



Smart4Europe2

Catalysing Digitisation throughout Europe

Deliverable 4.3

Smart Anything Everywhere Contest Award report

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¹ R=Report, DEC= Websites, patents filling, Ethics, ORDP: Open Research Data Pilot, etc., O=Other

² PU = Public, CO = Confidential, only for members of the consortium (including the Commission Services)

Acronyms Listed in Document	
SAE	Smart Anything Everywhere
DIH	Digital Innovation Hub
EC	European Commission
KPI	Key Performance Indicator
WP	Work Package
H2020	Horizon 2020
SC	Steering Committee
PO	Project Officer
IA	Innovation Action
CSA	Coordination and Support Action
FSTP	Financial Support to Third Parties
SME	Small and Medium sized Enterprise

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1 Executive Summary

Smart4Europe2 aims at promoting the Smart Anything Everywhere (SAE) Initiative and creating synergies between the ecosystems built by the related Innovation Actions to build a wider ecosystem for their benefit and to support the sustainability of their beneficiaries. In this context, Smart4Europe2 is exploring ways and means to strengthen those ecosystems and to support them develop sustainable innovation management processes.

One of the challenges of the European Innovation ecosystem is to bridge the gap of private investment in innovation. The WP4 “strategy for SAE sustainability” has identified this challenge as a priority for SAE companies and the objective 4.3 is precisely to leverage further investment via Showcase Events for investors/funding bodies/parliament. To do so, it has been decided to create an SAE Contest Award and to organise a Digitising European Industry (DEI) Showcase Event.

This deliverable explains:

- how this SAE Contest Award has been conceived, prepared and implemented;
- how it was related to the DEI Showcase Event thanks to a partnership with the well-recognised investors event INPHO Venture Summit, which is an event designed by investors for investors involved in Deeptech.

From this first experience of an SAE Contest Award, this deliverable draws some perspectives for the future of the SAE community and for the sustainability of the Innovations actions’ beneficiaries.

2 Introduction

Smart4Europe2 aims at supporting the Smart Anything Everywhere Initiative (SAE) in the definition and implementation of a vision for the SAE community. It aims at creating synergies between the ecosystems built by the Innovation Actions (IAs) funded under the SAE scheme and at building a consensus on strategic recommendations for the future.

In this context, Smart4Europe2 is exploring ways and means to strengthen those ecosystems and to support them in the development of sustainable innovation management processes. The overall objectives being that IAs from the SAE Initiative get involved in co-designing a way to act as one community to strengthen the digitization of European Industries through a facilitated access to high technologies.

To structure this work on sustainability, Smart4Europe2 partners considered that they should work on 3 various level of implementation:

- the sustainability of the SMEs & start-ups members of the SAE ecosystem
- the sustainability of the IAs members of the SAE community
- the sustainability of the SAE community & network as such.

In this framework, the WP4 “strategy for SAE sustainability” has identified 5 objectives and related tasks:

- Objective 4.1: Update and extend the Smart4Europe Technology and Innovation Radar
- Objective 4.2: Strategically link up with national and regional Initiatives
- Objective 4.3: Leverage further investment via Showcase Events for investors/funding bodies/parliament
- Objective 4.4: Develop sustainability models/plans for DIHs
- Objective 4.5: Create a sustainability strategy for the SAE Initiative and derive strategic recommendations

To achieve the objective 4.3 and leverage further investment for companies who have benefitted from the SAE Open Call funding scheme (performing so called Application Experiments), two main actions have been envisioned: the SAE Contest Award and the Digitising European Industry Showcase Event.

- The SAE Contest Award is aiming at:
 - Identifying and promoting the most promising innovative companies within the SAE ecosystem
 - Getting them to meet with private investors to be aware of their investment strategy and expectations
 - Helping them to strengthen their investors network
 - Supporting them in obtaining the right visibility towards the right investors with the right matching thanks to BLUMORPHO coaching.
- The DEI Showcase Event is aiming at:

- Showcasing SAE success stories,
- Inviting finalists of the SAE Contest Award to pitch at an investors' session
- Organising brokerage activities
- Raising awareness on the work done by private investors and EIF & EIB (Innov'Fin) on solutions to support Innovative Companies in Europe.

This deliverable will explain how the SAE Contest Award was designed and organised by Smart4Europe2 and implemented with the support of Innovation Actions. It will also explain how the SAE contest has been articulated with the INPHO Venture Summit so that the award could be delivered during this DEI Showcase Event. This report will also highlight the lessons learned from this first SAE Contest Award, the DEI Showcase Event and their resultant impact on the SAE community building.

3 Methodology

3.1 Concept

The SAE Contest Award has been organised to give high visibility to promising innovative companies benefiting from IA support within the SAE ecosystem and looking for further private funding. The aim is to offer them a privileged access to private investors in getting them:

- to meet with private investors active in deeptech, so they can be aware of their investment strategy and expectations to introduce themselves in the right way
- to strengthen their investors network
- to get the right visibility towards the right investors with the right matching thanks to BLUMORPHO coaching and actions.

The idea was to launch the contest ahead of the DEI Showcase Event which was expected to offer a favourable context to announce the results of the award and offer the finalist a privilege access to private investors.

3.2 Partnership with INPHO Venture Summit

In order to give high visibility to the Smart Anything Everywhere Contest Award, it has been suggested and agreed by Smart4Europe2 to set-up a partnership with the famous investors meeting INPHO Venture Summit which was deemed the most appropriate partner for SAE companies and to organise the DEI Showcase event. However, despite this conviction that the INPHO Venture Summit is the right partner, it has been a challenging to finalise this project in the context of the covid crisis, as for a few months in the beginning of 2020, there were some doubts on whether the event would take place and in which condition. In June 2020, it was finally decided to keep it in October 2020 and not to postpone it but to organise it on-line.

A biennial financial meeting designed by and for investors

Since 2008, the INPHO Venture Summit is a high-end space where private investors and large corporation's top executives meet to tackle our world's most pressing challenges through disruptive technologies. This biennial financial investor and strategic business partnering summit is focused on growth markets and investment in technologies shaping the future. The summit provides the financial community and industrial leaders with a clear perspective on the most innovative, credible and profitable market opportunities in photonics and other smart hardware technologies.

With an editorial committee composed of experienced VCs, Corporates venture & Business Angels

The INPHO® Venture Summit editorial committee is composed of:

- George Ugras – Managing Director of AV8 Ventures and Chairman of INPHO® Venture Summit 2018 & 2020
- Jean-Marc Bally – Managing Partner at Aster Capital
- Dieter Kraft – Managing Director at TRUMPF Venture
- Jean-Louis Malinge – Partner at Arch Venture Partners
- Paul Thurk – Managing Director at Arch Venture Partners

- Christian Reitberger – Partner at BtoV
- Aymerik Renard – General Partner at Hardware Club.
- Eric Benhamou - Founder at Benhamou Global Ventures
- François Tison – General Partner at 360 Capital
- Jean-Gabriel Boinot-Tramoni, Associate at Quantonation

And a strong focus on deeptech from seed to growth investment

The summit provides the financial community and industrial leaders with a clear perspective on the most innovative, credible and profitable market opportunities in photonics and other smart hardware technologies. Since 2008 and now in its 7th edition, INPHO® has attracted more than 1100 European participants, 135 international keynote speakers and over 180 VCs and corporate funds. More than 110 start-ups have been selected to pitch, raising more than 200 M€. For this 2020 edition only, the on-line event has gathered 315 participants.

Fully in line with Smart Anything Everywhere objectives & expertise

This is the 2nd time that the Smart Anything Everywhere Initiative has setup a partnership with the INPHO® Venture Summit.

In 2018, the INPHO® Venture Summit was dedicated to photonics, AI, Industrial Blockchain and High-Performance computing. All SAE companies had been invited to participate in the meeting to benefit from a privileged access to private investors and to the INPHO® Venture Summit full innovation ecosystem.

In order to encourage innovation in their core fields of expertise, INPHO® Venture Summit and SAE provided SMEs and start-ups with a privileged access to the European Commission and the European Investment Bank experts to help them raise the funds their business need. To do so, they had organised a webinar and a workshop to help SMEs and start-ups to discover InnovFin - EU Finance for Innovators, the instrument launched by the European Commission in order to power Europe's innovation ecosystem.

In 2020, due to the covid crisis, the INPHO® Venture Summit which usually takes place for 2 days in Bordeaux in France, was organised on-line, for 4 consecutive weeks. The INPHO® Venture Summit has focused on four main themes that are echoing perfectly with the work done within SAE Innovation actions:

- **Reinventing the Future:** What industries will technologies disrupt the most in the next decade?
- **Going sustainable:** what are the opportunities in the covid and post covid world?
- **Can AI keep its promises?** – in the specific case of Health
- **Are data the new oil?** What could be the new business models?

Each week was organised following the same structure:

- a Keynote introducing the thematic of the week
- a panel discussion
- a meet the investors sessions

- a 'start-ups of the week' pitching sessions.
- **An introductive Keynote:**
 - Week1: **Reinventing the Future**, 'What industries will technology displace the most in the next decade', by Geoffrey Moore, Author & adviser
 - Week2: **Going sustainable**: 'Citius Altius Fortius: grooming technology winners to turn the tide and anchor resilient and sustainable energy systems', by Vincent SAUBESTRE, CEO & President TOTAL EP research & Technology
 - Week3: **Can AI keep its promises**: 'The digital transformation with AI', by T.M RAVI, Managing Director & Founder The Hive
 - Week4: **Are data the new oil?** 'The future of Data, a common good, the new infrastructure?', by Mireille HELOU, CEO Orange Silicon Valley
- **A panel discussion related to the thematic of the week**

Reinventing the Future

What technology displace the most in the next decade?



inpho'
Venture Summit
Tackling our world's most pressing challenges through disruptive technologies

8 - 9 Oct. - online
5:00 - 7:00 PM CEST
REGISTER NOW

Reinventing the future?

Geoffrey Moore
Author

George Ugras
General Partner
AV8 Ventures

Nicolas Leterrier
CTO
Schneider Electric

Eric Benhamou
CEO
Benhamou Global Ventures

Going sustainable

Where are the big opportunities in a post covid world to turn the tide in building resilient and sustainable systems?



Tackling our world's most pressing challenges through disruptive technologies

15 - 16 Oct. - online

5:00 - 7:00 PM CEST

REGISTER NOW



Going Sustainable?



Vincent Saubestre
CEO & President Total EP
Research & Technology USA



Miguel Angel Sanz
Director of Strategic
Development
SUEZ International




Dr Peter Lukassen Circular
Economy Manager
BOSCH



Dieter Kraft
General Manager
Trumpf Venture

Can AI keep its promise?

Cases studies in Health & crisis management




Tackling our world's most pressing challenges through disruptive technologies


22 - 23 Oct. - online

5:00 - 7:00 PM CEST


REGISTER NOW




Can AI keep its promise?



T.M. Ravi
Managing Director and
Founder
The Hive




Suraj Kapa
Director AR/VR
Mayo Clinic



François Crémieux
Deputy CEO
AP-HP



Mallik Tatipamula
CTO Ericsson



Hans-Peter Dauben
Head
German HTA Agency

Data as the new oil?

Where are we going to get the impactful data – phones, enterprise vaults, space?



- The four “meet the investors” sessions gathered 25 investors ready to share their strategy and expectations, enabling the attendees to have a better vision of how investors work and how & when to get in touch with them. It gave also the companies an opportunity to learn about the European Investment Funds
 - Hardware Club,
 - Sony innovation Fund
 - Quantonation
 - AV8 Ventures
 - Vigo Ventures
 - Bamboo Capital
 - Benhamou Global Ventures
 - Evonik Venture Capital
 - Btov Partners
 - Centrica Ventures
 - First Imagine! Ventures
 - Aster
 - 360 Capital Partners
 - Capricorn Partners
 - Elaïa,
 - Chrysalix Venture Capital
 - The Hive
 - Pure Terra Ventures
 - Robert Bosch Venture Capital
 - TRUMPF Venture
 - BMW i Ventures
 - Airbus Ventures,
 - Partech

- Monozukuri Ventures
- Innovacom

These sessions gave the companies an opportunity to become more familiar with the recent actions of the European Investment Funds in favour of innovators in Deep tech.

- A “start-ups of the week” session, with a selection of start-ups made by BLUMORPHO and the INPHO® Venture Summit editorial committee and gathering each week 5 promising start-ups.

In between these weekly rendez-vous:

- BtoB meetings & dedicated and thematic pitching sessions were organised. One dedicated pitching session was organised for to SAE company on 30th October.
- The INPHO Venture virtual showroom enabled each start-up – and the SAE Initiative - to have a booth where people can get in touch with them.

INPHO Venture Summit thematic priorities that are addressed in those various facets of the event are in line with the technical expertise available within the SAE Initiative (flexible electronic, CPS, HPC....) and the verticals addressed by SAE beneficiaries: smart mobility, smart manufacturing, smart city, smart health. A whole week was dedicated to the question of tech applied to the health sector. The question of technologies tackling the climate and environmental crisis is addressed specifically within the discussion on **Going sustainable** but is also irrigating various presentations during the whole event with discussions on data management, optimisation of our manufacturing processes and reinventing the way we work.

3.3 Organisation & planning

The SAE contest took place from April 2020 to October 2020, the award being delivered during the closing session of the DEI showcase event, INPHO Venture Summit 2020.

- Launch of the Contest / opening of the call – April 2020
- Communication towards the SAE community via the Innovation Actions themselves, on the SAE website and newsletter & via BLM database
- Closing of the call for applicants (28 August 2020)
- Results of the call – contact with the applicants to inform them of the upcoming process
- Preparation of applicants: building of the booth and pitching sessions coaching with BLM
- Pitching during INPHO Venture Summit sessions
- Award ceremony 30th October 2020

SAE contest





DEI Showcase Event

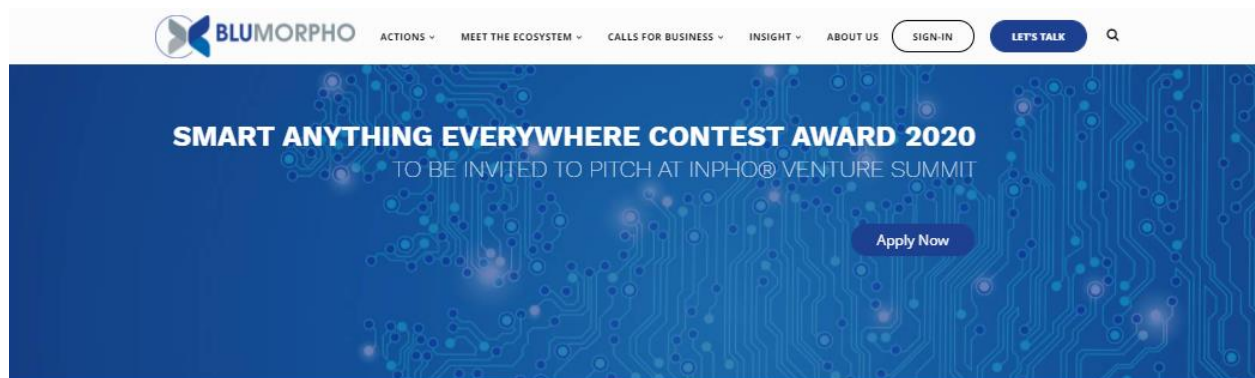


The INPHO Venture Summit is really the right event to partner with for the DEI Showcase Event. As explained previously, it was the right environment to highlight SAE technologies and to allow the SAE beneficiaries which are quite early stage to learn from more mature companies, raise their awareness of the investors world and to benefit from BLUMORPHO business support to gain in maturity and continue to build their credibility, beyond their work within the IAs.

4 Implementation

4.1 Launch of the Contest

In April 2020, a dedicated webpage and an application form have been prepared and made public on the BLUMORPHO website: <https://www.blumorpho.com/smart-anything-everywhere-contest-award-2020.html>



Smart Anything Everywhere Contest Award 2020

This contest aims to award the most promising companies among the [Smart Anything Everywhere](#) community.

Benefit for all applicants

- ✓ All applicants will get visibility towards a jury panel composed exclusively of private investors active in hardware deeptech
- ✓ The Top 5 companies will benefit from press and communication visibility
- ✓ All applications will benefit from special discount to join [INPHO@ Venture Summit](#) Showroom to present their products and solutions

The Award

The winner of the contest will gain a free pass to INPHO@ Venture Summit and will be selected to pitch at INPHO@ Venture Summit.

Figure 1: BLUMORPHO website promoting the SAE Contest Award

ACCOUNT INFORMATION

Name *

First name Last name

Organisation *

Job title / Position *

Business email *

Company website *

Country *

Business Phone *

Company profile *

Description of your company activity *

What is your company's activity and solutions?

Max 250 characters

Describe the strength of your team *

Max 150 characters

APPLICATION DETAILS

Technology Focus *

☐ Artificial Intelligence & Machine Learning

☐ Quantum & Photonics

☐ Nanoscale Technologies

☐ Connectivity

☐ Biomedical Innovation

☐ Materials

☐ Semiconductor

☐ Other

Application area *

☐ Computing

☐ Health

☐ Manufacturing

☐ Mobility

☐ Space

☐ Consumer

☐ Logistics

☐ Other

Problem solved *

What is your customer's pain?

Max 250 characters

Solution or Product description *

Max 250 characters


Technology Readiness / Maturity level - Hardware *

Select the development status in line with your hardware solution maturity level.

☐ Research concept


Key Milestones

1. Apply before 28 August 2020




All applications must be completed and finalised before 28 August 2020 to be introduced at the INPHO Venture Summit 2020.

2. Selection Process



Pre-selected companies will be noticed and requested to send a more detailed presentation for further review by our team of experts. All applicants will receive personalised feedback by BLUMORPHO team.

3. Join the INPHO Venture Summit




Selected companies will be invited to join the INPHO Venture Summit 2020 to meet private investors and large corporations. On the occasion of dedicated meetings further potential for collaboration will be defined through specific roadmaps.

[Learn more about this opportunity](#)

For more information:

Marine Hamelin
BLUMORPHO
marine@blumorpho.com

SAE Contest Award



Innovative companies from the Smart Anything Everywhere community will have the opportunity to showcase their solutions during the INPHO Venture Forum. The results of the SAE contest will be announced on this occasion and the winner will be invited to pitch.

Figure 2: application form to INPHO & SAE Contest Award

The SAE contest was announced and launch during the 1st SAE cluster meeting organised 2nd April 2020 during which all Innovation Action coordinators of the SAE Initiative were asked to invite their beneficiaries to apply to the contest.

4.2 Call for Applicant

In order to help Innovations Actions and the SAE Initiative reach out to their beneficiaries an information was published on the SAE website and in the SAE newsletter *“Awarding the most promising companies among the Smart Anything Everywhere community and offering them access to private investors active in Deep tech.”*



Awarding the most promising companies among the Smart Anything Everywhere community and offering them access to private investors active in Deep tech.

If you have benefited from one of the innovation support programmes proposed by one of the Innovation Actions partner of the SAE initiative and are looking for private investors, take part to Smart Anything Everywhere Contest award 2020!

All companies applying to the SAE Contest Award 2020 will be evaluated by relevant private investors active in hardware & deeptech and will get visibility to corporates taking part to INPHO Venture Summit in October 2020.

The Top 5 companies will benefit from press and communication visibility

All applications will benefit from special discount to join INPHO® Venture Summit Showroom to present their products and solutions

The winner of the SAE contest award will get a free pass to participate to the INPHO Venture Summit and will be selected to pitch to INPHO.

INPHO venture summit is the event where investors and corporates meet to invest and shape the future. The 7th edition will be fully online and will be dedicated to interactions, discussions and networking with top level managers and investors to define how to tackle our world most pressing challenges through disruptive technologies.

Specific sessions will be dedicated to start-ups and entrepreneurs where you can make the difference. Gathering world-known and game-changing speakers and investors, INPHO venture summit is the right place for the SAE contest award to take place and the right place for SAE innovative companies to be.

Please apply here before 28th August 2020 here:

<https://www.blumorpho.com/smart-anything-everywhere-contest-award-2020.html>

And if you want to discover the unique VCs selection committee, you can also visit the INPHO® Venture Summit website.

Looking forward to e-meeting you all there!



Figure 3: news announcing and promoting the SAE Contest on SAE website

Some draft emails have been shared with IAs to help them promote the SAE contest towards their beneficiaries so that they can apply before 28th August 2020 and be selected for the participation to the DEI Showcase Event and INPHO pitching sessions.

BLUMORPHO being also a partner in various SAE Innovation Actions and having some contacts with the companies of IAs from the 1st phase of SAE, strengthen the communication made by Smart4Europe2 and IA coordinators by sending the invitation to all the entrepreneurs with whom they have been in contact with.

4.3 Results of the call

The communication related to the contest made by SAE partners and IAs was successful enough to gather 9 applications coming mostly from the IAs of the 2nd phase (Diatomic – FED4SAE – SmartEES – Tetramax) but also from the more recent IAs (DIGIFED).

This shows an increasing interest of the SAE community for joint actions of promotion of success stories beyond the application experiment as such.

SAE Innovation Action	Innovative companies
Diatomic	d-cube
Digifed	Datenberg
FED4SAE	The Convexlens Hopu Kalmia Protolab
SmartEES	Tagenea Ab.acus
Tetramax	Cipacto

Figure 4: companies having applied to the SAE Contest Award

However, from the individual discussions the BLUMORPHO team had with the innovative companies, it appeared that not all of them were ready and willing to pitch in front of investors for various reasons going from confidentiality issues, timing in their development strategy, need to strengthen their credibility or just immediate availability. After starting to work with them and assess their needs and expectations when participating to the INPHO Venture Summit and the SAE Contest Award, only 5 of them decided that it was the right moment for them and that they should go further to build their booth and to get involved in the pitching coaching with BLUMORPHO.

This is also why the early stage pitching was organised during the last week of the INPHO Venture Summit. During the previous week, the applicants had the opportunity to see more mature companies pitching, to attend all the meet the investors session and get more familiar with their work. But it was also some more time for them to work with BLUMORPHO and to strengthen their strategy and their pitching skills.






LOGO	COMPANY	DESCRIPTION	SAE Innovation Action
	Ab.Acus	Ab.Acus produces RehabMe, which brings virtual rehabilitation to real life.	SMARTEES
	Cipacto	Cipacto provides integrated & connected digital system to monitor and manage end-2-end critical industrial liquids.	TETRAMAX
	Datenberg	Datenberg provides smart AI solutions for manufacturing.	DigiFed
	HOPU	HOPU makes more agile the urban design to mitigate climate change.	FED4SAE
	Protolab	Protolab provides a smart sensor kit to monitor scoliosis braces.	FED4SAE

Figure 5: companies pitching for the SAE Contest Award

4.4 Preparation

4.4.1 Giving visibility to the SAE Initiative and the SAE innovative companies

INPHO venture virtual showroom

Independently of the award and its selection process, all the SAE innovative companies that applied were invited to build their digital booth inside the INPHO Venture Summit Showroom.

To build those booths and the communication on social media, the BLUMORPHO team gathered their logo, promotional video, contact details for twitter and LinkedIn and contact person to get in touch with them during the event.

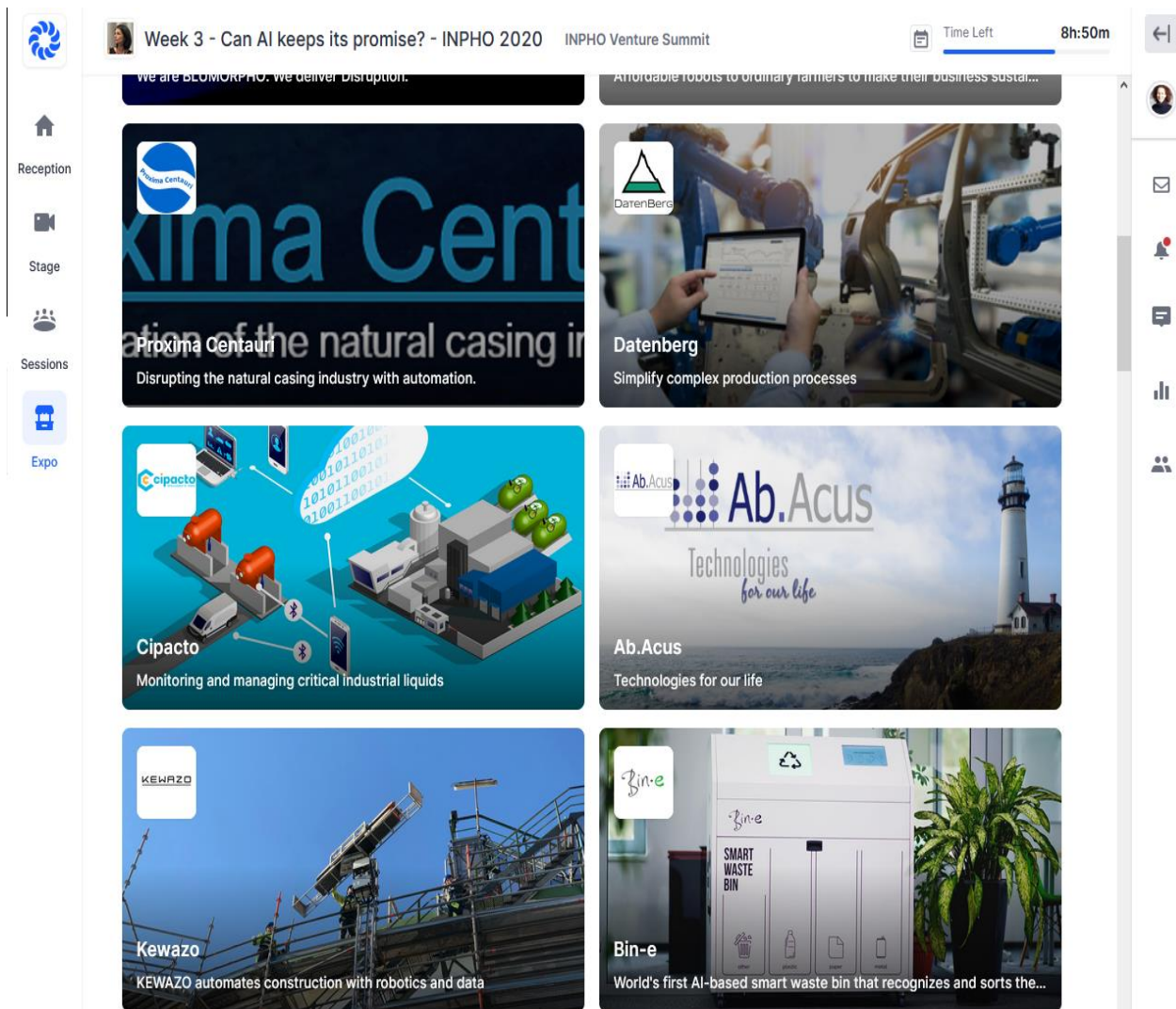


Figure 6: welcome page on INPHO Venture Summit virtual showroom

The SAE Initiative also had a booth where the video presentation was displayed and the possibility to get in touch with members of the team.

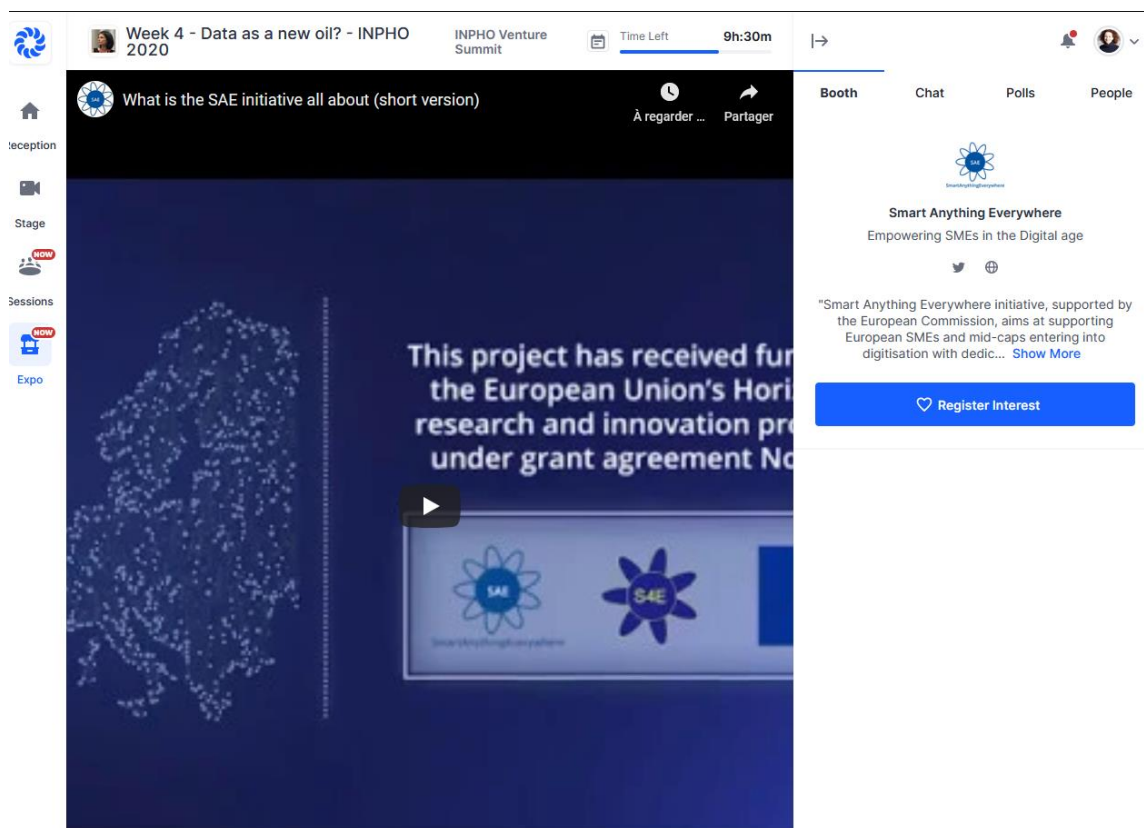


Figure 7: SAE booth in INPHO Venture Summit virtual showroom

During the first «meet the start-ups» session, the virtual showroom had been highlighted to the audience with a special focus on Smart Anything Everywhere.

Communication & Social media

As explained earlier, to be able to highlight the presence of the SAE Initiative and of IAs innovative companies on social media, BLUMORPHO had anticipated and asked the innovative companies for their twitter and/or LinkedIn contacts. The objective was to create a dynamic between the companies' networks and the ones of SAE, IAs and INPHO Venture Summit.


With the material provided by the companies, BLUMORPHO have created visuals to advertise their presence at the INPHO Venture Summit.

BLUMORPHO
530 followers
1w • Edited •

During #Inpho2020, Inpho Venture Summit and the #SAE_Initiative are showcasing #innovative companies running for the #SAEContestAward. ...see more

SmartAnythingEverywhere Champions are
At INPHO VENTURE SUMMIT 2020

DatenBerg



CONTEST AWARD
#Inpho2020

inpho

7 - 1 Comment

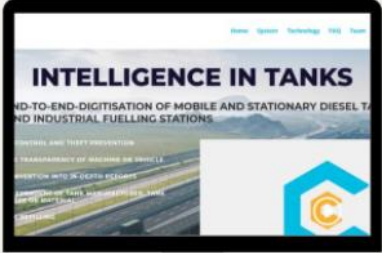
Like Comment

BLUMORPHO
530 followers
2w •

During #Inpho2020, Inpho Venture Summit and the #SAE_Initiative are showcasing #innovative companies running for the #SAEContestAward. ...see more

SmartAnythingEverywhere Champions are
At INPHO VENTURE SUMMIT 2020

cipacto



CONTEST AWARD
#Inpho2020

inpho

with Julia Koch and 2 others

7 - 1 Comment

BLUMORPHO
530 followers
1d •

The #SmartAnythingEverywhere initiative #innovative company DatenBerg GmbH will join Inpho Venture Summit and pitch on how to make the best of #data to make #manufacturing40 happen!


Don't miss it: <https://lnkd.in/d3CWZCZ>

#dataanalytics #Inpho2020
DigiFed I4MS - ICT Innovation for Manufacturing SMEs
#InternationalDataSpacesAssociation Matthias Kuom

DatenBerg GmbH
468 followers
2d •

+ Follow

Join our very own Maximilian Backenstos today and tomorrow at Inpho Venture Summit. This week's topic is "Data as the new oil?" and Maximilian will talk about how we enable factories to derive added-value out of their existing di ...see more



7


Smart Anything Everywhere Initiative
181 followers
2w •

Meet us at #Inpho Venture Summit!

BLUMORPHO
530 followers
2w • Edited •

#SmartAnythingEverywhere initiative is happy to welcome you on its booth during the Inpho Venture Summit. #Startups from #H2020 projects: Diatomic, FED4SAE SmartEEs_EU & TETRAMAX are also taking part to meet #investors and participate to the #SAEcontest award.

Stay tuned to find out more on each of those #innovative companies committed to the #digitaltransformation of European Industry or register to join us for this year #digital edition of Inpho Venture Summit <https://lnkd.in/d3CWZCZ>



with Babis Ipeksidis and 8 others

5

Like Comment Share Send

BLUMORPHO
530 followers
2w •

Inpho Venture Summit and the #SmartAnythingEverywhere initiative at the spearhead of innovation!


Through #H2020 #Innovation support, the #SmartAnythingEverywhere initiative has supported great innovative companies which are taking part to #INPHO2020.

Join this week sessions of Inpho Venture Summit to:

- meet the #startups who are taking part to the #SAEContestAward
- listen to our great panelists of Corporate leaders
- meet investors
- and get ready for a #sustainable #digitaltransformation!

<https://lnkd.in/eAHTRCX>


ALPHA-RLH, le pôle français des ondes de l'innovation Audrey Durand
TETRAMAX SmartEEs EU FED4SAE DigiFed
<https://lnkd.in/esdyYff>



What is the SAE initiative all about (short version)
youtube.com

BLUMORPHO
@BlumorphoSAS

.@AbAcus_tweets, one of @SmartEEsEU #innovative success stories is pitching today at @inpho_ventures!
So proud of the @SAE_Initiative #innovators community!
@ccasellascoll
@Eurecat_news
#H2020 #SmartAnythingEverywhere @DigIndEU




**SmartAnythingEverywhere Champions are
At INPHO VENTURE SUMMIT 2020**

Ab.Acus

CONTEST AWARD
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Protolab, one of @fed4sae #innovative success stories is pitching now at @inpho_ventures.
So proud of the @SAE_Initiative innovators community!
@DigiCatapult #h2020 #inpho2020 #SmartAnythingEverywhere



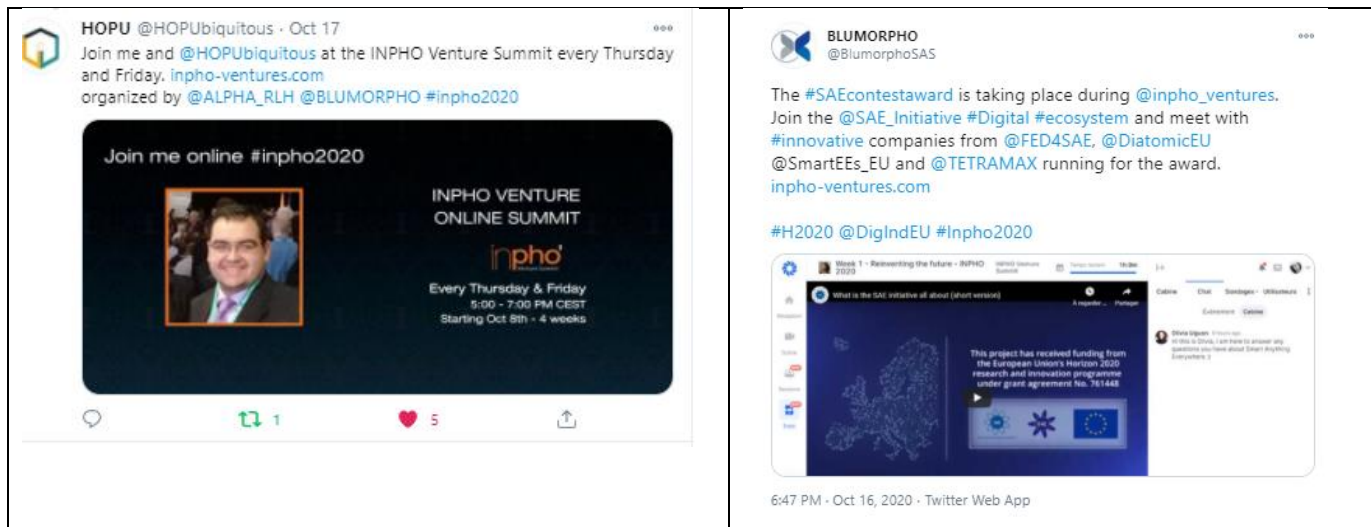


Figure 8: example of SAE/ INPHO/BLM communications

4.4.2 Pitching preparation

Training pitching sessions have been organized by BLUMORPHO to support Applicants to pitch in 5 minutes. All the applicants had been invited to take this opportunity to improve their pitching skills and the key messages of their pitch. However, only 7 out of 9 decided to go for it.

The SAE companies that applied were invited to engage themselves into a coaching process with BLUMORPHO to be ready to pitch in 5 minutes. Depending of their needs, 4 to 3 session have been organised for each participant.

- First session(s) with BLUMORPHO to validate the content of the pitch
- Alignment of pitch with INPHO week content to get the best visibility
- Recording of their pitch for introduction to investors or business angels depending on their maturity

Afterward, the companies raising interest from investors had been invited to pitch at the “start-up of the week” session.

All companies were asked to prepare a pitch in 5 minutes. The pitch had to be addressed to an investor audience so the BLUMORPHO team paid particular attention to making certain their pitch decks addressed the main points that interest investors.

BLUMORPHO trained the teams to be very specific and concise with the presenting themselves, the problems their companies address and their solutions. Each company had to present their market attractiveness and why they selected it. They had to describe their competition to be able to show their positioning and especially highlight their unique value proposition. Lastly, teams had to talk about their go-to-market strategies to give the investors an idea of the time to market but also of their funding needs as young companies.

As companies with a certain amount of experience, the construction and visuals of the pitch decks were left to the companies and these initial pitch decks were presented to a BLUMORPHO expert in a first pitching session. During this session, the BLUMORPHO expert challenged the companies on the aspects of their pitches that were unclear or imprecise. Recommendations for a better pitching style were also provided where necessary. These sessions prepared the teams particularly within the

context of the SAE Contest Award and of INPHO Venture Summit and the expectations of the investors and business angels that were present. When the pitches were validated, teams were invited to make a video recording which was used for further visibility.

The BLUMORPHO team worked also on linking each SAE Contest Award Participant with topic of the weeks to leverage on the messages given by panellists and keynotes to showcase the value of applicants positioning and activities.

4.5 Pitching during INPHO Venture Summit

The main objective of the SAE contest is to offer SAE innovative companies a tailored access to private investors and the opportunity to pitch in front of investors during the DEI showcase event. Among the 5 companies that had decided to pitch, various pitching training have been organised to take into account the specificities of their solutions and their maturity.

To take into account their maturity without hindering their credibility, a pitching session dedicated to early stage companies has been organised during the last week of the event to take into account their investor readiness level, to give them more time to get ready and have the opportunity to listen to more mature & experienced companies pitching.

Taking into account that SAE companies are quite early stage, the jury was composed of Venture capital and Business angels.

- Bruno Bernard – Btov
- Alfred Lam – Chrysalix
- Klaus Kummermehr - Go beyond
- Daniel Hearing - Go beyond
- Patrick Courtney - Go beyond

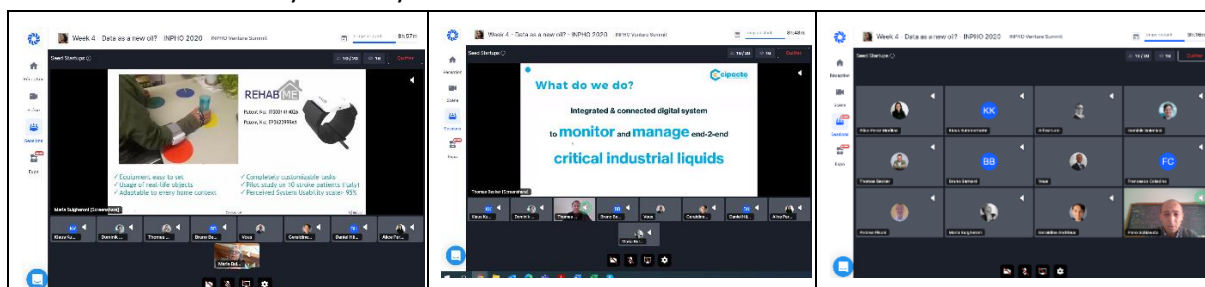


Figure 9: INPHO Early stage pitching session

The results of the assessment made by the “early stage” jury panel has been discussed with the whole INPHO Venture Summit editorial committee to decide on the SAE Contest Award and to choose the top 3 SAE companies.

Whether it is for the “meet the start-ups” session or for the SAE pitching session, the selection criteria that all members of the jury were assessing are the key success factors commonly considered by private investors to assess the companies that contact them to discuss potential deals:

- Market attractiveness
- Value proposition

- Business models
- Technical Differentiation
- Strength of the team

4.4 Awarding the 2020 SAE contest winner

The award ceremony has taken place in the framework of the global INPHO Venture summit closing ceremony. In the presence of Georges Ugras, president of INPHO editorial committee and jury panel and of Hervé Floch, Alpha LRH the organiser of the event, the SAE contest award has been delivered by Andreas Lymberis, Head of Sector "Wearables & Bioelectronics" at the European Commission who accepted to award the SAE companies to highlighted the ongoing discussions that are engaged between SAE and the EIC Accelerator to create a bridge between these two stakeholders of the European innovation ecosystem.

The 1st Prize was awarded to Protolab for their innovative approach to address scoliosis treatment with a digital and sensor approach, congratulation to Piero Schiavuta. Beyond the technical challenge, the jury members were very happy to see that smart technology can contribute to improve people life and improve a rather standard treatment procedure.

The 2nd prize went to Maria Bulgheroni from Ab-Acus for the very promising telerehabilitation solutions they have developed.

The 3rd prize went to Thomas Becker from Cipacto for a very innovative approach to address environmental challenges of industrial tank leakages.

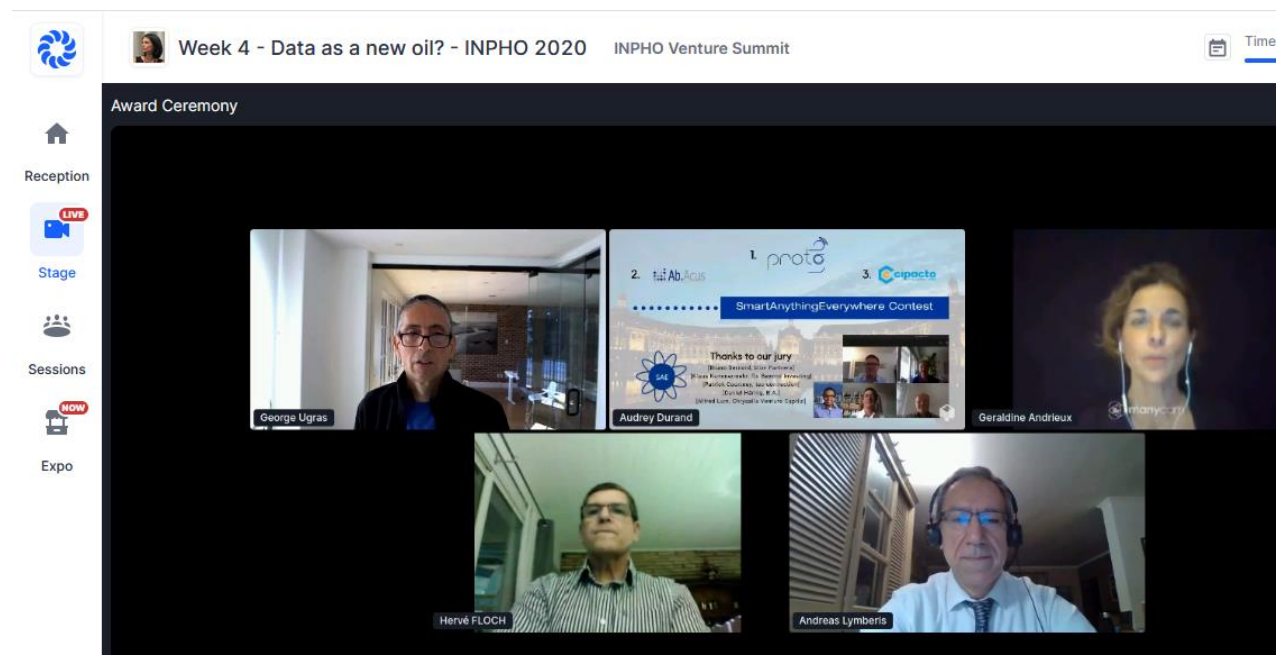


Figure10: Awarding ceremony for the SAE Contest Award

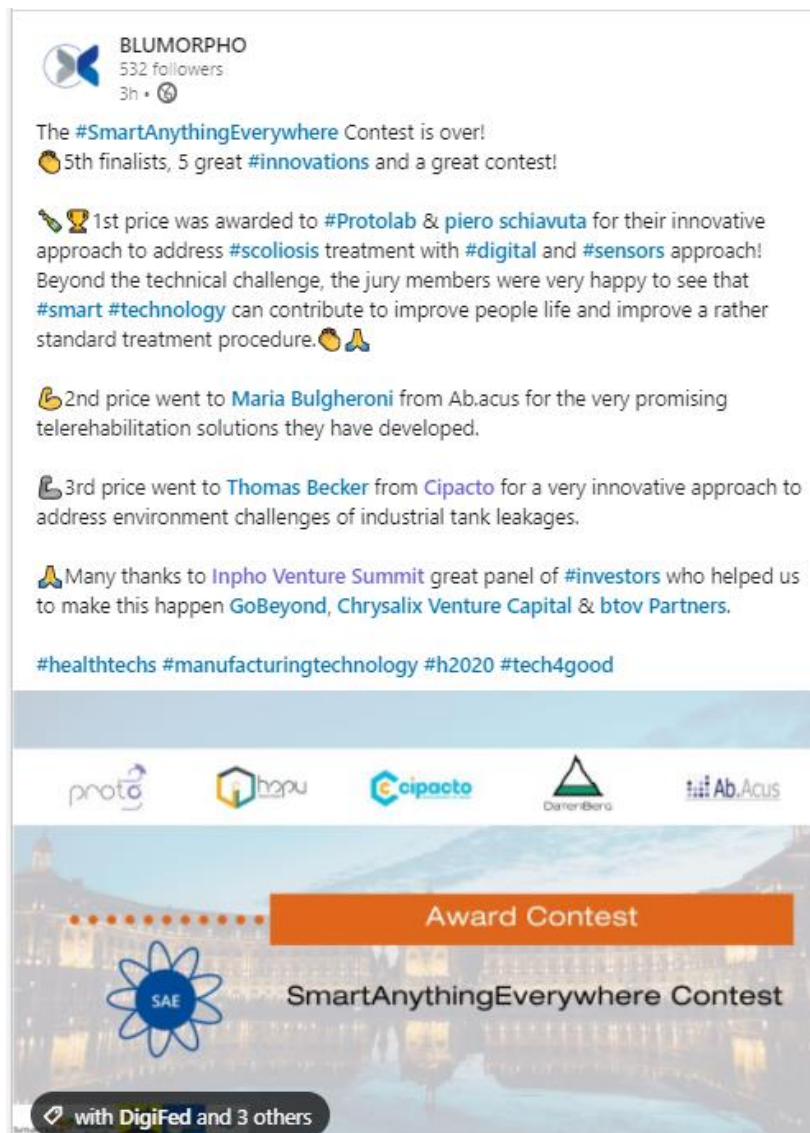


Figure11: Announcement of the SAE Contest Award on LinkedIn

5 Conclusion

Despite the covid crisis and the incertitude that has somehow challenged the project, this first edition of the SAE contest and the award during the DEI showcase event organised in partnership with INPHO Venture Summit has been a success. After having hesitated between postponing it or maintaining it as a virtual event, it has been decided that it was important to maintain this event in 2020 and to experiment with the digital format. This decision was particularly important for the SAE contest as this Autumn 2020 sees the last stages of the Innovations Actions of the 2nd phase and it was an opportunity given to their beneficiaries to build further their development strategy and investor readiness level. In a time of uncertainty, it was important to give them such an opportunity and to demonstrate the strength of the SAE ecosystem.

When the partnership with SAE and INPHO first started in 2018, without any contest at that time, 3 SAE companies joined. This year in 2020, this opportunity provided by Smart4Europe2 to the SAE members generated even more interest as we received 9 applicants coming from 5 different IAs. It shows a

growing interest for such action which is an important part of SAE added value. With such activities, SAE offers a continuity to each IAs' support to further showcase the European added-value of each IAs and generate more success stories.

The objectives given to the SAE contest and to the DEI Showcase Event have been fulfilled. This 7th Edition of INPHO Venture Summit has gathered 315 participants. This success demonstrates that the transition from a physical event to an online event has not been too detrimental. It has allowed the SAE innovative companies to meet with 37 corporates leaders, 25 investors and other start-ups.

Furthermore, this year edition demonstrates again the interest of the partnership between SAE and INPHO Venture Summit as the place to organise the DEI Showcase Event. INPHO & SAE interests are quite synergetic; the technologies SAE members are working on are of interest to create innovative companies with an important potential of value creation that investors are looking for.

From individual discussions with applicants to the contest and with companies that finally decided not to apply, it appears that if they are interested in the principle of attending such an event and be prepared to pitch in front of investors, they were not really sure it was the right moment for them to pitch and were aware – or got aware – that it was also a question of credibility for them to pitch at the right time in their development. And it takes time to get investors ready. This demonstrates the interest to build long term relationships with the beneficiaries of the IAs to follow them beyond the application experiment. Because most of them are still quite early stage and it takes time to build a success story, it is important that SAE can develop these kind of actions for the SAE community members. It is important that SAE develops this kind of solution to support the sustainability building of IAS beneficiaries beyond the application experiment.

This demonstrates also the interest to strengthen the SAE community and to reinforce the link between SAE partners and the SME partners of each IAs. It is important that a strong link is created to allow the companies to stay in touch with the SAE ecosystem. Despite the covid crisis, it was important to organise the DEI showcase event in 2020 as it was then easier to get access to the beneficiaries of the IAs of the second phase which are all ending in the months and weeks to come.

This combination of the SAE contest and DEI Showcase Event have proved effective to demonstrate the interest of putting the SAE initiative at the centre of the sustainably of IA beneficiaries and as a service provider to further support their maturation, beyond the technical validation of their solution provided by their work within the IA application experiment. This will be further developed by Smart4Europe2 and the IAs.