



Webinar

'How to maximize your matchmaking opportunities'

AUDIO WILL BE PLAYED THROUGH YOUR COMPUTER SPEAKERS OR HEADSET

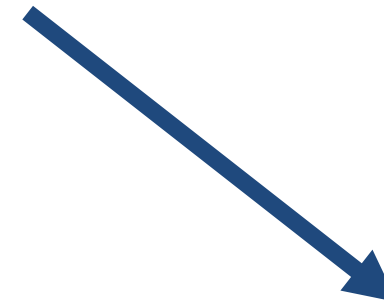


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www.ncp-biohorizon.net



BioHorizon



Services for NCPs:

- exchange of best practices & experiences
- trainings, workshops, guidelines, information

Services for stakeholders:

- brokerage events (international & regional)

Brokerage events 2017 (addressing 2018 calls):



6th November 2017, Prague:
SFS

<https://www.b2match.eu/foodsecurity2017/>



15th November 2017, Brussels
SFS, BG, RUR, KET-B

<https://www.b2match.eu/foodbrokerage2017/>

Today's speaker:

Elena Angiolini

**National Contact Point for SC2 and KET-B
& International Advisor - Enterprise Europe Network,
impulse.brussels**

AGENDA

- Introduction to matchmaking
- Optimize your participation before – during - after

Introduction to matchmaking opportunities

Workshop 28/09/2017 @ Biohorizon webinar
Elena Angiolini, BIO NCP



✓ What is it?

✓ Who already attended a matchmaking event ?

✓ With or without support?

WHAT IS IT?

A partnering or matchmaking event is a series of prearranged transnational face-to-face meetings organised at a single venue for companies and research institutions from across Europe aiming at finding suitable partners (technological, research, commercial).

- [Video E²tech4cities edition 2016](#)



WHY SHOULD YOU ATTEND IT?

- What are the benefits?
- ✓ Using another **event/ fair as a host** for a matchmaking event can bring added value for the companies in the form of free entrance to the event
- ✓ Inclusion in the **event's catalogue (visibility!)** and the opportunity for extra meetings to be organised with other companies attending the event
- ✓ Pre-arranged meetings allow you to **meet partners you have previously selected** (higher quality and efficiency!)
- ✓ **All in one** (the right moment in the right place meet the right partner)
- ✓ **Broader networking** opportunities beyond your usual network



WHAT ARE THE COMMITMENTS

ADVISORS/NCP/MAIN ORGANIZER

- Facilitate the follow-up and exchange of not confidential information
- Support before – during and after the event

THE PARTICIPANTS

- Invest time in your profiling and selection of potential partners
- Follow up on your meetings after the event
- Share all relevant information with your advisor/NCP

What can you expect?

- ✓ Market & technology **trends**
- ✓ Possible funding **opportunities** (H2020)
- ✓ Own **promotion**
- ✓ Meet suitable **partners** for your needs
- ✓ Get first hands-on **information** from experts
- ✓ Visit relevant **companies and institutes** in your sector



What can you NOT expect?

- ✓ Immediate signature of the biggest deal of the year on the spot!
- ✓ \$\$\$\$\$ available
- ✓ Find customers to buy your products

How to maximize your participation in a matchmaking event: Step by step approach

Workshop 28/09/2017 @ Biohorizon webinar

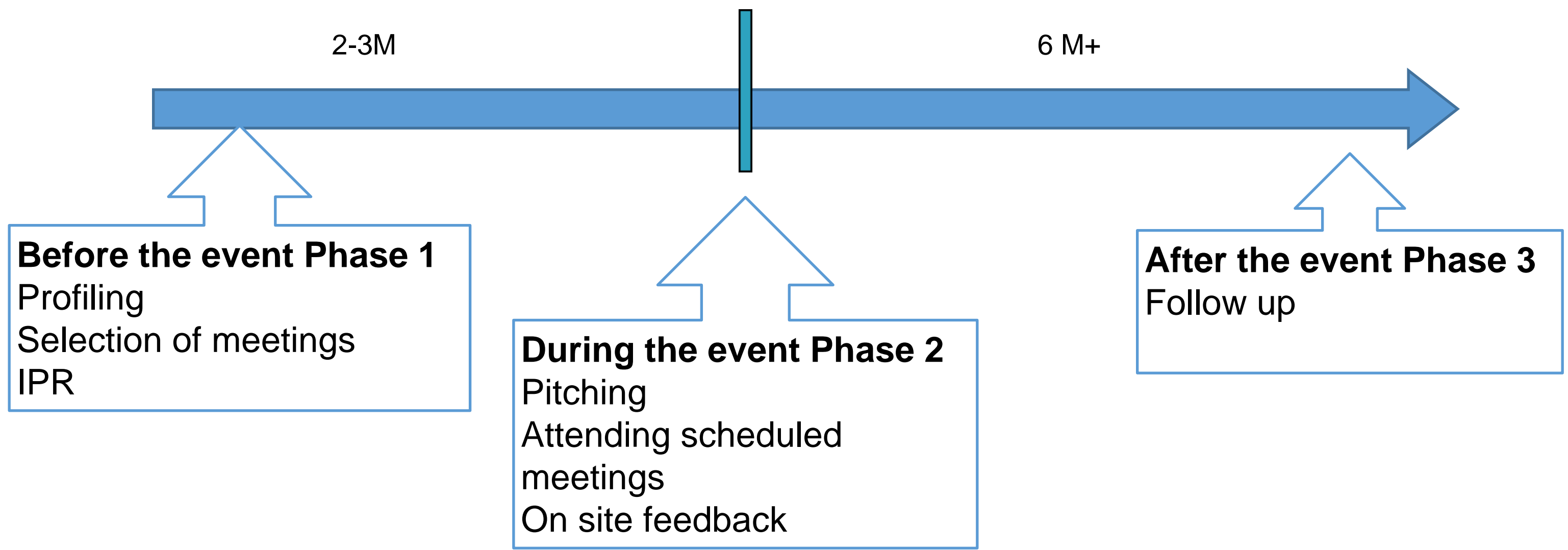
Elena Angiolini, BIO NCP

TIMELINE

Introduction to the 3 Phases

Indicative Timeline to prepare your B2B attendance

PLAN AHEAD!



Phase 1: Profiling

“By failing to prepare, you are preparing to fail.”

Benjamin Franklin



“Success depends upon previous preparation,
and without such preparation there is sure to be failure.”

Confucius



80 % of a successful BE for YOU relies on a good preparation



Phase 1: Profiling

Exemples (1)

Good or not good?

Example of profile 1

[Home](#)
[Participants](#)
[Gallery](#)
[Matchmaking](#)
[Useful information](#)
[Contact](#)
[Login](#)


Verhaert New Products & Services
 9150, Belgium
Bart Penninger
 Profile last updated on 7 Nov 2016, 14:43

[Organisation Information](#)



ABOUT US

VERHAERT (~1969) offers integrated product innovation services.

We differentiate on 4 levels:

- The sweet spot of innovation: We work towards user centered, technologically feasible and business driven innovation.
- Concrete ideation: We translate creative & conceptual thinking into solutions.
- Reversing the learning curve: We de-risk the innovation process by involving all stakeholders & insights from the get go.
- Tech transfer: We exchange know-how between Medical, FMCG, Connect, Industry & Aerospace.

For each project we compose a multidisciplinary team out of our 8 labs: PhysicsLab, EmbeddedLab, MechLab, DigitalLab, OpticsLab, FabLab, InnoLab & DesignLab.

On top of our 5 european innovation centers we have a network of 13 innovation hubs facilitating local technology transfer, innovation and incubation services.

Recent medical & biotech projects include:

- Microfluidic cartridges
- Design to cost & production of IVD device
- Implants
- Point Of Care diagnostics

AREAS OF ACTIVITY

- Commodities and Consumer Goods
- Diagnostics
- Imaging proceedings
- Information and Communication Technology
- Laboratory Equipment
- Operating technology and equipment
- Physiotherapy, Orthopaedic Technology

ORGANISATION

Verhaert New Products & Services

COUNTRY

Belgium
City: 9150

TYPE

Company

SIZE

101-250 people

PARTICIPATING IN

14:00-18:00 Wed **B2B Wednesday Afternoon**
10:30-14:00 Thu **B2B Thursday Morning**

Phase 1: Profiling

Example profile 2

Home Participants Gallery Matchmaking Useful information Contact Login

Andalusian Public Health System

Sevilla, Spain

David de Mena, Innovation Project Manager
Profile last updated on 15 Nov 2016, 21:29

Organisation Information
Cooperation Profiles

ABOUT US

Fundación Publica Progreso y Salud (FPS) is a public sector foundation belonging to the Andalusian Regional Ministry of Health. FPS provides services to the Andalusian Public Health System (APHS) through three areas of activity: support and manage of research, training and professional competence evaluation and IT innovation.

AREAS OF ACTIVITY

- Information and Communication Technology
- Medical Services
- Other

ORGANISATION
Andalusian Public Health System

COUNTRY
Spain
City: Sevilla

TYPE
Authority/Government

SIZE
250+ people

WEBSITE
<http://www.sas.junta-andalucia.es/>

PARTICIPATING IN
10:30-14:00 Wed B2B Wednesday Morning
14:00-18:00 Wed B2B Wednesday Afternoon

Organisation Information
Cooperation Profiles

Research Project...

Public Research Foundation

FPS serves as support to do research in Andalusia: attentive to the resources centers and researchers needs, encouraging the development of scientific production and the transfer of research results to the industry with a clinic and human orientation of the studies carried out and contributing from training to have the best professionals in our health system. Research and Innovation in Health (R + i) line is our core: the management of research centers, projects and initiatives for biomedical research, international and national projects and technology transfer as well as promoting development programs of human capital in research.

TYPE
Research Project

REQUESTED
Technical co-operation Research co-operation

OFFERED
Technical co-operation Research co-operation



Example profile 3



BioMediTech Institute

University of Tampere, Finland

Juha Laiho, M.Sc. (Eng), Senior Advisor

Profile last updated on 15 Nov 2016, 12:56

Organisation Information

Cooperation Profiles

ABOUT US

BioMediTech, a joint institute of Tampere University of Technology and University of Tampere in Finland, brings together a powerful mix of multidisciplinary expertise in life sciences and medical technology. Over 250 scientists conduct research and education in the fields of cell and molecular biology, genetics, biomaterials, biosensors, computational systems, biotechnology, biomedical engineering, and regenerative medicine.

The institute aims not only to integrate and strengthen the local tradition of excellence in basic life-science research and teaching, but also to create new platforms for discovery and innovation

AREAS OF ACTIVITY

- Commodities and Consumer Goods
- Diagnostics
- Medical Services
- Laboratory Equipment

Organisation Information

Cooperation Profiles

Technology Offer...

↳ In-vitro cell and tissue research platforms (four cases)

- (1) PERMEASYS, a device for in-vitro permeability studies and to be applied as a platform for dynamic cell culture studies. The technology is based on microfluidics technology.
- (2) MINIHYPXY is a small and portable device for cell cultivation and studies under hypoxic conditions.
- (3) NEURO RESEARCH PLATFORM, is a device, which can be used to various types of in-vitro neuro research as needed.
- (4) SPIKEBOOSTER, is a six well chamber cell culture device.

INNOVATIVE ASPECTS AND MAIN ADVANTAGES

- (1) PERMEASYS: Practically any kind of membranes can be studied with the instrumentation, including artificial membranes, cell cultivated membranes, ex vivo membranes and even biopsy samples for permeability studies. It is cost effective and easy to use.
- (2) MINIHYPXY: One can cultivate cells, expose them to various treatments and follow behavior of the cells after treatment under constant hypoxic atmosphere, without a need to expose them to normal ambient conditions at any time of the study.
- (3) NEURO RESEARCH PLATFORM: It can be used to study functionality of the neuronal network by electrophysiological measurements (MEA) and visual detection. In addition, it can be used for multiple other study purposes such as myelination, proliferation, differentiation, migration, growth and apoptosis. Device is based on microfluidics technology.
- (4) SPIKEBOOSTER: The solution provides a method for culturing and measuring neural cells with a microelectrode array (MEA) device and study the sample without the restriction caused by the solid cultivation structures. It is designed to be compatible with e.g. Multi Channel Systems GmbH's 60-6 well MEAs as well as with custom-made MEAs.

TYPE OF PARTNER SOUGHT

Service providers (i.e. CROs) for technology evaluation
Industrial companies for technology evaluation, technology transfer and/or distribution development
Investors

TYPE

Technology Offer

REQUESTED

Distribution Technical co-operation Research co-operation
License agreement Investment/Financing

DATE

November 4, 2016

ORGANISATION

BioMediTech Institute

COUNTRY

Finland

City: University of Tampere

TYPE

University

SIZE

250+ people

WEBSITE

www.biomeditech.fi

PARTICIPATING IN

10:30-14:00 Wed B2B Wednesday Morning

10:30-14:00 Thu B2B Thursday Morning



To summarize...

What are the key elements of a good profile?

- Clear description of your organization
- Clear description of your cooperation request and/or offer
- Right quality and quantity of information
- Logo and participant picture

Phase 1: Profiling



Goal → Good and attractive profile

Important for your company **to be like a showroom** and to be identified by the right partners

Tips:

- 1) Take your time to write a good profile → **save time to be selected** by other participants during the meeting and after
- 2) Add exhaustive information on the organization and main core business (organization information)
- 3) Add an exhaustive description of what you are looking for → Cooperation profiles to offer or request technologies or services or project ideas

Phase 1: Profiling

“Organisation details” section

Home Participants Bilateral Meetings Pitching session Past Editions Location Agenda FAQ Contact Your Account Sign out

Dimitrios Karadimas
Vision Business Consultants (VBC) [Show Profile](#)

Upload picture

Dashboard Plan your Attendance Registration **Organisation** Add Cooperation Profile Evaluation Settings Meetings

Organisation Details

Description *

B *I* Normal Text

VBC is a technology consultancy supporting businesses and organisations to realise their technological and operational goals. Its mission is to provide concrete and measurable results of significant added value for its clients' bottom line. VBC is involved in a wide range of activities pertaining to operations support, business development, applied research and software development, process improvement, innovation management and technology transfer. VBC has been established in 2005 in Athens, focusing initially on operations support, business development and technical training. It has further expanded its activities later, providing expert consulting services to European Commission's RTD Framework Programmes on several technological domains for projects' evaluation and review, as well as exploitation and innovation strategy consultancy. VBC activities cover a broad spectrum of services today, for the implementation of which the company draws on the extensive industrial & research experience, engineering & scientific knowledge, skills & competences of its associates. VBC has developed and is maintaining a network of business partners and associated consultants from different educational and professional backgrounds in Greece and Europe, capable to engage with and support clients and projects wherever such

It is a showroom of the company you are representing → reputation!!

Phase 1: Profiling

Tips:

“Organisation information” section

- Describe your core business and your main activities, years of experience and sectors of interest
- Add the **logo**, website and your picture
- Be coherent with **your objectives**
- Add your **area of activity** or any relevant keyword to facilitate selection
- Use a **simple language**



Phase 1: Profiling

Tips:

“Cooperation profile” section

Dimitrios Karadimas
Vision Business Consultants (VBC) Show Profile

Upload picture

Dashboard Plan your Attendance Registration Organisation **Add Cooperation Profile** Evaluation Settings Meetings

Create new cooperation profile

Profile Type

- Cooperation Offer
- Cooperation Request
- Cooperation for Investors

Title

Description

Cooperation Sought

	Offered	Requested
Research co-operation	<input type="checkbox"/>	<input type="checkbox"/>
Technical co-operation	<input type="checkbox"/>	<input type="checkbox"/>

It is the channel leading you to the right partner based on what you offer or request

Phase 1: Profiling

Tips:

“Cooperation profile” section

- ✓ Add a “sexy” title for each offer or request
- ✓ describe **your offer or request** without confidential information in a short introduction
- ✓ Add the **innovative aspects** of your offer (why you instead of another?)
- ✓ Indicate **what kind of partner** you are looking for (subcontractor or commercial agent?
Technological partner to develop a new technology or research project?)
- ✓ Indicate **market applications** in particular if you are looking for contractual agencies
- ✓ Add what kind of agreement **you are looking for**



To summarize

Profile template:

1. Company details
2. Selection of at least 3 areas of activity (green chemistry, E-health, Big data...)
3. Cooperation profile including:
 - ✓ Profile type (offer or request)
 - ✓ Title
 - ✓ Description
 - ✓ Cooperation Sought (technological partnership, business cooperation, Joint venture etc)

ADVISOR/NCP/MAIN ORGANISER ROLE

- ✓ Ensure that the company enters timely a qualitative profile
- ✓ Provide information on logistics of the event
- ✓ In some cases, possibility to enjoy discounts

Phase 1: Meeting selection



- check the website of the company** and make up your own mind about the company),
- who am I meeting (decision level) – **chat possibility on the platform?**
- How to avoid meeting partners you are not interested in (**REJECT meetings in advance**)
- detect a good profile** reading between the lines using keywords, activity sector
- be strict in your selection – **be selective**



IPR before - during - after the event ?

If you are participating to a matchmaking event, it is because you have identified that **collaborating is necessary** for your development.

Collaborating = disclosure of confidential information, secret know how

→ **PREPARATION** = “secure before sharing”

Phase 2 – During the event

“The Art of Pitch! ”

Forget “I think, therefore I am.” For entrepreneurs, the operative phrase is, “I pitch, therefore I am.”

Pitching isn't only for raising money—it's for reaching agreement, and agreement can yield many good outcomes including sales, partnerships, and new hires.

Phase 2 – During the event

“The art of pitch! ”

Prepare:

- ✓ Know **who you meet and why**: before you get to the meeting, study the bios and social-media accounts of the person(s) who will be attending the meeting. **Send the right person/profile of your company!**
- ✓ Are you **host or guest** of the meeting?
- ✓ Know your **product/service/technology/project** idea very well and what you're looking for!
- ✓ Bring a laptop loaded up with your presentation. Bring printouts of your presentation in case nothing works

Phase 2 – During the event

“The art of pitch! ”

Set the stage

- ✓ When the meeting starts, you should set the stage for the rest of the pitch. The thing to ask is, “How much of your time do I have?” Then ask, “What are the three most important pieces of information that I can provide?” Finally, ask, “May I quickly go through my presentation and handle questions at the end?”
- ✓ Listen to what your counterpart has to say and try to get a first evaluation of the potential collaboration (or not)

Phase 2 – During the event

“The Art of Pitch! ”

Observe the 10-20-30 rule

The 10/20/30 Rule of Presentations is that you should use **ten slides** in **twenty minutes** with a minimum of **thirty-point text**. Ten slides force you to concentrate on the absolute essentials. Twenty minutes is the time you have for each meeting in a B2match setting.

Phase 2 – During the event

“The Art of Pitch! ”

Answer the little man

Imagine there was a little man sitting on “Bill” shoulder.

During presentations every time “Bill” said something, the little man would whisper, “So what?”

You should imagine this little man on your shoulder and listen to him because the significance of what you’re saying is not always self-evident, much less awe-inspiring. Every time you make a statement, imagine the little man asks his question.

Phase 2 – During the event

“The Art of Pitch! ”

Pitch constantly.

Familiarity breeds content. When you are totally familiar and comfortable with your pitch you'll be able to give it most effectively. There are no shortcuts to achieving familiarity—you have to pitch a lot of times.

Phase 2 – During the event

“The Art of Pitch! ”

Shut up, take notes, and regurgitate

- ✓ You're saying something worth writing down → “I want to summarize the conversation so that I am sure to have the right information, I can remember it and share it internally afterwards”
- ✓ **Then follow through**, within a day, on all the promises that you made during the meeting—for example, providing additional information → **kick-off of the follow up!**

Phase 2 – During the event

“The Art of Pitch! ”

Rewrite

- ✓ Adapt your pitch according to your counterpart
- ✓ Adapt your style and wording accordingly

Phase 3 – After the event

The importance of the Follow-up activity

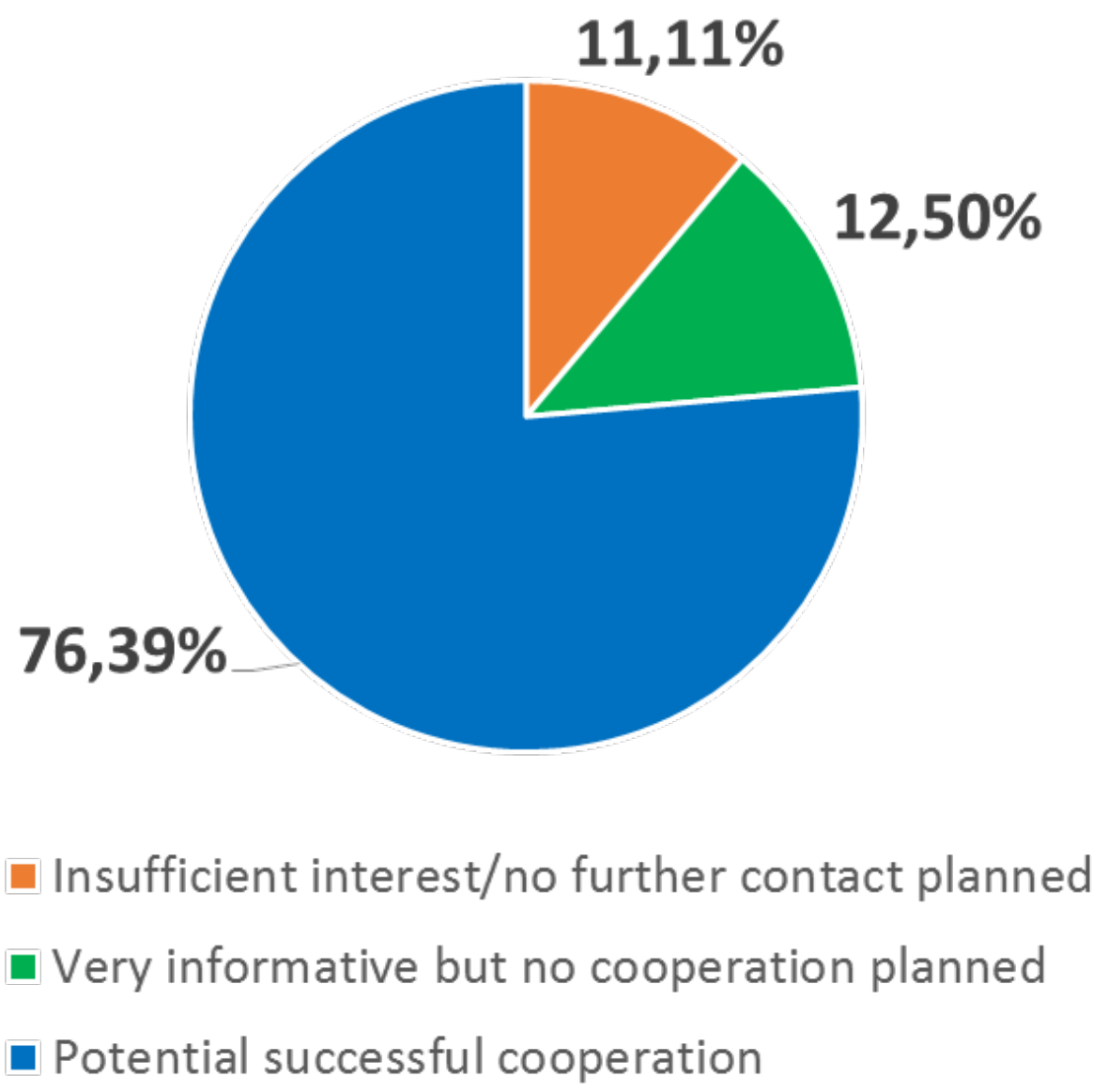
- ✓ your company **invested time and money** to take part in this event
- ✓ You went to the **event with a specific goal**: to find partners
- ✓ You probably **promised** follow-up actions to your potential partner
- ✓ You **don't want to miss** an opportunity of collaboration in case of positive meetings
- ✓ out of **respect** for the counterpart (negative or positive)

Phase 3 – After the event

Potential outcomes of your participation

On 14th February 2017, a **Research Partnership Agreement** was reached between the research team of the **Agricultural University of Athens** and the **European Food Information Council (EUFIC)** through their common involvement in the European proposal with Acronym **BioFreshPack** & Proposal Number: 774058 submitted on 14th February 2017 under **H2020-SFS-2016-2017** call (Sustainable Food Security – Resilient and resource-efficient value chains) and to the **SFS-35-2017** topic of the **Horizon 2020 Programme**. The project aims at designing, **up-scaling and commercializing innovative EMAP packaging solutions** for added value fresh and fresh-cut fruits and vegetables, by offering prolonged storage and shelf-life, while, minimising food loss and at the same time the environmental impact

Partnership Agreement



Take home message:

- ✓ Profile is the **first impression** that you give of your company
- ✓ Your **profile is sustainable** you can recycle it! (via NCP Networks or EEN database)
- ✓ Take your time to write all information (**invest your time** before the event to gain during and after the event)
- ✓ Read between the line and **be strict in your selection**
- ✓ Prepare your **pitch before** and **be ready** for the event
- ✓ Enjoy your matchmaking and **ensure the follow-up!** 😊

Thank you for your attention!

Elena Angiolini

ean@impulse.brussels

Horizon 2020 National Contact Point for SC2 and 4