event.</p> <p> <b>Our Services</b> Digital community &amp; services E-pitching sessions for Transition beneficiaries Webinars</p> <p> <b>Metrics</b> 80+ companies supported +150 VC registered</p>	 <p><b>EIC ScalingUp</b></p> <p> <b>Value proposition</b></p> <p>This programme is <b>dedicated to creating a model for European deep tech Series B/C companies to scale beyond series B.</b></p> <p> <b>Our Role &amp; Services</b> Roadshow activities Communication (videos, social networks). 15 e-pitching sessions 2 on site pitching sessions 3 international tours</p> <p> <b>Metrics</b> 50 scale-ups supported € 600.0Mn+ raised 5+ Articles published in major papers 300+ Matchmakes within investors and corporates</p>	 <p><b>Taftie</b> The European Network of Innovation Agencies</p> <p><b>Taftie – network of Innovation Agencies</b></p> <p> <b>Value proposition</b></p> <p>Taftie High Potential community gather <b>the best high potential innovative SMEs with European ambition</b> belonging to Taftie innovation agencies' network.</p> <p> <b>Our Role &amp; Services</b> Digital community &amp; services 3 e-pitching sessions per year</p> <p> <b>Metrics</b> 75+ companies supported 80+ investors registered on average on each session</p>	 <p><b>InvestEU Portal</b></p> <p> <b>Value proposition</b></p> <p>InvestEU Portal The EIPP (European Investment Project Portal) is <b>the European Commission's platform for project promoters and investors to meet.</b></p> <p> <b>Our Role &amp; Services</b> Ensuring a wider dissemination between project promoters and companies, in particular SMEs based in EU-countries, Norway and Iceland. 4 e-pitching sessions per year 3 investors office hours per year.</p> <p> <b>Metrics</b> 40 startups supported 20 investors involved</p>
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# EuroQuity's partners: how they use our services

## Partnerships and communities with bilateral organizations



## Labels of business support organizations & support in the organization of pitch events



## Supporting partners in EU Projects



## Labels

### European labels



### African labels





# EuroQuity : Impact of pitch sessions

## Investors regularly participating in our pitching sessions (in 2022)

### VCs interested in European companies



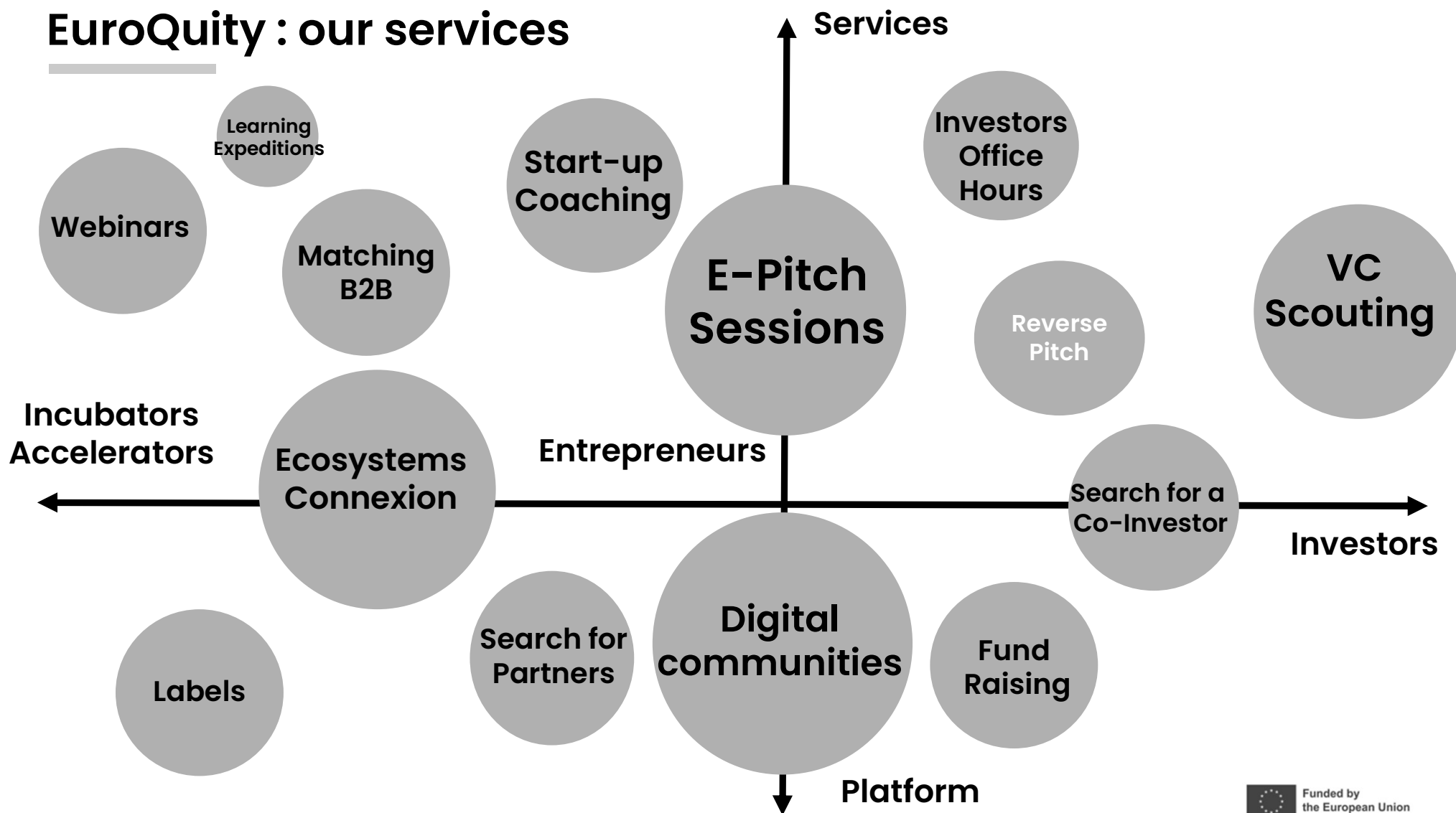
### VCs interested in African companies



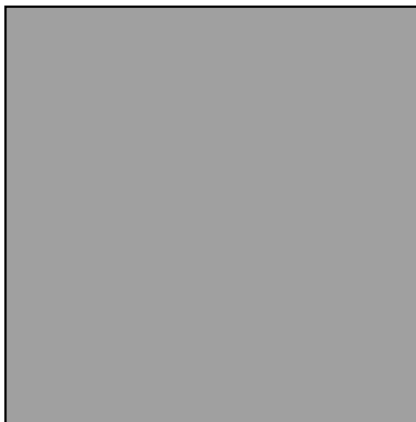
## Reverse pitch with TOP investors



## EuroQuity : our services



# EuroQuity : Organization of e-pitching sessions



The European Innovation Council and EuroQuity-Bpifrance organized a pitching event for investors focused on cybersecurity. **Eight EIC-backed SMEs were selected by investors** and had the chance to present their innovative solutions during an online event to a board of jury members, consisting of representatives from VC funds: 3VC, Ace Capital Partners, Adara Ventures, Armilar, Caixa Capital Risc, Crane Ventures, eCapital, Evonik, JCI Ventures – Johnson Controls, KPN Ventures, Lightbird Ventures & Marcau Partners, NGP Capital, Orevon Venture Partners and SONAE IM. Following this session, investors were invited to schedule one-to-one meetings and one company was selected as the best pitch of the day.

The Taftie High Potential Community aims to promote **best-in-class SMEs with strong innovation potential coming from all European countries and selected by the Innovative Agencies**, members of Taftie. European and international investors can access this unique and very qualified deal flow through **3 e-pitching sessions per year**, and all along in the Taftie High Potential Community on EuroQuity. For each pitch session, at least **8 companies coming from 8 different countries** are invited to showcase their businesses. Following the session, investors can schedule **1-to-1 meetings** with each entrepreneur. The goal is to provide selected innovative companies with new opportunities to support their growth on a continental level.



# EuroQuity : Organization of an on-site Investor day



The EIC & EuroQuity – Bpifrance Deep Tech Investor Day (7<sup>th</sup> March 2023):

- ✦ 19 innovative Deep Tech startups were pitched and more than 75 investors from across Europe attended.
- ✦ A board of 25 jury members chose the best EIC-backed companies in Advanced computing & Electronics, Quantum & Semiconductor and AI & Big Data.
- ✦ Organized together with evening cocktail night before and private dinner on D-day.

🚀 Metrics:

120+ participants

77 investors

250+ one-on-one meetings

# EuroQuity : Organization of an Investor Office Hours



The Investors Office Hours (26<sup>th</sup> April 2023):

- ✂ 12 innovative women led startups in ClimaTech and HealthTech were presented their solutions on one-on-one meetings with selected investors.
- ✂ 12 best investors selected in verticals and invited by EuroQuity .
- ✂ Organized together with InvestEU portal.

🚀 Metrics:

12 women led companies

12 investors

25+ one-on-one meetings



## EEN2EIC Community on EuroQuity platform

Registration:  
<https://bit.ly/3HNDRRI>

https://www.euroquity.com/en/invite?rstName=&lastName=&emailAddress=&companyName=&vtaNumber=&Numera=&communityId=%2022138ba0-7cd1-4316-9475-b9b3ce0735aa

**euroquity** Shine, Match & Deal

Search by company, investor, community, ...

Sign in Sign up En

Create your profile on EuroQuity and join the EEN2EIC - Seal of Excellence community

Civility \*

First Name \*

Last Name \*

Email \*

Password \*

You are \*

☐ A company, business support organization, Venture fund, Business Angels network, Crowdfunding platform

☐ An individual investor or a Business Angel

☐ By continuing your registration on EuroQuity, you confirm that you have read the [terms of use](#).

Submit

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**You can create your profile and profile of your organization in one step:**

You are \*

- ☒ A company, business support organization, Venture fund, Business Angels network, Crowdfunding platform
- ☐ An individual investor or a Business Angel

Enter the name of your organisation. If it appears on the list, join it; otherwise, click create.

Name of organisation

Enter the name of the org. to be created or joined here

Category \*

Business support

Sub-Category \*

- ☐ Law Firm
- ☐ Firm of Accountants
- ☐ Financial Advisor
- ☐ Business Support Network
- ☒ Incubator
- ☐ Accelerator
- ☐ Advisor

Your industries \*

- ☐ IT, internet, digital, software
- ☐ Biotechnology, medical, health
- ☐ Clean technologies, energy, environment
- ☐ Agriculture & agri-foods
- ☐ Chemistry and materials
- ☐ Electronics, instruments, hardware
- ☐ Mechanical & automation
- ☐ Transport & Logistics
- ☐ Construction, architecture, real estate
- ☐ Other manufacturing industries

## Euroquity : An expertise in matchmaking startups and investors

### Our metrics over the past 3 years

**+2 800**

Investors in our network  
(25% VC, 70% BA, 5% others)

**150**

E-pitching sessions  
organized

**+900**

Startups selected and  
supported in their  
fundraising

**+1 600**

Matchmaking facilitated  
between startups and  
investors

**20%**

Fundraising Closing rate  
for startups supported by  
EuroQuity

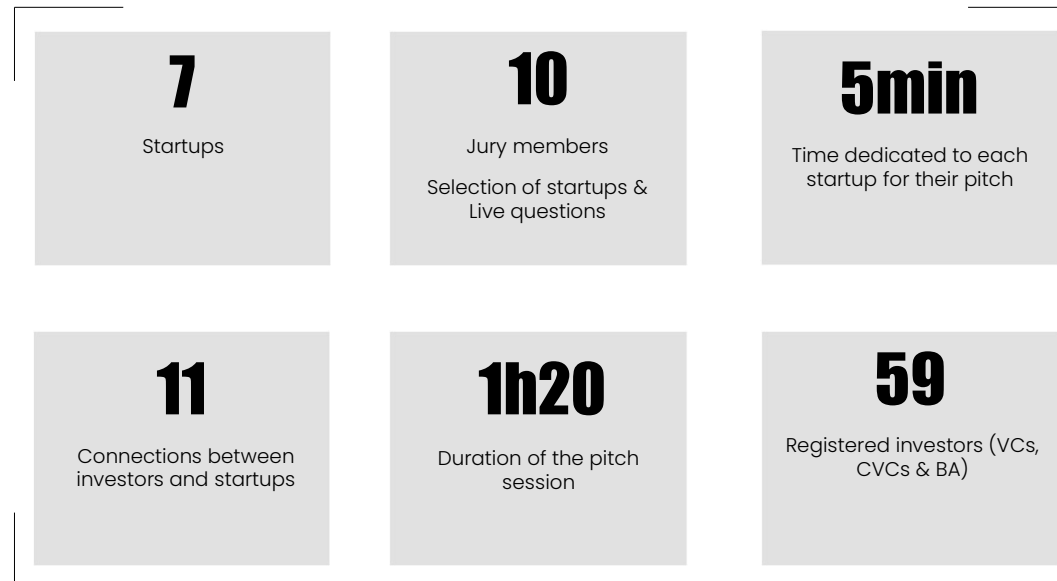
**+\$1B**

Volume of funds raised by  
the pitching startups



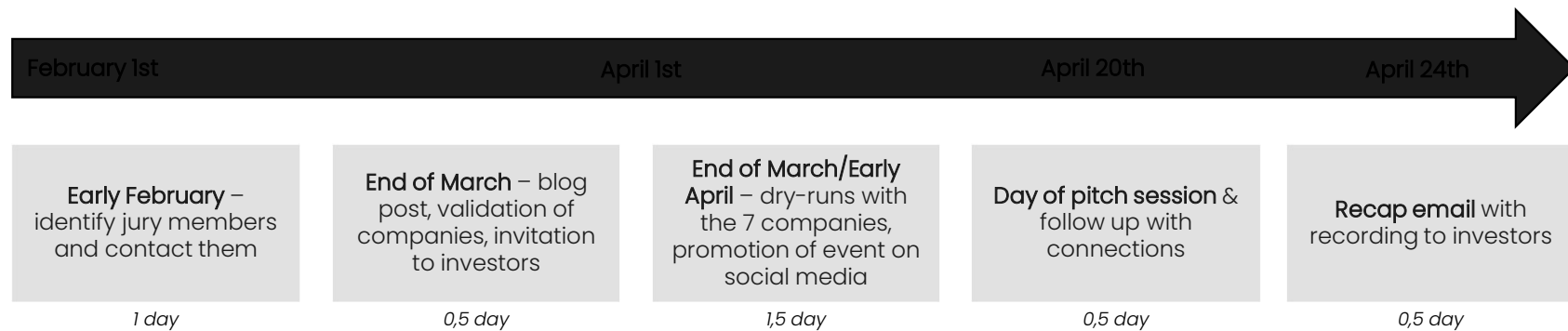
## Euroquity : example of an epitch session organised with the EIC

### EIC epitching with investors on Aerospace and Aeronautics powered by EuroQuity – April 20<sup>th</sup>



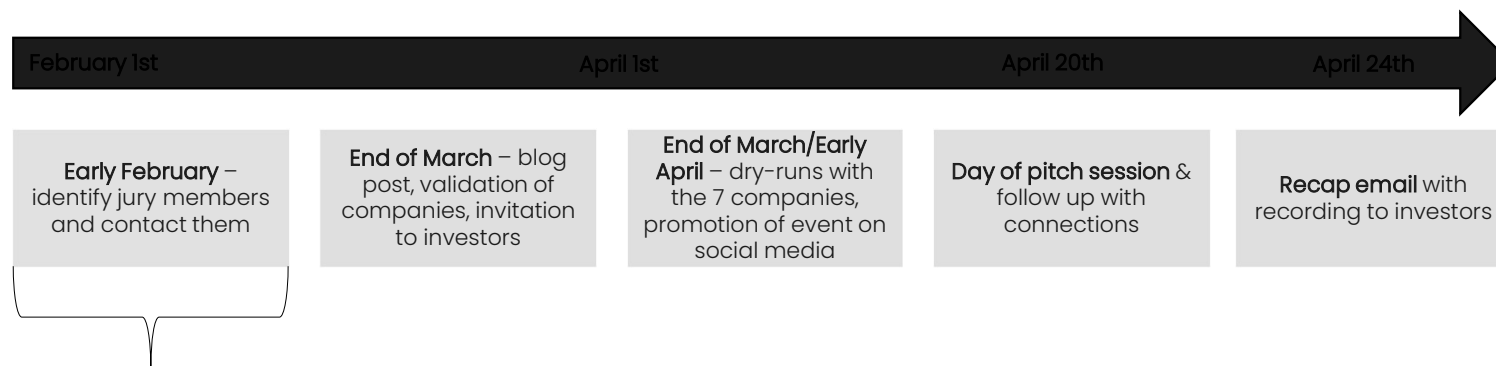
## Euroquity : example of an epitch session organised with the EIC

Preparing the pitch session: ~4 days of preparation over 3 months



## Euroquity : example of an epitch session organised with the EIC

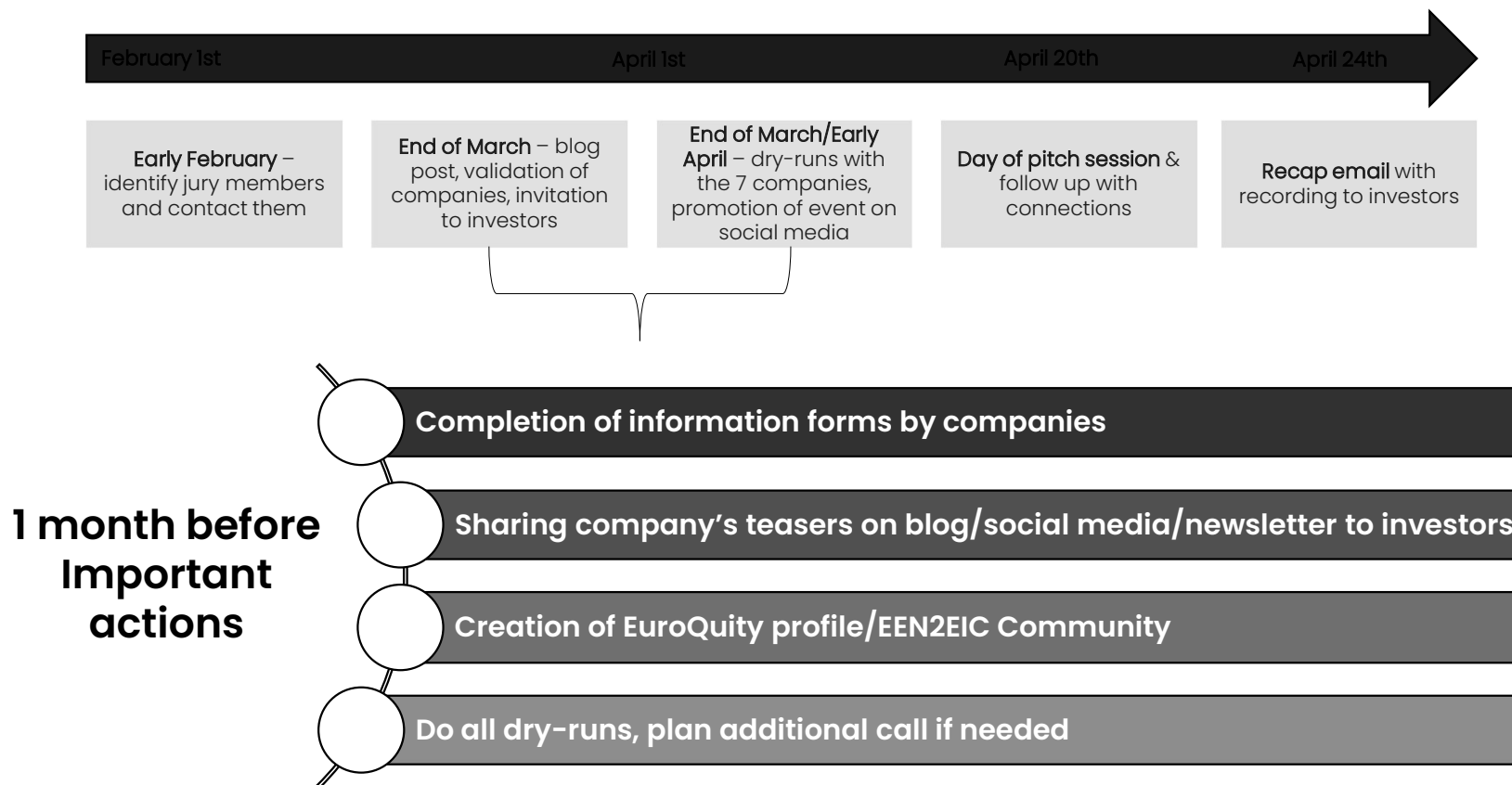
Identifying jury members



Example of a mapping of space industry VCs found on google

- Identify the sector and typology of companies that will be pitching
- Target the investors matching the typology of the startups
- Contact them via email/linkedin
- Validate their participation and actions required from them

## Euroquity : example of an epitch session organised with the EIC



## Euroquity : example of an epitch session organised with the EIC

### Sending invitation to investors

Our next Taftie High Potential e-pitch session organized by EuroQuity will be held online on March 29th at 02:00 PM CEST.

Title

Name \*

Email \*

*email*

Organization \*

Country \*

Investor Type \*

☐ VC ☐ CVC ☐ Business Angel

☐

- Create registration form for investors
- Possibility to automate calendar invitations when investors complete the form
- Use the same form link on the blog, newsletters, socials media posts

## Euroquity : example of an epitch session organised with the EIC

### Short teaser form for companies

#### Your EuroQuity short teaser

As part of the communication activities of the epitch session, we kindly ask you to answer these questions. Please note that this information is addressed to investors and will be published on our EuroQuity blog.

Is your company's founder or cofounder a woman?

☐

Describe your business in one sentence \*

Describe your achieved milestones (key partnerships, rewards, clients...)

Number of customers

TRL

What kind of funding are you seeking (equity and debt)?

How much would you like to raise ?

Next Step

Select an option

Proof of Market X

Technology

Industrial sectors

Which type of investors are your looking for?

Select an option

## Euroquity : example of an epitch session organised with the EIC

Communication about the event

Blog post with link to registration & description of companies

**EIC ePitching  
with Investors**

**Bpifrance-Euroquity on  
Aerospace & Aeronautics**

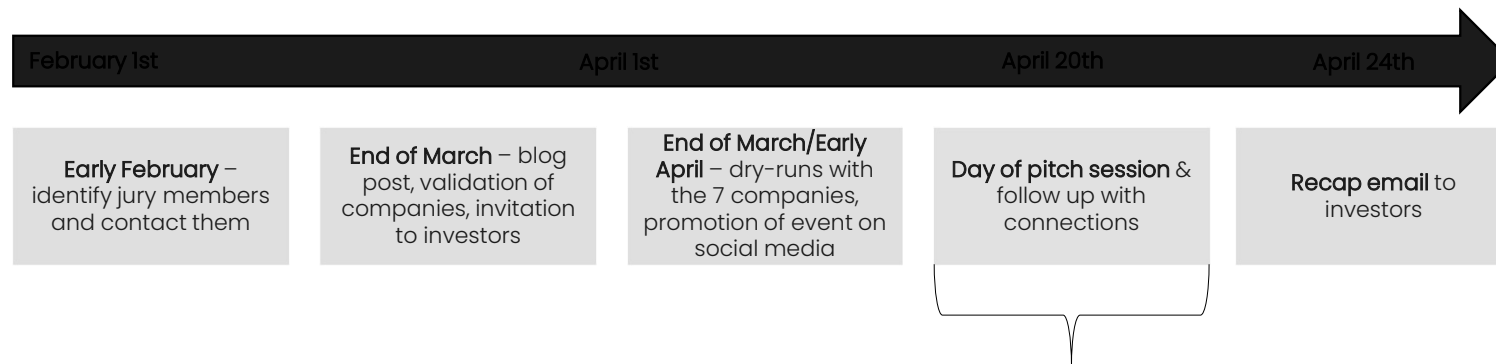
LinkedIn post with presentation of jury  
members or of companies

Every month the European Innovation Council organises an 'EIC ePitching with Investors' around a dedicated topic. This time around, the EIC & Bpifrance-Euroquity are pleased to invite **7 startups** to participate in our next session dedicated to **Aerospace and Aeronautics on 20 April 2023**. The selected EIC-backed SMEs will have the chance to present their innovative solutions during an online event to a jury of investors, consisting of representatives from **7percent Ventures, Alpine Space Ventures, Expansion, Herius Capital, IQ Capital Partners, NEO Ventures, Newspace Capital, OHB Venture Capital, OTB Ventures, Promus Ventures, Seraphim Capital, and Vsquared Ventures**. Make sure you have your calendar marked for **April 20th, 2023**.

[Register now](#)

## Euroquity : example of an epitch session organised with the EIC

One-on-one form : connecting investors with companies



### 3- Hylmpulse Technologies GmbH - Space transportation

The company develops dedicated sub-orbital and orbital launch services using hybrid propulsion-based launch vehicles. At Hylmpulse, the hybrid propulsion know how has a development heritage of 15+ years with over 100+ tests and latest successful test series of the full scale 75 kN flight rocket motor in 2020 and 2021 (TRL 7). This is the largest and most advanced hybrid motor to be ever tested in Europe, and currently in operation worldwide. The company has a EUR 100M orderbook for orbital launch.

**TRL: 6-7 | Customers: 5-10 | Series A | Next Step: Proof of concept | Fundraising: EUR 20M | Germany**

Hylmpulse - Would you like to get in touch?

- ☐ Yes  
☐ No

If yes, please choose a time slot.

- ☐ 3:30 pm - 4 pm    ☐ 4 pm - 4:30 pm  
☐ 4:30 pm - 5 pm    ☐ 5 pm - 5:30 pm  
☐ 5:30 pm - 6 pm  
☐ I am not available, please make an intro.

- Form shared before, during and after the session
- Possibility to book meetings or ask for an intro



## **Next steps**

### **Calendar of trainings for GLs:**

- Wednesday: May 17th 2023, 15:00 CEST
- Wednesday: May 24th 2023, 15:00 CEST

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