



Italian Results Day

BDA Team

January, 15th 2014

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- Team & Coverage Map
- Improvements in Progress
- Funnel and Success Stories
- Business Communities
- BDA Support to Innovation Activities



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Accelerating Value Creation In E.U.



What We Do



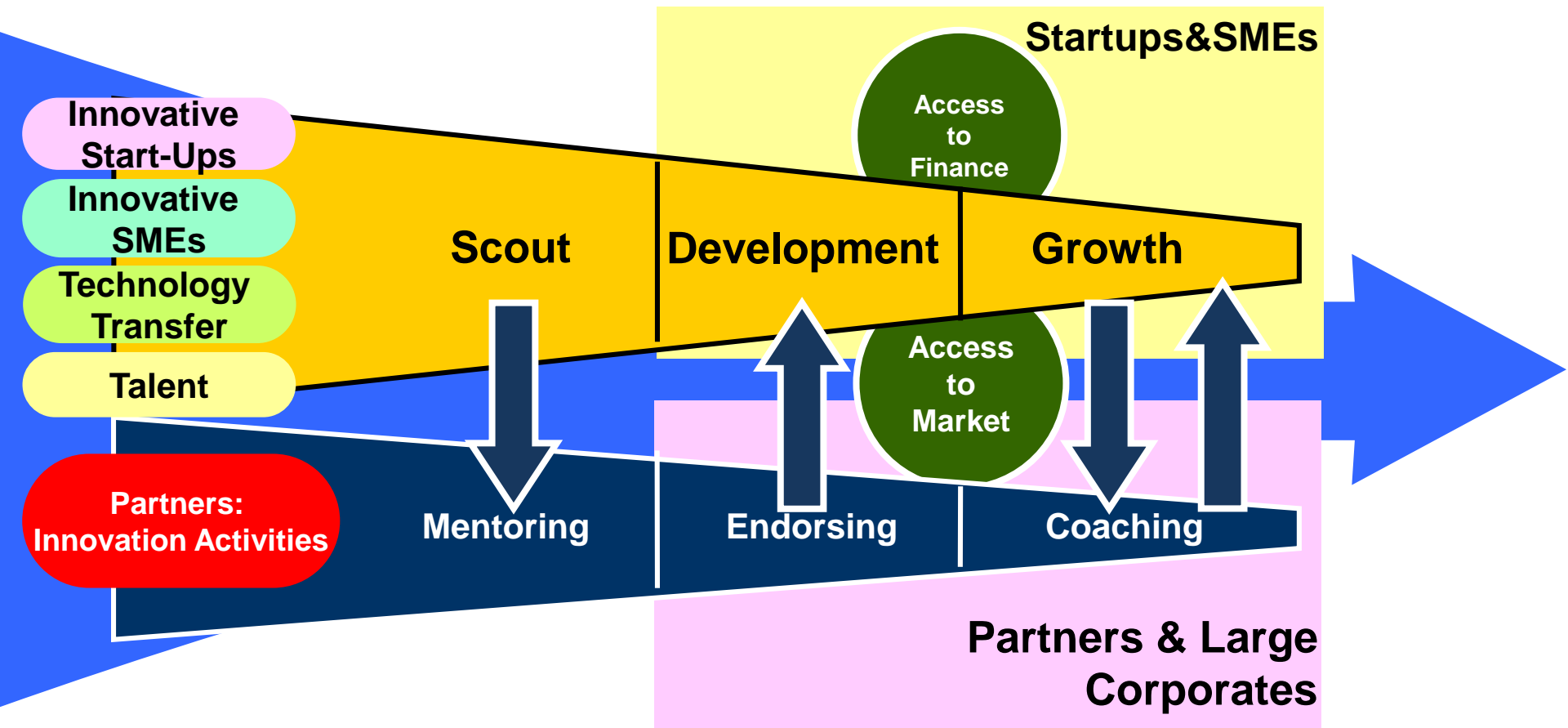
- Development of Business & Proposition
- Access to Finance
 1. Pre qualification
 2. Qualification
 3. Funding
- Access to Market
 1. Development
 2. Matchmaking
 3. Contracting
- Access to Technology
- Access to Training
 - Pitch training
 - Sales training
 - Etc..
- Entrepreneur in Residence
- Access to Talents

Track Indicators

- Total revenue increase
- Intl. revenue increase
- # Employees increase
- # B2B Leads
- # B2B Deals
- # B2C Customers/users
- 3rd party investments
- Valuation increase

Accelerating Commercialisation

High Impact, High Growth and High Fit



BDs & ALs : 100% Coverage



	Primary AL					
	Secondary AL					
CPS						
FC						
FNS						
H&WB						
PS&T						
SES						
SS						
UL&M						

BDs & Partners: 100% Coverage



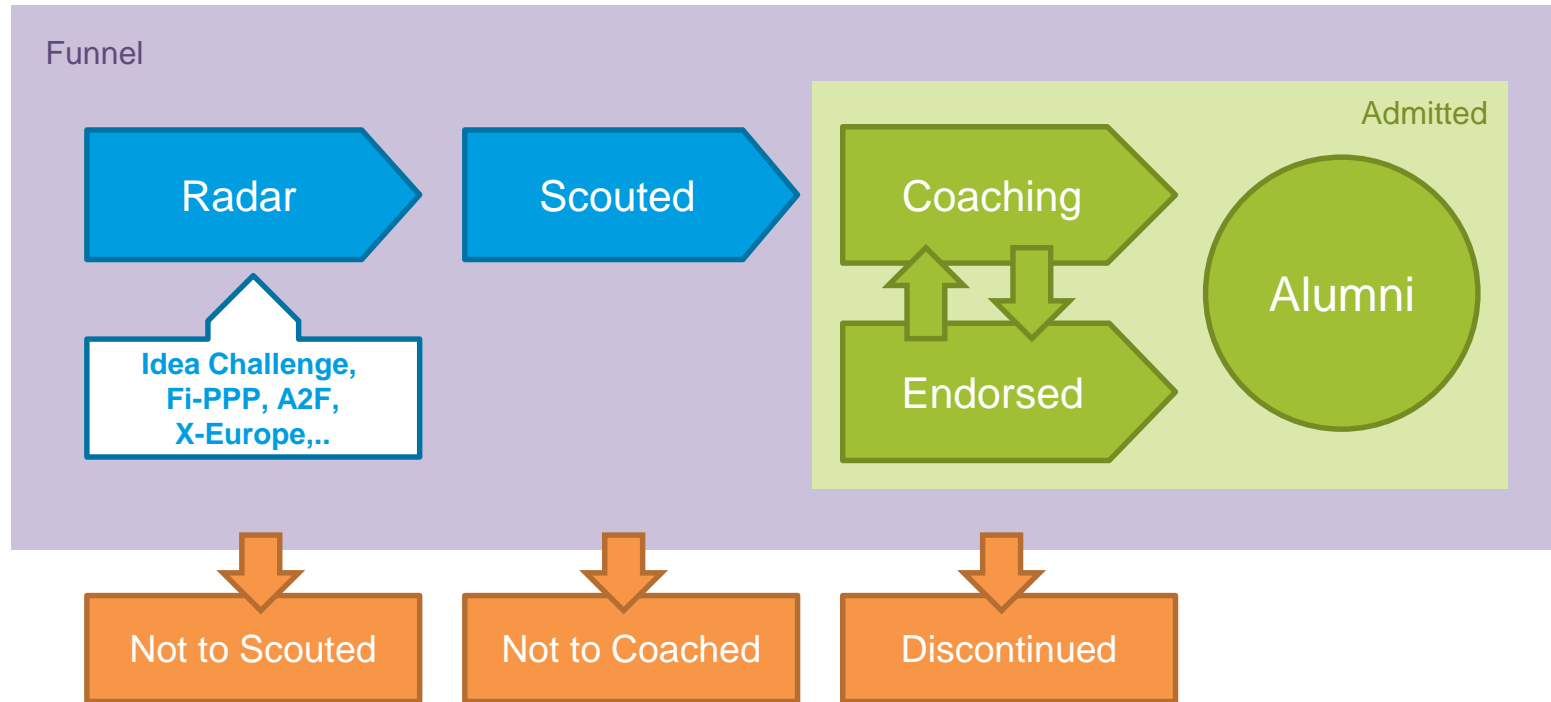
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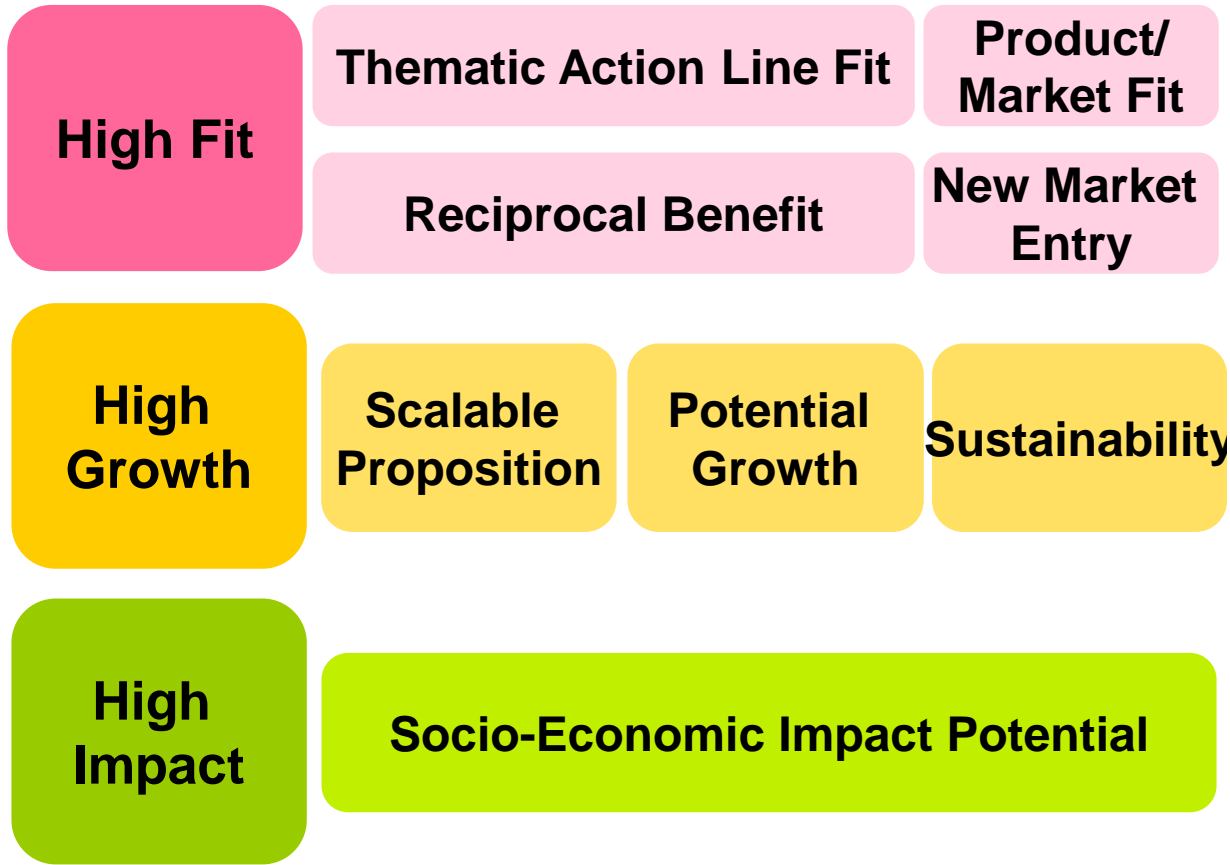
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Startup Funnel



Membership Criteria



Improved Scouting: Collaboration with Incubators



Italia start^{up}

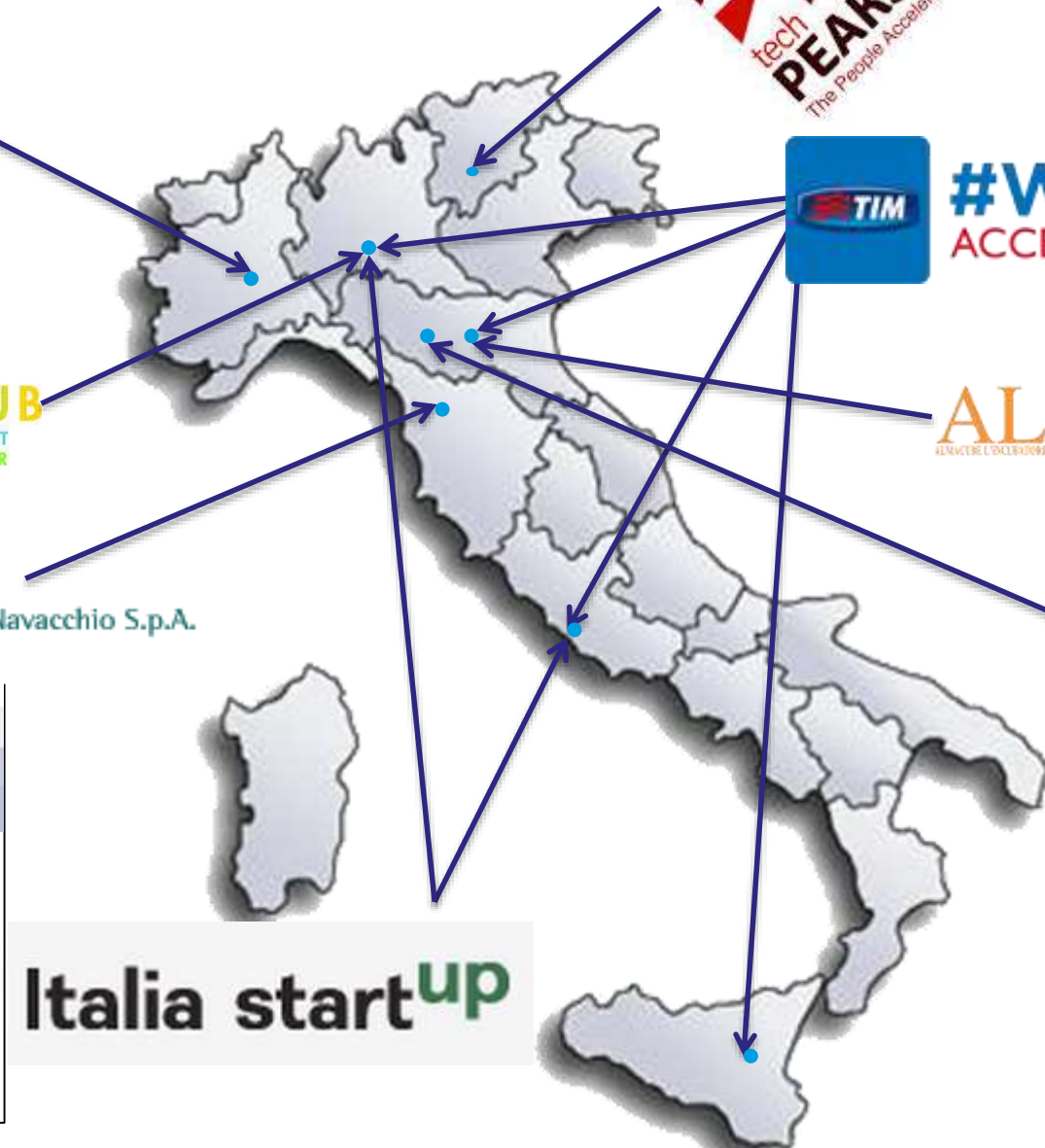


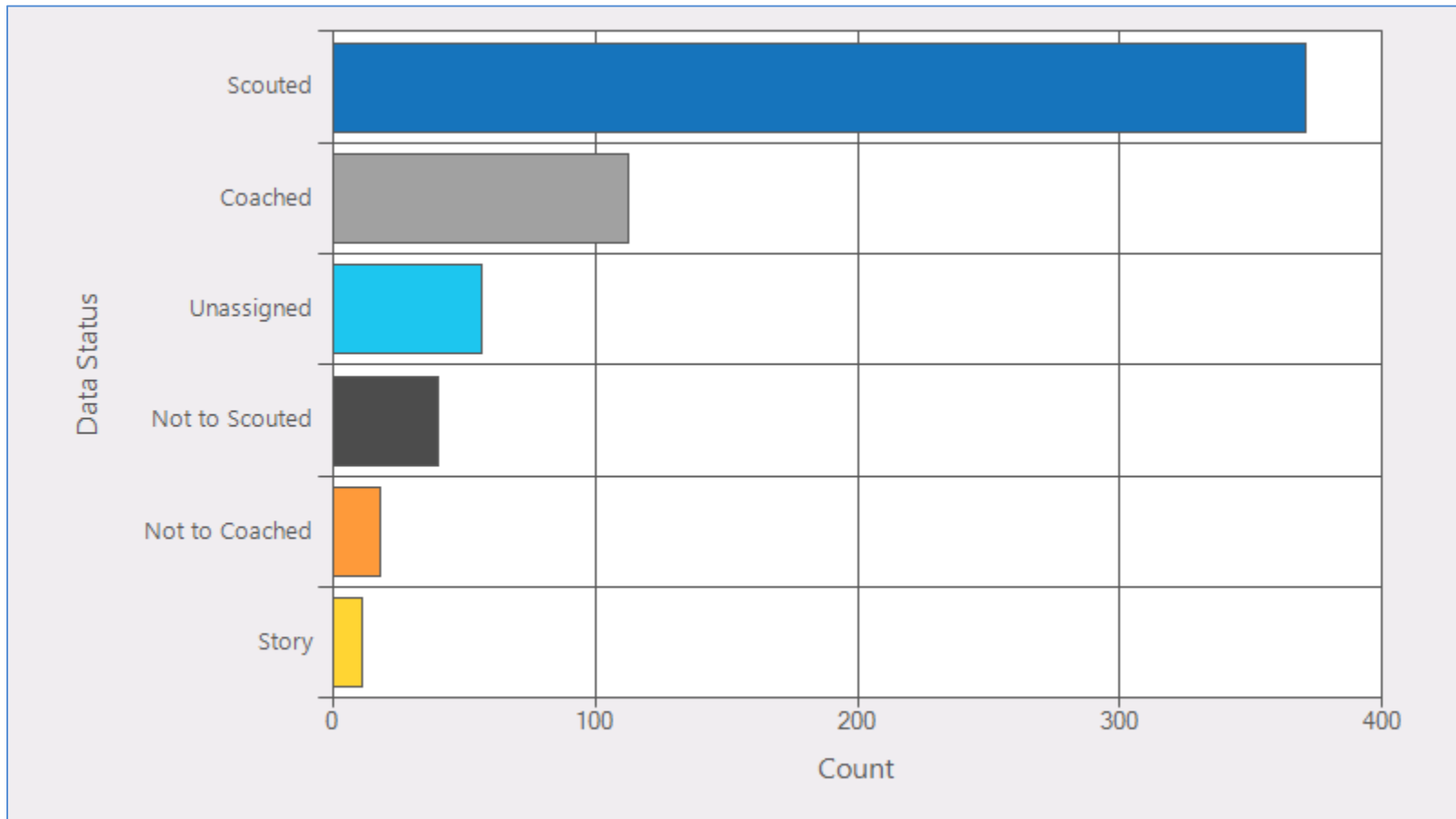
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European Funnel: +1000 Companies

1025 startups, excluding Idea Challenge database and “Radar” status.
113 status “Coached”



Italian Funnel: 209 Companies



Radar: 82

Scouted: 106

Coached: 20

**(Pipeline of
Coming
Success
Stories: 6)**

**Success
Stories: 4**

**+ Coached from
other nodes: 22**

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Access to Market

AL Business Communities - Mission



The **AL Business Community's** are about enabling **access to market** for our investments:

- Innovation Activities and Hlls
- Coached Startups

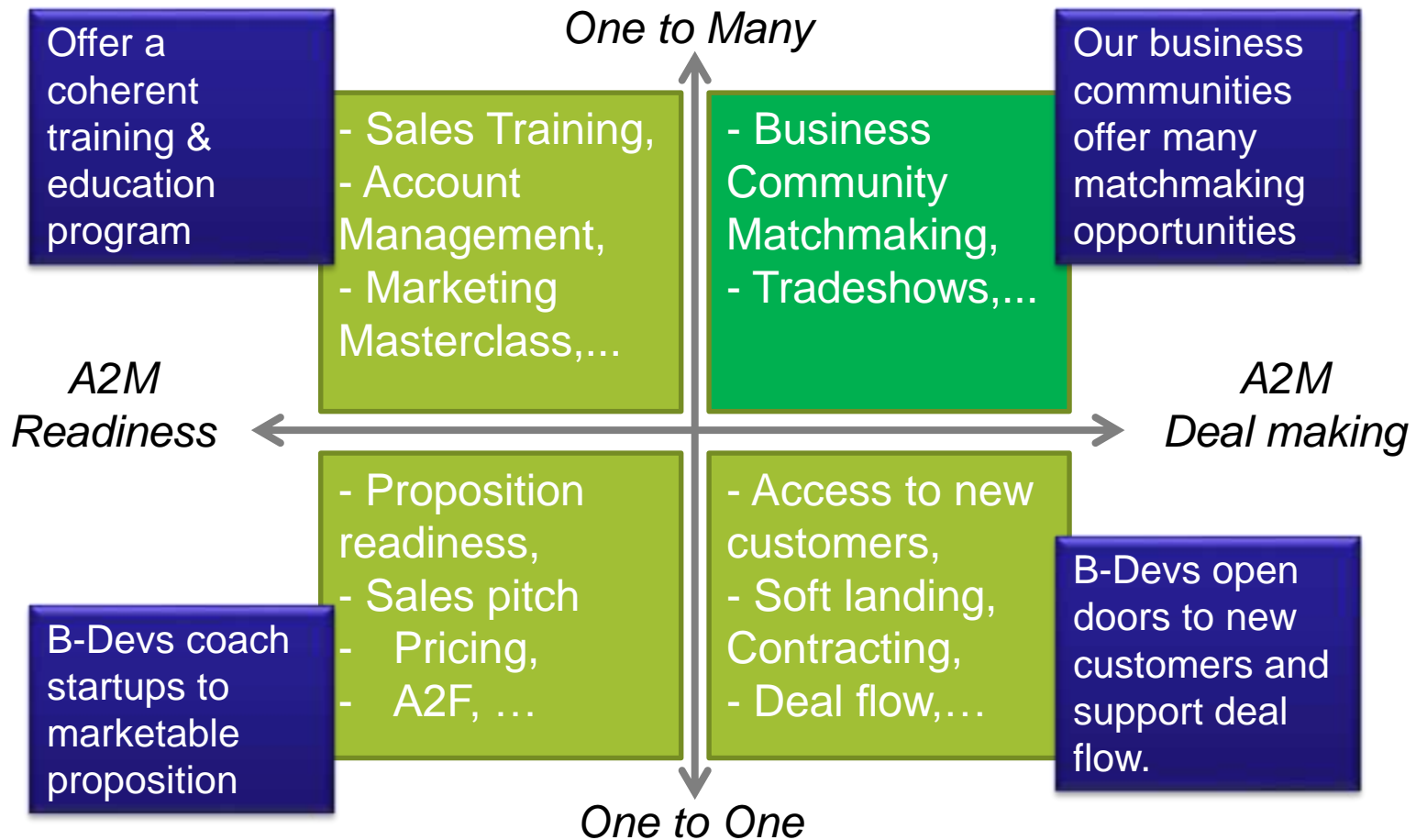
The **AL Business Community's** are event-driven unique European platforms in order to

- enable commercialization of the Action Lines innovations,
- boost the international growth of coached Startups,
- support the building of strategic alliances,
- share knowledge and jointly innovate.

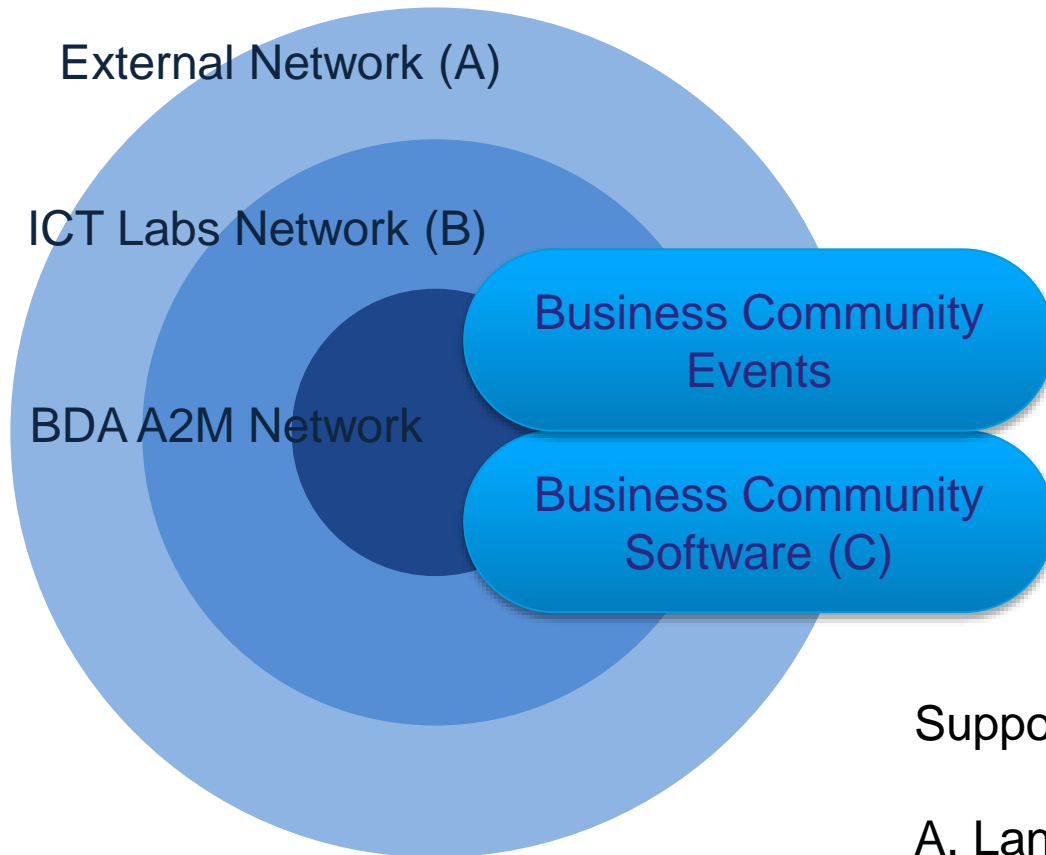
The **AL Business Community's** are Action Line activities with an activity leader from the BDA team reporting to the Action Line Leader within the activity.

Access to Market

Value Proposition Map



Extend our A2M reach with ICT



Supporting tools:

- A. Landing Pages and Database
- B. Social CRM
- C. Business Community Tool

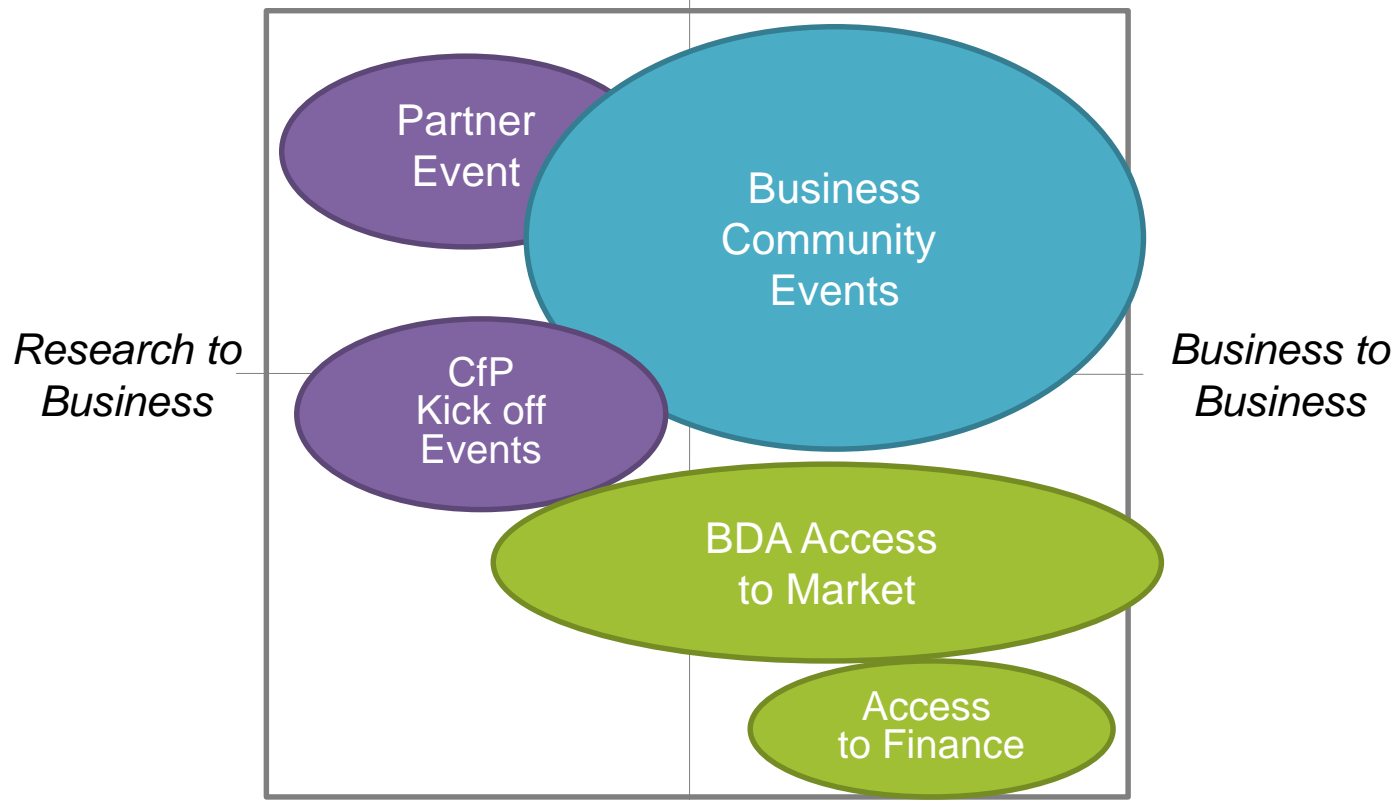
Access to Market

AL Business Communities - Scope



Boosting B2B deals within our partner network and beyond

Matchmaking Events: One to Many (Enables Scouting)



Matchmaking Meetings: One to One (Enables Deal Flow)

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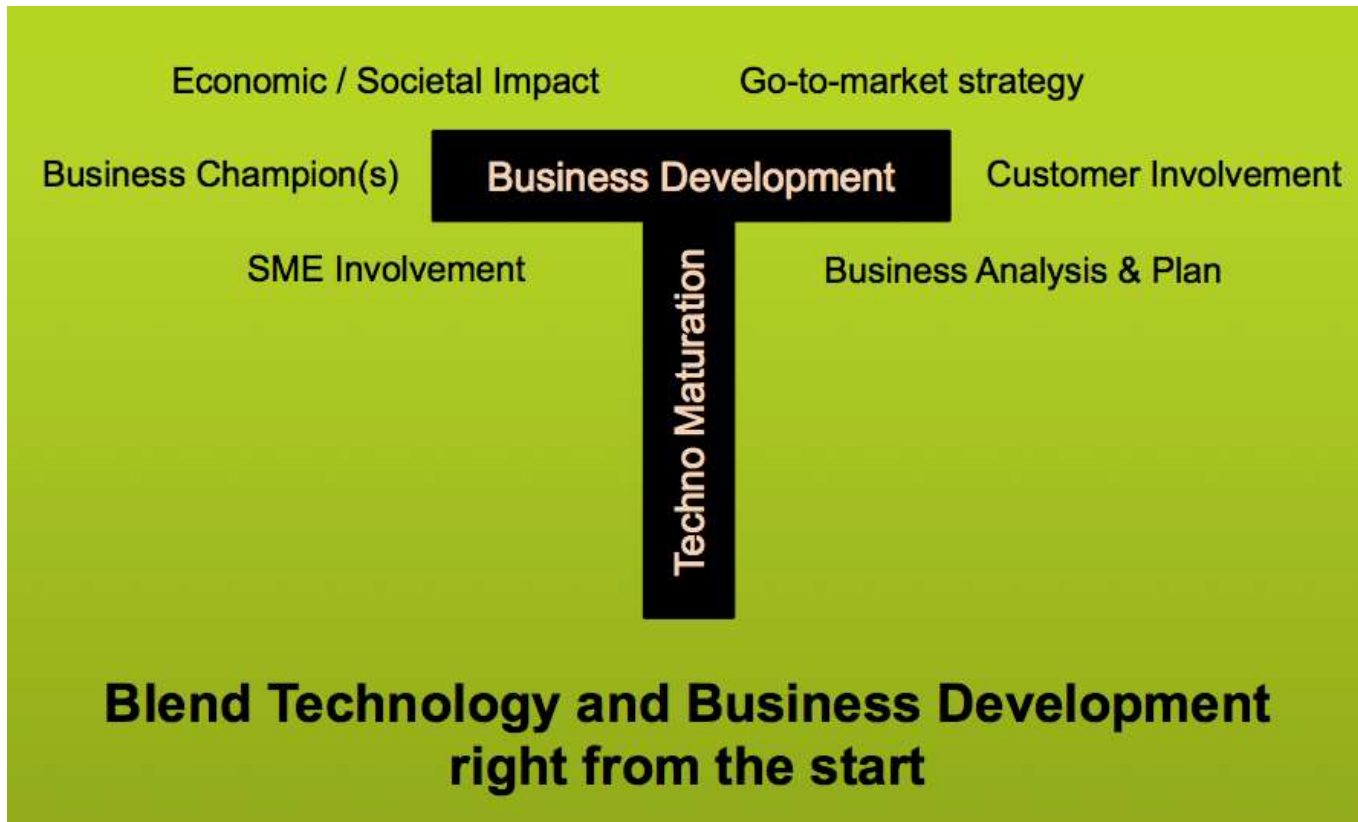
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Innovation Activities



- BDA has supported the 2015 Innovation Activity Proposals with an endorsement process. The BDA will provide Business Development support to the selected Innovation Activities in 2015.



Proposal Phase:

T-Shaped Activity Checklist



- ☑ Action Line fit, content quality
- ☑ Business champion(s) in the Activity: who will bring the value to market (can be a partner, a SME, a startup/entrepreneur).
- ☑ Economic/Societal impact description: Quantified and referenced
- ☑ Business Analysis & Planning (tasks, in Activity)
- ☑ Go to market (tasks, in Activity)
- ☑ Customer involvement, validation, piloting, etc.. (tasks, in Activity)
- ☑ SME or startup Involvement (in Activity)
- ☑ Can the goals be reached in timeframe

Activity Phase: also endorsement

On Process and Content level



- From January onwards: All Innovation Activities and HII will have a BDA Business Developer.
- The Business Developer is involved in on all major review meetings.
- Business development can happen on process and content level.
- Interaction is mainly with Activity Leader, Activity business stakeholders and is synced with Action Line leader.
- After a major review meeting the B-Dev endorses the Business aspects
- Highlights and corrective actions

- PLEASE NOTE:
 - We are not “members of the team”
 - We do not co-own the IP
 - We are not the sales team

Activity Phase: also endorsement

On Process and Content level



Activity with **STRONG** Business involvement:

- ☑ **1. Process:** Make sure the Activity does perform all required Business Tasks well.
 - Are Customers involved in the validation? Are End users involved? Is the proposition designed for end use? ...
 - Is the Business Analysis performed well and acted upon? Does it require new partners or new tasks?
 - Is there a Go to market plan? Is it implemented? ... Are there marcom material? Who are the named customers? ...
 - Are the Business champion(s) taking the value to market? Is the IP/ownership organized? Is there a pricing strategy? ...
 - Bottom line: Is everything done for the value to be sold? Ask all the Business Why and How questions.

Activity with **WEAK** Business involvement:

- ☑ **1. Process:** Make sure the Activity does perform all required Business Tasks well
 - Same as with Strong Business involvement
- ☑ **2. Content:** Support with additional Business Development
 - Coach the Activity leader like a Startup CEO.
 - Business Development like a Startup. Primarily:
 - Access to Market
 - Development of Business & Proposition
 - External expertise (Entrepreneur in Residence)



Thanks for your attention!