



Access to Market (A2M)

Securing Target Customers for Europe's Digital Scaleups

Guiding Europe's Digital Scaleups

EIT Digital's A2M team supports companies with qualified lead generation via targeted one-to-one warm introductions, events and meetings across Europe. We also help develop and define the go-to-market strategy and facilitate soft landings in new countries.

Scaling Up Internationally

Our A2M support is tailored to help you grow your business quickly on an international scale. We give you access to our unique network of top European corporates, SMEs, research institutes and universities, many of them looking for innovative technology products and services. We'll open the doors and make the right introductions you'll need to close your next deal.

Dedicated and Experienced Team

A dedicated team of more than 40 international business developers – serial entrepreneurs, business consultants, industry experts – knows what it takes to bring your business to the next level. With years of international experience, a deep understanding of digital technologies as well as the cultural particularities of the various European markets, we help you make the right decisions. We are operating from ten different European countries as well as EIT Digital's Silicon Valley Hub.

Five Digital Sectors

- **Digital Industry:** Covering the seamless process from production to retail and the related supporting functions
- **Digital Cities:** Deploying disruptive information, mobility and safety services in urban environments
- **Digital Wellbeing:** Preventing and coping with physical and cognitive impairments in order to maintain quality of life
- **Digital Infrastructure:** Providing intelligent and robust networking, computing and security solutions
- **Digital Finance:** Improving interactions between customers and financial service providers

A2M Support Package

Our business developers create an individual support plan building on the following pillars:

- High-quality one-to-one introductions
- Hands-on advice to define go-to-market strategy and assess international expansion
- Customer targeting and segmentation
- Provide leads and support closing deals
- Showcase at international events to increase visibility
- International A2M knowledge and softlanding support

Proven Track Record

Since 2012, we've supported more than 240 scaleups. Key results for 2016:



Testimonials

"Since the first day we met with EIT Digital Accelerator, we have been pushed to customers."

Anders Björk, CEO, Neue Labs

"The value added I found at EIT Digital Accelerator is the team supporting us: a group of professionals with a strong business and technological background, clearly impact oriented and with great connections both in Europe and in Silicon Valley."

Zsolt Nemeth, CEO, App-Ray

You can apply to join the EIT Digital Accelerator throughout the year.

For more information, contact: accelerator@eitdigital.eu