Smart4Europe2
Catalysing Digitisation throughout Europe

Deliverable 4.4

DEI showcase event for investors & funding bodies

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

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Acronyms Listed in Document	
CSA	Coordination and Support Action
EC	European Commission
EDIH	European Digital Innovation Hub
H2020	Horizon 2020
IA	Innovation Action
SAE	Smart Anything Everywhere
S4E2	Smart4Europe2
SME	Small and Medium sized Enterprise
WP	Work Package

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1 Executive Summary

Smart4Europe2 is the CSA designed to promote the Smart Anything Everywhere (SAE) initiative and to create and strengthen synergies between the ecosystems built by the related Innovation Actions (IAs). The objectives in supporting IAs in their operations are twofold: (1) to build a wider and stronger SAE ecosystem by creating bridges between each IAs ecosystems to reach a critical mass and (2) to support the sustainability of their beneficiaries. In this context, Smart4Europe2 (S4E2) is exploring ways and means to widen and foster IAs and SAE ecosystems and to support them in building the sustainability of their activities.

One of the challenges of the European Innovation ecosystem is to bridge the gap between public to 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 and funding bodies". To do so, it was initially planned to create an SAE Contest award during the first year of the CSA and to organise a Digitising European Industry (DEI) showcase event.

This deliverable is explaining how we have adapted the concept of one DEI showcase event to the context of the Covid-19 pandemic by organising various digital events including private investors and public funding authorities throughout the whole project. This choice was also a means to offer SAE Innovative Companies various opportunities all along their evolution to get in touch with private investors depending on the progress made within their application experiment, the maturity of their solutions and their *investment readiness level*.

At the date presented in this deliverable, 3 showcasing activities have been organised:
- The Impact Week in June 2020.
- The INPHO Venture Summit in October 2020
- The FED4SAE Innovation Club official launch in January 2021

This deliverable also explains how the digital showcase events were each time aiming at maximising their impact by developing partnerships with other European Innovation stakeholders and by focusing on specific application sectors or challenges, and how this organisation of a series is expected to allow more SAE beneficiaries to benefit from these showcase events until the end of the CSA.

- The **Impact Week** is a digital event aiming at gathering impact investors, corporates, key thought leaders and Innovative Companies to exchange on "**How to build a positive impact and a more sustainable economy through deep tech and digital technologies and through new business models**".
- The **INPHO Venture Summit** is a biennial financial meeting designed by and for investors in deep tech where private investors and large corporations' top executives meet to tackle our world's most pressing challenges through disruptive technologies.
- The **FED4SAE Innovation Club** official launch has been designed to gather a unique network of European Innovation stakeholders providing innovative companies the best access to technology, business & funding. Its first event had been built to promote both the FED4SAE

and the SAE ecosystems, their technological expertise in CPS and beyond, and their funding opportunities.

All in all, this first series of showcase events gathered nearly 3000 participants: start-ups, innovative companies, corporates leaders and private investors. They enabled over 38[3] SAE beneficiaries and more than 1200 start-ups, SMEs or midcaps (roughly 65%, 25% and 5% of the audience) to get to know more than 50 investors specialised in deeptech or in impact investment, and to network with nearly 100 Corporates leaders and other innovative companies sharing the same challenges as they do.

From this first series of SAE showcases events, this deliverable draws some perspectives for the future of the SAE community and for the sustainability of the IAs' beneficiaries.

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[3] See the list in annex.

2   Introduction

Smart4Europe2 is the CSA designed to support 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 to develop a sustainable SAE community in the future.

In this context, Smart4Europe2 is exploring ways and means to strengthen those ecosystems and to support them in building the sustainability of their activities as well as in the development of sustainable Innovative Companies. The overall methodology applied in this WP aims at involving IAs from the SAE initiative in the definition of a joint operating model, a way to act as one community to strengthen the digitization of European Industries through a facilitated access to high-tech.

To structure this work on sustainability, Smart4Europe2 partners have decided to 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 beneficiaries of the SAE ecosystem two main actions had been envisioned: the SAE Contest award and the Digitising European Industry showcase event.

According to the proposal, the DEI showcase event was expected to fulfil the following objectives:
- 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 explains how we have decided to change the concept of one DEI showcase event into a series of digital showcase events to address the challenge faced by our ecosystem confronted from the Covid-19 pandemic and to allow the SAE beneficiaries to choose the most appropriate

environment, moment, and network to get in touch with private investors and with other funding partners by offering them various opportunities and contexts of interactions.

3 Methodology

3.1 Adaptation to the pandemic context

Due to the Covid-19 pandemic preventing any physical event to take place and in order to give more chance for more SAE beneficiaries to take part to an investor event and to promote the SAE ecosystem, it has been decided to reshuffle the concept of the showcase event into a succession of showcase events all along the duration of the CSA.

This change aims also at maximising the impact of each showcase event:
- by developing partnerships with other European stakeholders active in the Digitalization of the European Industry thus enlarging the SAE network, reaching out to other ecosystems, and offering new opportunities to the members of the SAE community.
- by focusing on specific application sectors or challenges to be addressed thus enabling more targeted and hence effective brokerage activities.
- by taking in to account the various advancement of the running IAs, depending on the progress of each IAs and of each application experiments, this would allow more companies to benefit from the CSA's actions and depending on the challenges addressed by each showcase event, it would allow more specific approaches to be developed.

This new approach is expected to offer more opportunities to IAs beneficiaries. It permits to create links and build relationships among various ecosystems.

Until now, the S4E2 CSA has organised a series of 3 showcase events with different partners, addressing each time very specific challenges or application sectors.

	IMPACT WEEK June 2020	INPHO® Venture Summit October 2020	FED4SAE Innovation Club January 21
Showcasing SAE Success stories	▨	▨	
Inviting SAE Contest finalist to pitch in front of investors		▨	
Brokerage activities	▨	▨	▨
Raising awareness on Funding opportunities for Innovative Companies	▨	▨	▨
Raising awareness of investors and policy makers on the SAE Innovative community			▨

3.2 Partnering with events to broaden the outreach and grow SAE ecosystem

3.2.1 Partnership with the IMPACT WEEK

In 2020, BLUMORPHO organised its first edition of the IMPACT WEEK, a series of inspiring and networking sessions gathering a unique ecosystem of Impact, social and deeptech investors, as well as leading industrial players and innovators.

IMPACT WEEK is designed for innovation stakeholders to detect new opportunities for collaboration beyond the classical silos. All innovation stakeholders are working to deliver positive IMPACT.

The event is organised around three major objectives:
- The first one is to allow Innovative Companies to listen to investors explaining how they are expecting to work in our challenging environment context and to allow them to ask their questions to prepare their own growth strategy accordingly.
- The second one is to highlight how deep technologies - and among them the technologies developed by SAE IAs - are providing solutions that could have a positive impact.
- The third one is to organise some pitching sessions dedicated to some specific challenges – 2020 challenges being the fight against Covid-19 through the call *United Against Covid-19* and the development of Blockchains solutions*.

Those three objectives are fully in line with the objective of the SAE IAs' community to facilitate access to private funding to their beneficiaries and the need to promote the enabling disruptive technologies provided by the SAE community to Innovative companies.

3.2.2 Partnership with INPHO® Venture Summit

The partnership between the SAE ecosystem and the INPHO Venture Summit initiated in 2018 was expected to take a new dimension in 2020 as it was intended to not only give SAE beneficiaries a privileged access to private investors, but to also give high visibility to the Smart Anything Everywhere Contest award which was organised for the 1st time (see deliverable *D4.3 SAE Contest award*).

A biennial financial meeting designed by and for investors in deep tech
Since 2008, INPHO Venture Summit is a high-end space where private investors and large corporations' top executives meet to tackle our world's most pressing challenges through disruptive technologies. This biennial financial investor and strategic business partnering summit 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.

The INPHO® Venture Summit editorial committee is composed of experienced VCs, Corporates Venture & Business Angels[4] coming from all over Europe and from North America. The whole event

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[4] As detailed in the D4.3, the INPHO® Venture Summit editorial committee is composed of experienced VCs, Corporates' Venture & Business Angels:

has a strong focus on deeptech, from seed to growth investment and is fully in line with Smart Anything Everywhere objectives, expertise and technical focus. In 2020, the INPHO® Venture Summit focused on four main themes that are echoing perfectly with the work done within SAE Innovations actions:

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

A new step in the Smart Anything Everywhere initiative's partnership with INPHO® Venture Summit
In 2020, in order to give high visibility to the 1st edition of the Smart Anything Everywhere Contest award, it has been suggested and agreed by Smart4Europe2 to set-up a new step in the partnership with the famous investors meeting INPHO® Venture Summit which was deemed the most appropriate partner to organise one of the SAE DEI showcase events.

The idea was to give high visibility to promising innovative companies having benefited from the SAE IAs ecosystem who were looking for further private funding. The aim was to offer them a privileged access to private investors in order 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;
- strengthen their investors network;
- get some visibility through their participation in the virtual showroom with a dedicated booth
- get the right visibility towards the right investors with the right matching thanks to BLUMORPHO and SAE2 coaching and actions.

The idea was to launch the SAE Contest ahead of the INPHO® Venture Summit which was expected to offer a favourable context to announce the results of the award and offer the finalist a privileged access to private investors despite their very early-stage development.

3.2.3   Partnership with the FED4SAE Innovation Club

The FED4SAE Innovation Club is the sustainability plan of the FED4SAE project which is one of the projects from the 2nd phase of the SAE Initiative. To launch the Club officially, a first event took place on 21st January 2021. This event was designed to address two main objectives of the Club:

- Showcasing CPS' added value to encourage its adoption.

- 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

- Contributing to the structuring of the full innovation chain by attracting public and private financing into the community.

The partnership between S4E2 and FED4SAE was decided as it was an evidence for all the partners involved on both side that it really makes sense to invite all the SAE projects acting in the CPS field to take part to the event and to demonstrate the interest of IAs and Smart4Europe2 communities to work together to widen their respective ecosystems and create synergies. This partnership was facilitated also as CEA and BLUMORPHO are partners in both projects.

The idea was not only to invite representatives of all the IAs, but that they transfer the invitation to all their beneficiaries as the event would provide them interesting opportunities to:
- Meet each other, network, and create synergies with their pairs and potential partners.
- Meet financial support players acting at European level or at regional level (banks, public funding opportunities, European actions like Penta & Euripides, investors).
- Be part of a community that will grow from the experience of Fed4SAE and other SAE projects active in CPS.

Among the objectives set-up for the DEI showcase events, the official launch of the FED4SAE Innovation Club was thus organised and designed in order to address the following:
- Organising brokerage activities through a dedicated App and BLUMORPHO's pre-brokerage support.
- Raising awareness on the work done by private investors and EIF & EIB and other potential funding authorities to support Innovative Companies in Europe
- Raising awareness of policy makers on the SAE community.

3.3 Invitation and large communication within the SAE community

For each of the showcase events, a communication was systematically shared with all the SAE IAs with an invitation to be transferred to all their beneficiaries. The information was not only shared with running IAs but also with past ones each time the contact was possible. Complementary information weas published on the SAE websites and in the SAE newsletters. The events were announced during the SAE Cluster collaboration meetings organised by the WP2. Dedicated webpages were set-up where they were invited to register.

4 Implementation

4.1 IMPACT WEEK 2020

From 23rd to 26th June 2020, the Impact Week gathered 40 speakers from innovative companies, Impact investors and Corporate leaders to share inspiring inputs on how they work to create positive impact. The series of digital events gathered 840 participants, among which nearly 85% are start-ups, SMEs and midcaps, and generated 90 B2B Meetings.

Advocating for SAE expertise and offering training and brokerage activities to SAE Innovative companies was done through various activities: reverse pitching sessions from investors, panel discussions, pitching sessions for start-ups, daily networking sessions and brokerage activities.

4.1.1 Reverse pitching sessions from 12 Impact investors

During these sessions, Innovative Companies were invited to listen to investors explaining how they work and what is their vision of the challenging context the world is facing with the pandemic crisis and the necessity to twin the digital and green transitions to allow the sustainable development of our societies. The reverse pitching sessions aimed at helping Innovative Companies to ask their questions to prepare their own growth strategy accordingly and increase their investment readiness level. Deep Tech private investors were especially invited in the scope of SAE.

4.1.2 A Panel discussion addressing the SAE community technical challenges "How deep technologies can have a positive impact?"

During this panel discussion, a special focus on flexible electronics was made. In2Tec, an English corporate, introduced the strength of printed electronics as game changers in the reduction of waste in the electronics industry and their impact on the whole electronic value chain. The event also gathered Henri Rajbenbach and Pertti Jauhiainen from the European Commission, Holger Meinel, from the European Microwaves Association (EuMa), Wolfgang Templ, from Nokia Bell Lab and Patrice Gamand, from Alpha RLH discussing on the need for Europe to further work on the sustainability of the ECS value chain, to strengthen the R&D&I on their network's technologies and infrastructures to be able to twin the digital & green transition.

4.1.3 A full day dedicated to the results of the call "United against Covid-19" and pitching sessions for solutions providers.

"United against Covid-19" is a voluntary call launched in March 2020 with the support of the Health Technologies Assessment Authorities and many other partners including SAE. The aim of this call was to identify disruptive solutions to fight against Covid-19 and facilitate their access to the market. Smart4Europe, SmartEES and FED4SAE joined the UnitedAgainstCovid19 action and invited their beneficiaries to join to offer their solutions and promote the activity.

In this framework, 105 solutions were evaluated by BLUMORPHO, EuroScan International networks members and cooperation partners from Health Authorities and experts. The evaluation aimed at

identifying the more mature ones in order to facilitate their access to the market and the development of their use.

In the scope of these actions, 4 SmartEEs & FEDS4E companies were identified as very promising companies and introduced to Health Authorities. Individual meetings were organized with Health Technology Assessment experts and feedback was given to them on how to accelerate their go-to-market. Some of them were invited to take part to the United Against Covid-19 presentation meeting in June 2020 in the scope of the Impact Week. This will be further detailed in the deliverable *D3.5 Report on brokerage activities*.

4.1.4   Daily Networking sessions

After the reverse pitching sessions, the keynote and panel discussion of the day, a networking session was organised so that the audience could meet each other and interact with the speakers they had heard just before. Each session gathered on average 30 people, some of them joining twice in the week for an average time connexion of 15mins.

4.1.5   Brokerage activities

The reverse pitching sessions, keynote and panel discussion raised interest from 23 new investors and more than 55 corporates that were not among the speakers. Among the 90 B2B meetings that were organised throughout the week, BLUMORPHO organised a third of them concerning 20 start-ups SMEs and midcaps and the others were organised directly after the networking session by the innovative companies themselves. As an example, the 2 FED4SAE companies participating to the event received 7 meeting requests.

4.2   INPHO® Venture Summit 2020

As explained in the more detailed *D4.3 SAE Contest award report*, all SAE beneficiaries have been invited for free to participate to the Smart Anything Everywhere Contest award running from April to September 2020 and then to participate to the SAE showcase event organised in partnership with the investors event INPHO® Venture Summit which took place on-line during October 2020.

As for the previous event, the partnership between the SAE initiative and the INPHO® Venture Summit had various objectives in line with the ones defined to the DEI showcase event in the initial proposal:
- The brokerage and coaching activities resulting from the SAE Contest.
- Giving visibility to SAE beneficiaries and to SAE ecosystem
- Raising awareness of SAE beneficiaries on the European Innovation landscape and on EIB & EIF activities

4.2.1   Brokerage & coaching activities

Those brokerage & coaching activities were providing for free to the SAE companies participating to the SAE Contest and are reported extensively in the *D4.3 SAE Contest award report*. The partnership with INPHO was an opportunity to give the beneficiaries of the Innovations Actions of the 2nd phase an opportunity to build further their development strategy and their investor readiness level. It was also

an opportunity for the SAE initiative to demonstrate the strength of the SAE ecosystem at the time when the Innovations Actions of the 2nd phase were coming to an end.

This is explained more in the *D4.3 SAE Contest award report*, however, it is important to mention here that all the SAE companies having applied to the SAE Contest were invited to engage into a coaching process with BLUMORPHO to be ready to pitch in 5mins. Depending on their needs, at least 3 coaching sessions were organised for each participant thanks to Smart4Europe2 support.

After this initial work with them assessing their needs and expectations when participating to the INPHO® Venture Summit and the SAE Contest, only 5 of them decided that it was the right moment for them to pitch and that they should go further to build their booth and to get involved in deeper pitching coaching with BLUMORPHO. Among the 5 companies that had decided to pitch, various pitching training was organised to take into account the specificities of their solutions and their maturity which was still very early stage.

This was precisely to take into account their maturity without hindering their credibility. A pitching session dedicated to early-stage companies was organised during the last week of the event. This dedicated session was organised according to their investors' readiness level, gathering Venture Capital and Business Angels specialised in very early-stage companies. This was organised at the end of the whole event in order to give the SAE companies more time to get ready and have the opportunity to listen to more mature & experienced companies pitching.

4.2.2   Giving visibility to SAE success stories and SAE ecosystem

As explained more in the *D4.3 SAE Contest award report*, the partnership also gave the opportunity for SAE innovative companies and the SAE initiative to gain some visibility by being showcased in the **INPHO® Venture Summit virtual showroom** and in the communication and dissemination activities related to the summit on social media. Furthermore, all the companies were invited to attend to the INPHO® Venture Summit sessions and networking activity.

Each week was organised following the same structure:
- a Keynote introducing the thematic of the week
- a panel discussion
- a "meet the investors" session
- "start-ups of the week" pitching sessions.

Some of the SAE Contest applicants also participated to the pitching sessions dedicated to the "start-ups of the week". As an example, CIPACTO, a TETRAMAX beneficiary, was invited to pitch in the program of the week dedicated to **Going sustainable: what are the opportunities in Covid and post-Covid word**?

As highlighted in the D4.3, the objectives given to the combination of the SAE Contest and a DEI showcase event have been fulfilled. This 7th Edition of INPHO Venture Summit has gathered 315 participants. It has allowed the SAE innovative companies to meet with 37 corporates leaders, 25 investors and many other start-ups. Furthermore, this year's edition demonstrated the interest of

such a partnership. 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.

4.3 FED4SAE Innovation Club 2021

The official launch of the FED4SAE Innovation Club has been designed in order to address various objectives, the guiding principle being to gather "a unique network of European Innovation Stakeholders providing the best access to technology, business and funding."

Thanks to various digital tools, the one-day event articulated several forms of interactions:
- Webinars, to communicate broadly and reach out to the whole audience.
- Networking digital rooms, giving the possibility to organise one-to-one meeting and workshops.
- An application on which all the participants were able to launch discussions and find other players in their fields of interest.

All these tools combined allowed us to gather companies and funding players from across Europe for a one-day event articulated in different sessions addressing various challenges and objectives.

4.3.1 Raising awareness on new opportunities to support SMEs in their digitisation.

- **Reverse pitching sessions and brokerage activities**

The main session of the day gathered various funding players who had been invited to pitch and introduce themselves and their financing thesis. After each pitch of the private investors, banks, running SAE IAs and other public funding programs, there was a short Q&A session.

The objective of organising such a session was to give the opportunity to the present SMEs to get to know the various participants and find a possible match with their needs. Afterwards, they were able to establish a contact through the App with the ones that were the most pertinent for them and to join them in the networking rooms organised to this end.

The different players were selected in the networks of BLUMORPHO, the SAE initiative and Smart4Europe2 for their relevance for the digitisation. The event gathered 3 public funding bodies, 3 SAE Innovation Actions, 3 banks, 2 Venture Capitalists and a Crowdfunding platform engaged toward this objective:
- **DigiFed**, an innovation action from the SAE initiative.
- **SNGLR**, a seed venture fund active in deep tech
- **BtoV**, a fund dedicated to the industrial value chain and disruptive horizontal "Deep" technologies.
- **HUBCAP**, an innovation action from the SAE initiative.
- **Eurostars**, a programme part of Horizon 2020 supporting European SMEs with funding for innovation.

- o **Euripides-Penta, two Eureka funded clusters**. They also took part in a workshop where they engaged in discussion with SMEs on their scope, needs and the potential eligibility of the participants.
- o **WAI,** *We are Innovation*, a service by BNP Paribas for innovative companies offering loans, venture capitalism, and acceleration.
- o **Debitum**, a market-place aggregating business loans for diversified investments.
- o **First InnoBank**, a service to help SMEs access European and private funding and offering bridge and venture loans.
- o **Smart4ALL**, extensive network of Digital Innovation Hubs for boosting technology and business development in South, Eastern and Central Europe.
- o **Nordea**, a bank offering services for start-up growth.

Figure 1: FED4SAE Innovation Club day – Funding opportunities for innovative companies

- • **Workshop on the Euripides/Penta joint call**

Besides the networking and brokerage activities as such, two 1-hour sessions were organized for the participating SMEs wishing to apply to the Clusters Eureka Euripides/Penta joint call closing on 26th February 2021. This workshop was monitored by BLUMORPHO teams and Rémy Renaudin, ex-Euripides employee and expert in this type of funding opportunity.

The workshop covered:
- o The structure of Eureka Clusters, the expectations, and the benefits for the participating companies.
- o How to find the right partners and prepare a winning proposal?
- o Insights on the main challenges and strategic R&D topics according to the industrial partners for EPoSS and Euripides in different fields.

The workshop was organised on the same digital tool as the one used for the networking activities of the day.

- • **Technical workshop: Discover IGNITE – The start-up accelerator Program by INTEL**

This workshop is part of a series of workshop organised by BLUMORPHO and its FED4SAE partners to highlight FED4SAE success stories or promote new opportunities developed by FED4SAE partners to support SMEs in their digitisation.

This workshop included two main parts:

- o A summary of the activities developed by Intel in the frame of FED4SAE by Finian Rogers from Intel
- o A presentation of the IGNITE acceleration program for start-ups by Stephan Heller from Intel.

4.3.2 Raising awareness on the SAE ecosystem towards Innovative Companies, Investors and policy makers

- **Panel discussion "*Towards a European green and digital transformation"***

To close this one-day event, it was decided to organise a panel discussion "*Towards a European green and digital transformation"* aiming at giving the audience a more global and strategic vision of the challenges addressed by the SAE ecosystem and beyond, by the deep tech community in Europe to twin the digital and the green transformations.

To address this question, BLUMORPHO gathered a pool of speakers from European authorities and European public funding initiatives committed to the support of SME engaging a green and digital transformation.

The panel was composed of:
- **Géraldine ANDRIEUX** BLUMORPHO – CEO
- **Peter CONNOCK** PENTA Director at AENEAS
- **Nicolas GOUZE** EPOSS 5E Project Coordinator
- **Markku MARKKULA** European Committee of Regions (CoR) – Vice-President
- **Meike REIMANN** Smart Anything Everywhere initiative - CSA Smart4Europe2

European Initiative
Smart Anything Everywhere

Horizon 2020 Programme

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(European) Digital Innovation Hubs in HorizonEurope and Digital Europe Programm Collaboration in Synergetic Networks

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- **Impact**

All in all, the event gathered a total number of **258 registrations from 37 countries**. More than 220 people took part to the reverse pitching session, among which nearly 200 were start-ups or SMEs. Nearly 190 people attended the Conclusion panel discussion on Green and Digital Transformation in Horizon Europe.

The results of the brokerage activities will be further explored in the upcoming deliverable *D3.5 Report on brokerage activities*, however, the networking outcomes of this one-day event can already be considered as a first success in the building-up of the FED4SAE and SAE communities. As explained earlier, networking activities were made possible through a dedicated mobile/web application and digital networking rooms.

The figures below show the main outcomes of the FED4SAE Innovation day in terms of Networking on the App.

Figure 2: FED4SAE Innovation Club day – Networking App main outcomes

Besides the intense networking activities on the App, the participants took advantage of the two available networking rooms to initiate contacts.

A synthesis video of the reverse pitching session has been prepared and is available on Smart Anything Everywhere website as well as FED4SAE website: https://youtu.be/aBJjv9jqv70.

5   Conclusion

This series of SAE showcase events has demonstrated the interest to develop specific approaches depending on the challenges that we want to address. It also demonstrates that access to funding is the most commonly shared challenge for innovative Companies.

The impact of the Covid-19 pandemic on the whole process should not be considered as too detrimental. It has indeed been a major driver for change in what had previously been planned. But thanks to agile and highly committed teams, it has been possible to make the best out of a challenging situation. It could even give the S4E2 CSA the opportunity to go further on this and organise a new edition of the SAE Contest. But beyond this, it has allowed us to identify a few lessons that still need to be addressed over the long term within the SAE initiative.

Be aware of the early-stage level of many SAE beneficiaries in the design of support actions.
From individual discussions with SAE Innovative companies taking part to these events, it appears that if they are interested, in principle, to pitch in front of investors, but they know they still need to improve their readiness level. They have clearly identified that it is a question of credibility for them to pitch at the right time in their development and that it takes time to get investor ready.

Need to strengthen the building up of the SAE community to support IAs beneficiaries' sustainability.
This question of maturity demonstrates the interest to build long-term relationships with the beneficiaries of the IAs to be able to follow them beyond the application experiment. Considering that most of them are still quite early-stage and that it takes time to build a success story, it is important that SAE can develop further the activities developed through those showcase events for the SAE community members.

Need to strengthen the collaboration between the SAE running CSA and the past & running IAs and between the IAs themselves.
The WP2 of the Smart4Europe2 project is dedicated to strengthening the collaboration within the SAE partners. One of the confirmations received from the 3 first showcase events is that this is indeed critical to the success of the whole ecosystem created by the IAs and their beneficiaries to strengthen the SAE community. It is important that a strong link is created to allow the companies to stay in touch with the SAE ecosystem. Despite the Covid-19 crisis, it was important to organise showcase events in 2020 as it was then easier to get access to the beneficiaries of the IAs of the 2nd phase which were all ending at that time. This should be pursued to develop the same kind of opportunities for the beneficiaries of the running IAs.

Need to structure the whole SAE value chain and to join forces with the future EDIHs network

This series of events highlighted the importance of building a strong SAE ecosystem, structuring the whole innovation value chain, and building on each partners' strengths. The network is an asset and a multiplier for each IA and the SAE initiative as a whole. A strong network is an enabler to support the deployment of SAE technological and innovation management expertise. Furthermore, reaching a critical mass by joining forces will be of high importance to enable the SAE ecosystem to bridge with policy makers, private investors and the EDIH network. Bridging with the EDIH network should be critical also to better support IAs beneficiaries' sustainability in their growth and access to market strategy.

The first series of partnerships set-up for the SAE showcase events have gathered nearly 1375 participants among which there are more than 1200 start-ups, SMEs and mid-caps. These events provided interesting dissemination opportunities for the running IAs. The development of the FED4SAE App in the course of 2020 offers a new networking and community management tool. The App is counting more than 170 contacts in the FED4SAE community only and is still growing. DIGIFED is also in the process of developing its community on the App. The Smart4Europe2 CSA and other IAs are planning to leverage on this tool also to support further actions and further showcase events.

6   Annex

6.1   SAE beneficiaries having participated to Impact Week

SAE Innovation Action	Innovative companies
FED4SAE	Althexis Specificity Kalmia Surewash
SmartEES	Tagenea Ab.acus

6.2   SAE beneficiaries having participated to the SAE Contest and the INPHO Venture Summit

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

6.3   SAE beneficiaries having participated to the FED4SAE Innovation Club

SAE Innovation Action	Innovative companies
Digifed	Datenberg Cysec
FED4SAE	Althexis Ubotica Technology Ltd Surewash

	Alitec SRL
	IoT Solutions Group Ltd
	Protolab srl
	NanoTech Analysis
	Link Software
	Bettair Cities
	Fentiss
	Sentinum
	FLoWide (Sunstone-rtls)
	Genport
	The Convex Lens
	HOPU
	Kalmia
	Genport
	ISSD Electronics
SmartEES	Tagenea
	ComSensus
Tetramax	Cipacto