

Національний університет біоресурсів і природокористування України (НУБіП України)



Webinar
'How to maximize your
matchmaking opportunities'
(28.09.2017)

AUDIO WILL BE PLAYED THROUGH YOUR COMPUTER SPEAKERS OR HEADSET



This project has received funding from the European Union's Horizon 2020
Research and Innovation Programme under Grant Agreement No 652637

www.ncp-biohorizon.net

Як підняти до максимуму можливості пошуку партнерів

**24 жовтня
2017 р.**

КАЛАЧНЮК ЛІЛІЯ ГРИГОРІВНА,

керівник НКП «Харчова безпека стале сільське господарство, морські дослідження та біоекономіка» і РКП «Клімат та ефективність використання ресурсів, включаючи сировинні матеріали» при НУБіП України, E-mail: kalachnyuk_liliya@nubip.edu.ua
Site: <http://www.nubip.edu.ua/horizon2020>



BioHorizon



Обслуговування для НКП

- обмін найкращими практиками і досвідом
- тренінги, воркшопи, рекомендації, інформація



Обслуговування зацікавлених сторін

- посередницькі заходи (національні і регіональні)

посередницькі заходи



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/>

посередницькі заходи



- Які можливості зацікавлених сторін
- Оптимізація участі «до» – «впродовж» – «після»

28_09-2017

На основі доповіді на вебінарі



Elena Angiolini

ean@impulse.brussels

Horizon 2020 National Contact Point for SC2 and 4



Today's speaker:

(28.09.2017)

Elena Angiolini

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

посередницькі заходи

Що це?

Хто вже бере участь у заходах зацікавлених сторін?

З підтримкою чи без неї ?

Захід партнерства чи зацікавлених сторін є серії попередньо узгоджених транснаціональних особистих (face-to-face) зустрічей, організованих в одному місці для компаній та дослідницьких установ з усієї Європи з метою пошуку відповідних партнерів (технологічних, дослідницьких, комерційних)

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

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

Чому потрібно брати участь у посередницьких заходах? --Які переваги?

- Використання іншої події / ярмарку як господарю для проведення подібних зустрічей може принести додаткову цінність для компаній у формі безкоштовного входу на подію
- Включення в каталог події (**видимість!**) та можливість проведення додаткових зустрічей з іншими компаніями, які відвідують подію
- Заздалегідь організовані зустрічі дозволяють зустрітися з тими, кого ви раніше обрали (**висока якість та ефективність!**)
- Все в одному (**в потрібний момент у потрібному місці зустрічається правильний партнер**)
- Більш широкі можливості для створення мережі за межами звичайної мережі

Які зобов'язання

радники / НКП / головний організатор

- сприяти подальшому спостереженню та обміну неконфіденційною інформацією
- підтримка перед - під час та після події

учасники

- інвестувати час у ваш профіль та вибір потенційних партнерів
- стежити за вашими зустрічами після події
- поділитися всією відповідною інформацією з вашим консультантом / НКП

що ти можеш очікувати?

- ринкові та технологічні тенденції
- можливі можливості фінансування (H2020)
- власне «просування» (promotion)
- зустріти відповідних партнерів для ваших потреб
- отримати першу практичну інформацію від експертів
- відвідати відповідні компанії та інститути у вашому секторі



що ти не можеш очікувати?

- негайне підписання найбільшої угоди року на місці
- багато грошей
- знайти клієнтів, які купували би ваші продукти



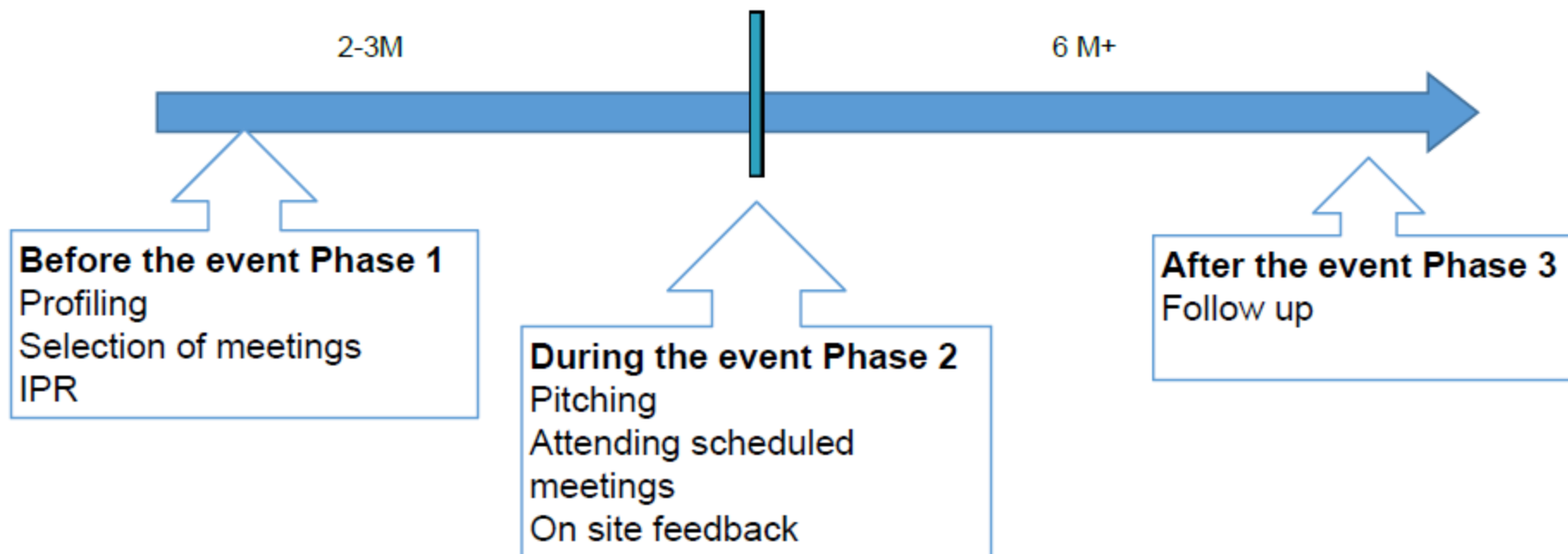
TIMELINE

Introduction to the 3 Phases

Indicative Timeline to prepare your B2B attendance

**орієнтовна шкала часу для підготовки
вашого відвідування B2B**

PLAN AHEAD!





Example profile 3

Приклад успішного профілю



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 ...

1. 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) MINIHYPPOXY 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) MINIHYPPOXY: 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 PARTNERSOUGHT

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 cooperation](#) [Research cooperation](#)
[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**

ПІДСУМОК

Які ключові елементи доброго профілю?

- Чіткий опис вашої організації
- Чіткий опис вашого запиту співпраці і/або пропозиції
- Добра якість і кількість інформації
- Логотип і фото учасника



Складання профайлу

Phase 1: Profiling

Мета добрий і привабливий профайл

Goal → Good and attractive profile



Important for your company to be like a showroom and to be identified by the right partners
бути впізнаним для партнерів

Tips:

- 1) Take your time to write a good profile → save time to be selected by other participants during the meeting and after
добрий профайл збереже час вибору учасниками
- 2) Add exhaustive information on the organization and main core business (organization information)
Додати вичерпну інформацію на організацію і головне ядро діяльності
- 3) Add an exhaustive description of what you are looking for → Cooperation profiles to offer or request technologies or services or project ideas
Додати вичерпний опис того, чого шукаєте ---- Профіль співпраці для пропозиції, чи запиту технологій, чи сервісу, чи проектних ідей



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)

Upload picture

Show Profile

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

Опис організації

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

Опис організації

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





Співпраці профайл

Phase 1: Profiling



Tips:

“Cooperation profile” section

Upload picture

Dimitrios Karadimas

Vision Business Consultants (VBC)

Show Profile

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

У результаті – правильний партнер на основі вашої пропозиції чи запиту



Tips:

Співпраці профайл

Phase 1: Profiling



“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

Чому саме ви?

Який партнер ?

Яка угода ?





ПІДСУМОК

Матриця профілю


Profile template:

1. Company details **Деталі організації/ установи/компанії**
2. Selection of at least 3 areas of activity (green chemistry, E-health, Big data...)
 Вибір 3 галузі діяльності (зелена хімія, Е-здоров'я, «великі» дані ...)
3. Cooperation profile including:
 - ✓ Profile type (offer or request)
 - ✓ Title
 - ✓ Description
 - ✓ Cooperation Sought (technological partnership, business cooperation, Joint venture etc)



Роль керівника /НКП/ Головного організатора

ADVISOR/NCP/MAIN ORGANISER ROLE

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

Вибір зустрічі



- ☐ **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

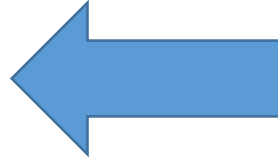
→ **PREPARATION = "secure before sharing"**





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! "


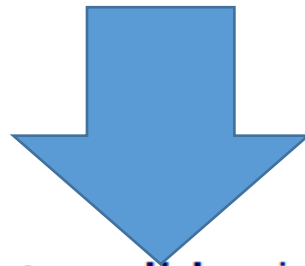
Set the stage

- ✓ 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! "

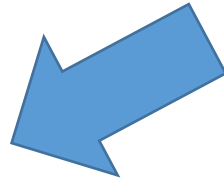
Pitch constantly.

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)

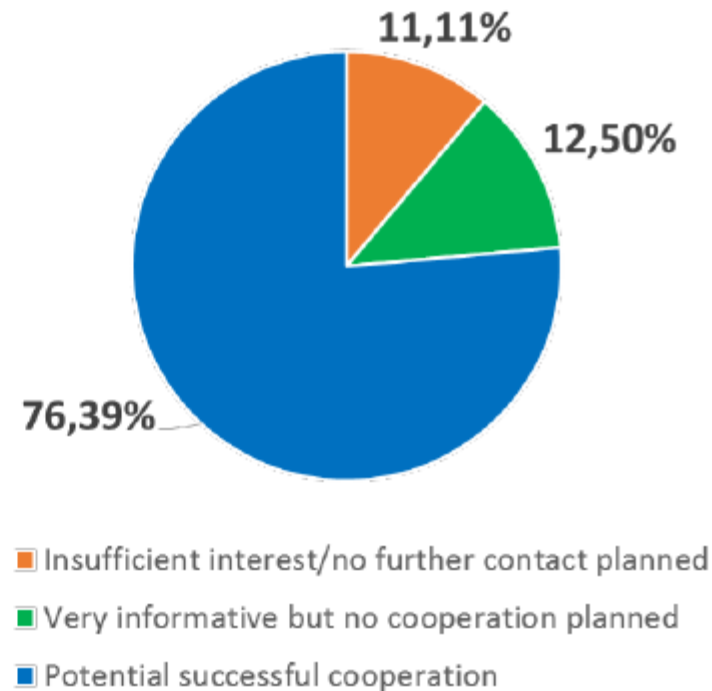


Phase 3 – After the event

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!** 😊