



# **Springboard**

## Digital Infrastructure preCall Workshop

# ① Workshops Set Up

## Schedule

## Lead Node

Digital Wellbeing: February 24

- Eindhoven

Digital Finance: February 28

- London

Digital Industry: March 1

- Helsinki

Digital Infrastructure: March 6

- Stockholm

Digital Cities: March 14

- Paris



# ① Workshops Set Up

## Agenda

10.00 – 10.10 Guidelines for proposal preparation - Roberto Saracco

10.10 – 10.40 Action Line Leader overview of the innovation area  
and outline of results achieved so far - ALL

10.40 – 10.50 Industry testimonies

10.50 – 11.00 Stakeholder testimony

11.00 – 12.30 Idea Pitches

12.30 – 13.30 Lunch Break

13.30 – 16.00 Open discussion inter and intra nodes

# Guidelines

- Welcome and Housekeeping
- EIT Digital for Newcomers
- Let's “co-Invest” ...
- Next Steps

## Guidelines ➤ Welcome and Housekeeping

- We are connected!
- Stockholm is leading this Workshop
- Morning session for presentation
- Wrap up
- Afternoon sessions for discussion
- Report sent out next week



# Guidelines ➤ EIT Digital for Newcomers

- One of the 6 KIC
- 130+ Partners and growing
- Our Goal
- The Year Life Cycle
- Our Pillars
- Our Focus



# Guidelines ➤ Let's co-Invest in Digital Infrastructure

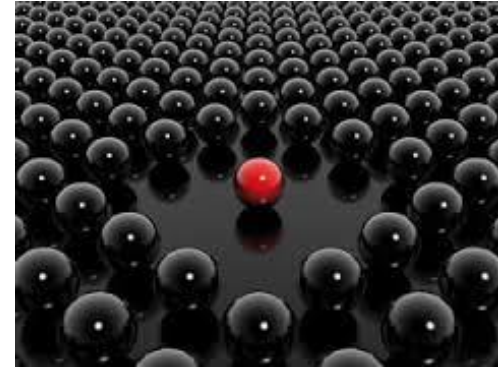
- **Have in Impact on the market!**
  - Create a Product/Service
  - Create a Start up
  - Transfer Technology
- **As result of your investment**
  - You have a Biz Idea but you miss a technology to make it happen, or
  - You have a great technology but you need an access to market
- **Sanity Check:** Would you be willing to put your own money on this?



# Guidelines ➤ Let's co-Invest in Digital Infrastructure

- **Start from the market**

- You are enthusiast, why should the market be too?
- Prepare a pitch for the market
- What distinguishes your offer from competition?
- Are you flanking/piggy back/leveraging on something?



- **Plan delivery**

- Who's taking the result to market (name company AND person)  
this is the Business Champion
- Looking at the market delivery what's the expected price,  
what are the assumptions you make, the risks you take?
- When do you expect to break even?

- **Partnership:**

- Why do you need a certain Partner? What do you need out of that Partner?
- Transfer of exploitation Rights



# Guidelines ➤ Let's co-Invest in Digital Infrastructure

- **Product/start up/Tech transfer Roadmap**

- Delivery is tougher than development, plan for it
- What do you need to be successful?
- Why and how can EIT Digital Help?
- What stakeholders can you involve?



- **Sustainability**

- First you need to make money, then you can share it...
- EIT Digital co-Invest and share risk with you
- Get help from the experts ...

- **Nice to have**

- Training material that can be packaged into a Course

# Guidelines    Next Steps

- **Call Publication - March 14th**
  - Read it carefully!
- **Partner Event**
  - Be there, prepare in advance, attract interest, sell your “goods”
  - Look at what has been done, piggy back if possible
- **Proposal design and writing - deadline May 5<sup>th</sup>**
  - Get help from your Node through the Call
    - > looking for Partners? Market delivery? Skills?
  - Springboard Support last week of April first week of May
    - > refine Biz plan, prepare/deliver Pitch/formal aspects ...
- **Make yourself available**
  - for fine tuning: May 5-22
  - for revising the accepted proposal: July