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#EU4DIGITAL

EU4Digital Phase II:

Role of the private sector in the development of High-performance incubation in the Eastern partner countries

EU4Digital Facility
Awareness event

8 August 2023

Agenda

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1. About EU4Digital
2. Understanding high-performance incubation
3. The role of the private sector in supporting incubators
4. The role of the academia in supporting incubators

Q&A

5. Round table: The experience of startups incubation in the EaP
6. Platform for the EaP start-ups

Q&A

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What is EU4Digital?

Introduction: EU4Digital

#EU4DIGITAL

- EU4Digital **project coordinated by DG NEAR**
- **Implemented by EY and subject matter experts**
- **Phase I** – 3 years (2019-2022)
- **Phase II** – 3 years (2022-2025)
- **6 Eastern partner countries** – Armenia, Azerbaijan, Belarus*, Georgia, Republic of Moldova, Ukraine
- **6 thematic digital areas** – telecom, trust & security, eTrade, ICT innovation, eHealth, digital skills
- **Overarching communication and monitoring activities** – https://eufordigital.eu/
- **Involved beneficiaries** – country representatives from the public and private entities

**As a result of the Russian military aggression against Ukraine and the involvement of Belarus recognised in the European Council Conclusions of February 2022, the EU is further suspending planned and ongoing programmes and activities with the participation of Belarusian public authorities and state-owned enterprises. The EU will continue to step up its support to Belarusian civil society.*

EU4Digital ICT Innovation Team Experts

Artūras Piliponis
EU4Digital Team Lead

Anna Pobol
ICT Innovation Stream Lead

Simona Petrikaitė
Deputy ICT Stream Lead

Startup Ecosystem Development

Jesus Lozano
Leading Expert of ICT Innovation Stream

Katerina Bárysheva
Junior Expert
(key contact point)

Networking and EaP Start-ups platform

Anna Pobol
Leading expert and Stream Lead ICT Innovation

Anastasia Hilevich
Junior expert
(key contact point)

What is EU4Digital Incubation Activity?

Introduction: the EU4Digital Incubation activity

— support the development of the EaP digital start-up ecosystem

Phase I (2019 – 2022)

- Phase I **analysed the maturity of the start-up ecosystem** in the Eastern partner countries.
- Analysis showed that **the percentage of startups that become successful businesses** in EaP countries are **over 70% lower than** in the Central and Eastern Europe.
- Based on the study, the **European Commission decided to focus on Start-up Incubation enhancement** in the region, with the potential large-scale programme in this area.

↓

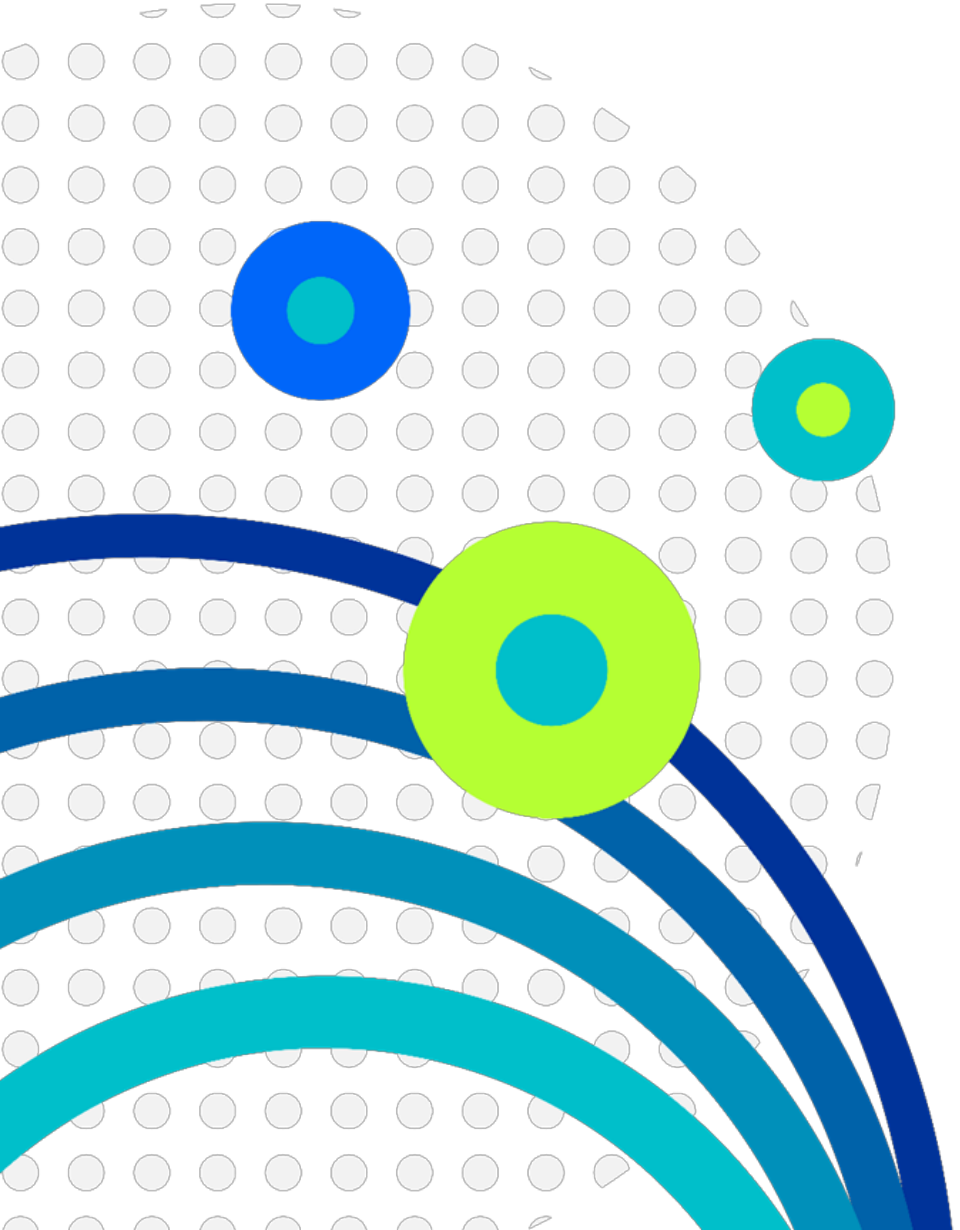
Phase II (2022 – 2025)

- The region's incubation performance analysis.
- Preparation of recommendations for the development of the future programme.

Understanding high-performance incubation

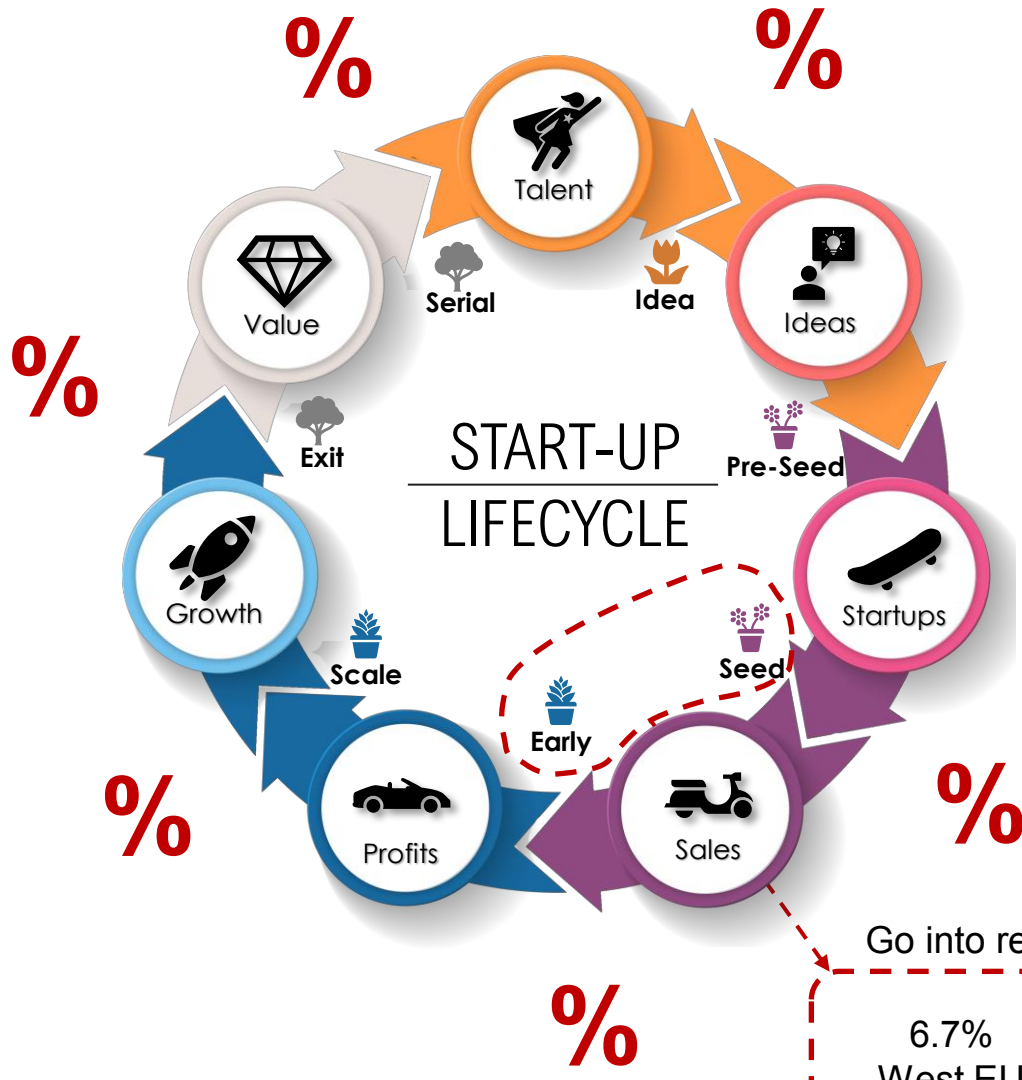
Jesus Lozano

Leading Expert
ICT Innovation Stream
EU4Digital



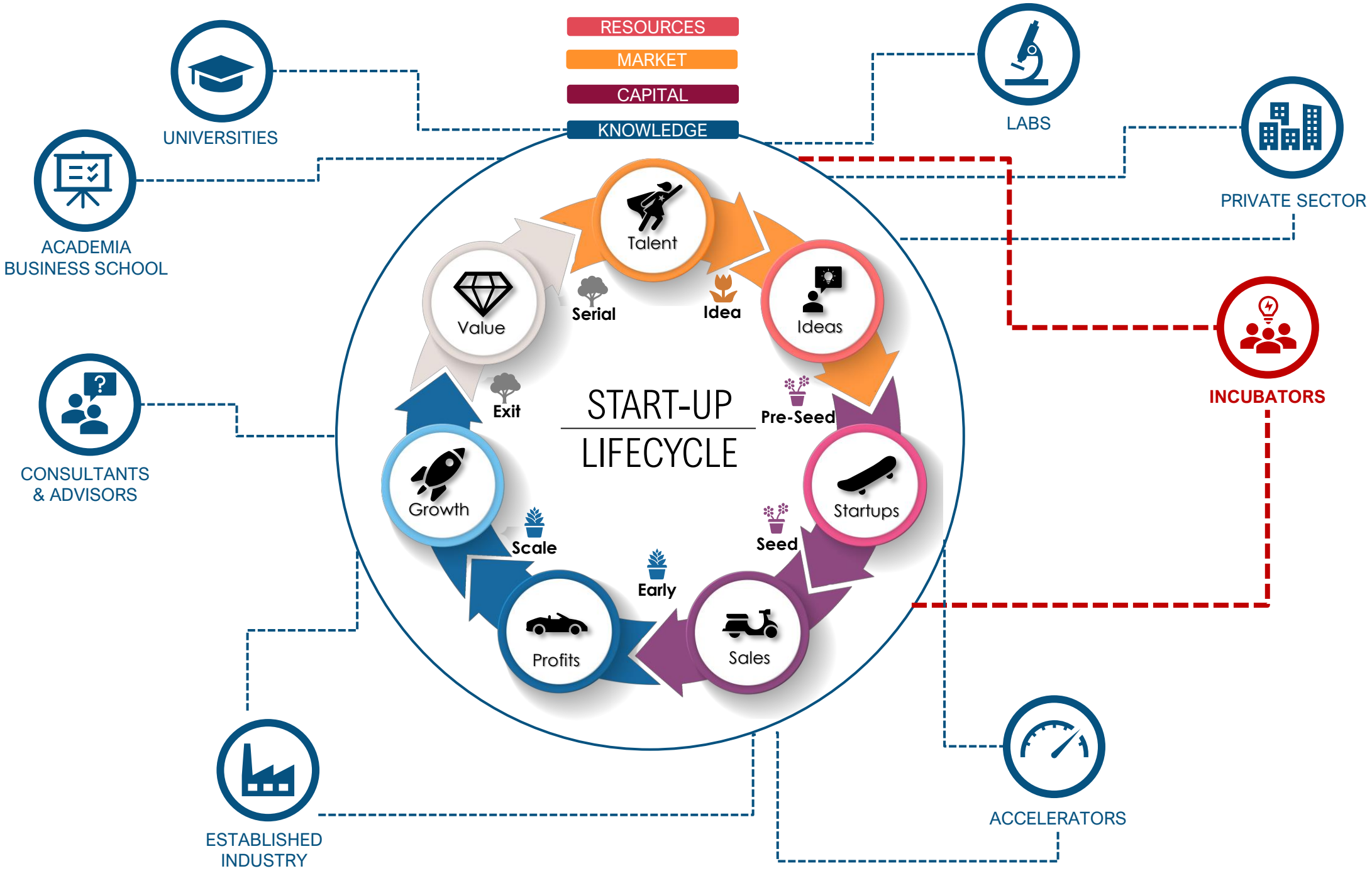
Understanding high-performance incubation

Understanding high-performance incubation



Go into recurring sales from Early to Seed:

6.7%	4.2%	1.1%
West EU	East EU	EaP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UNIVERSITIES
LABS
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BUSINESS SCHOOL
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& ADVISORS
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ESTABLISHED
INDUSTRY
ACCELERATORS
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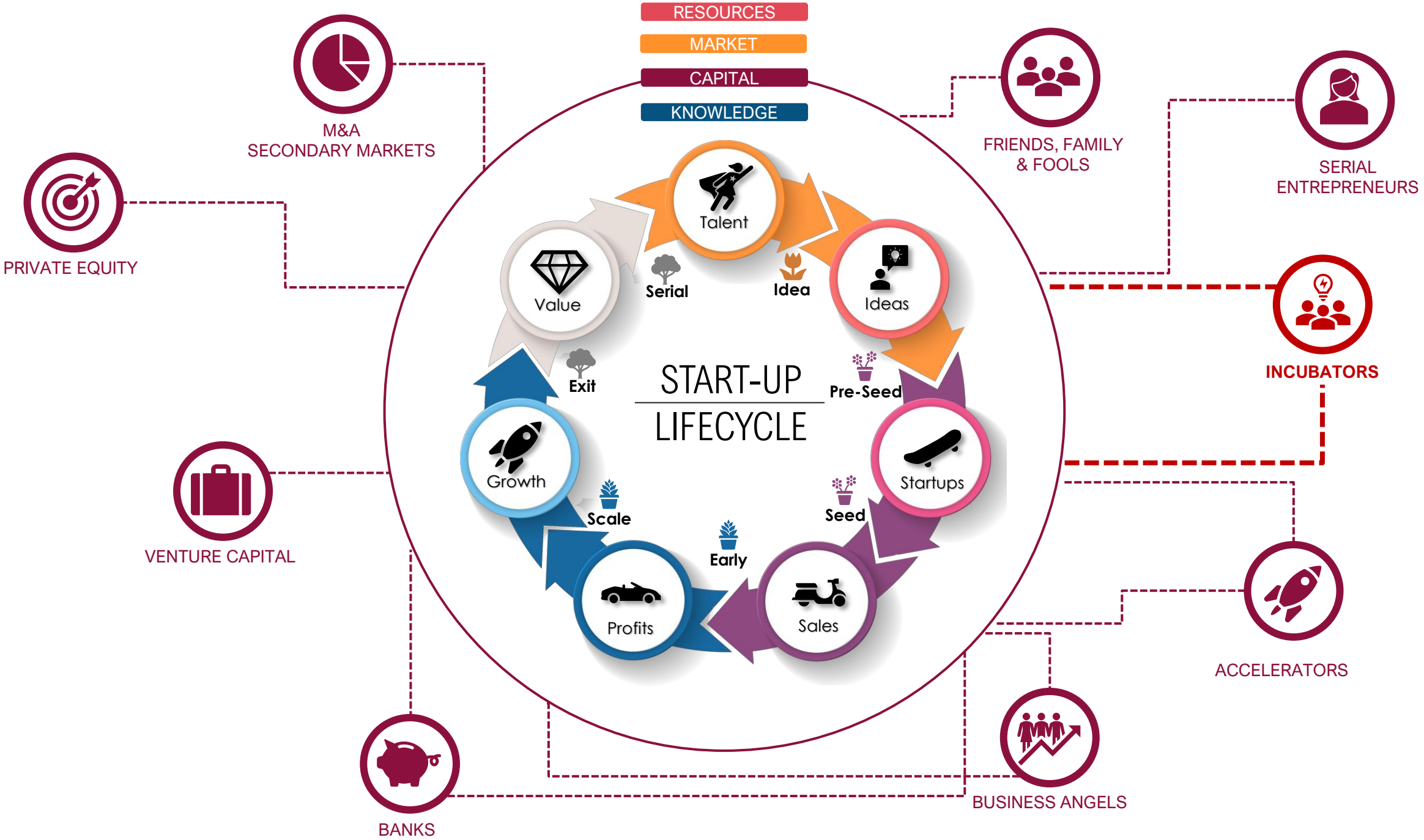
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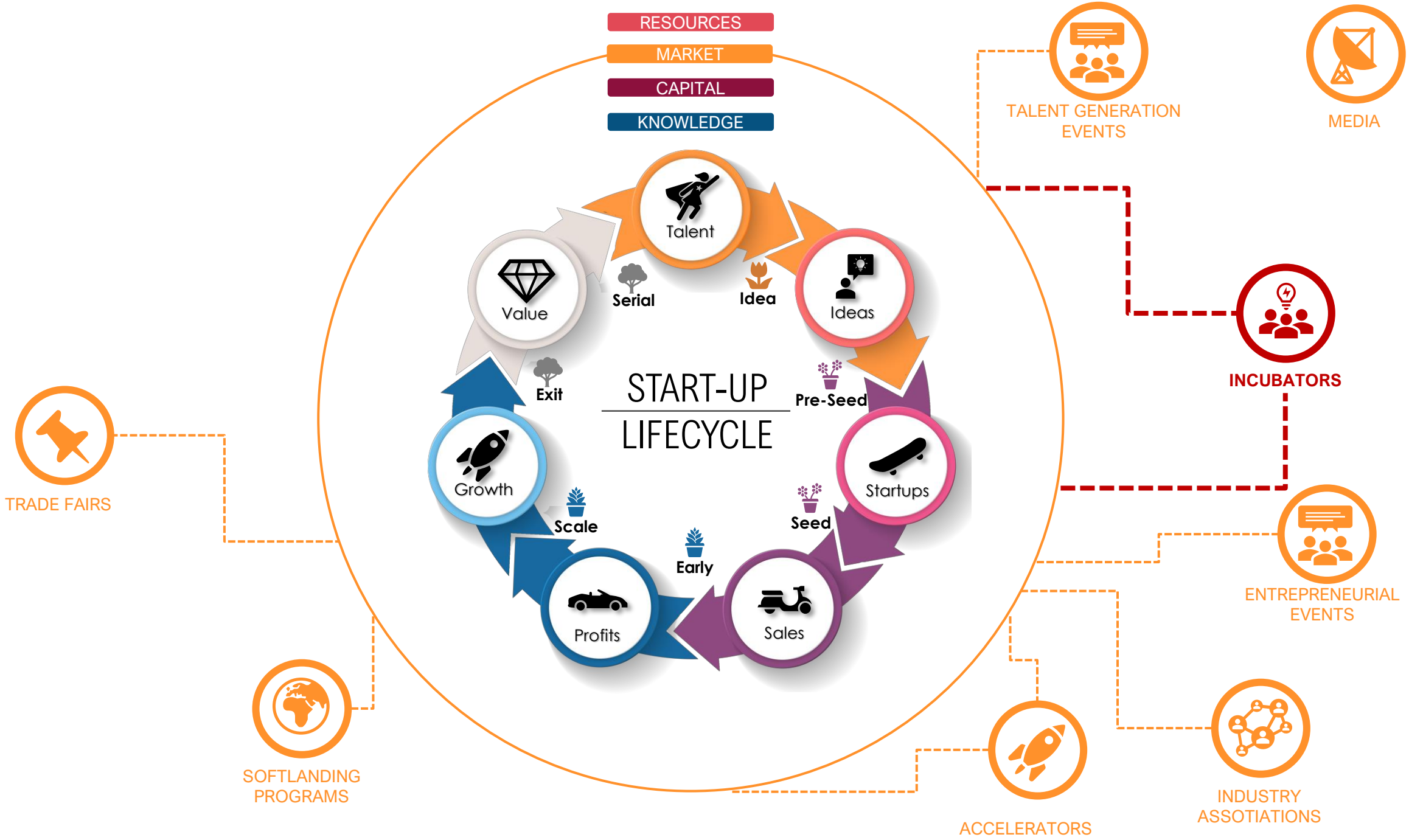
BUSINESS ANGELS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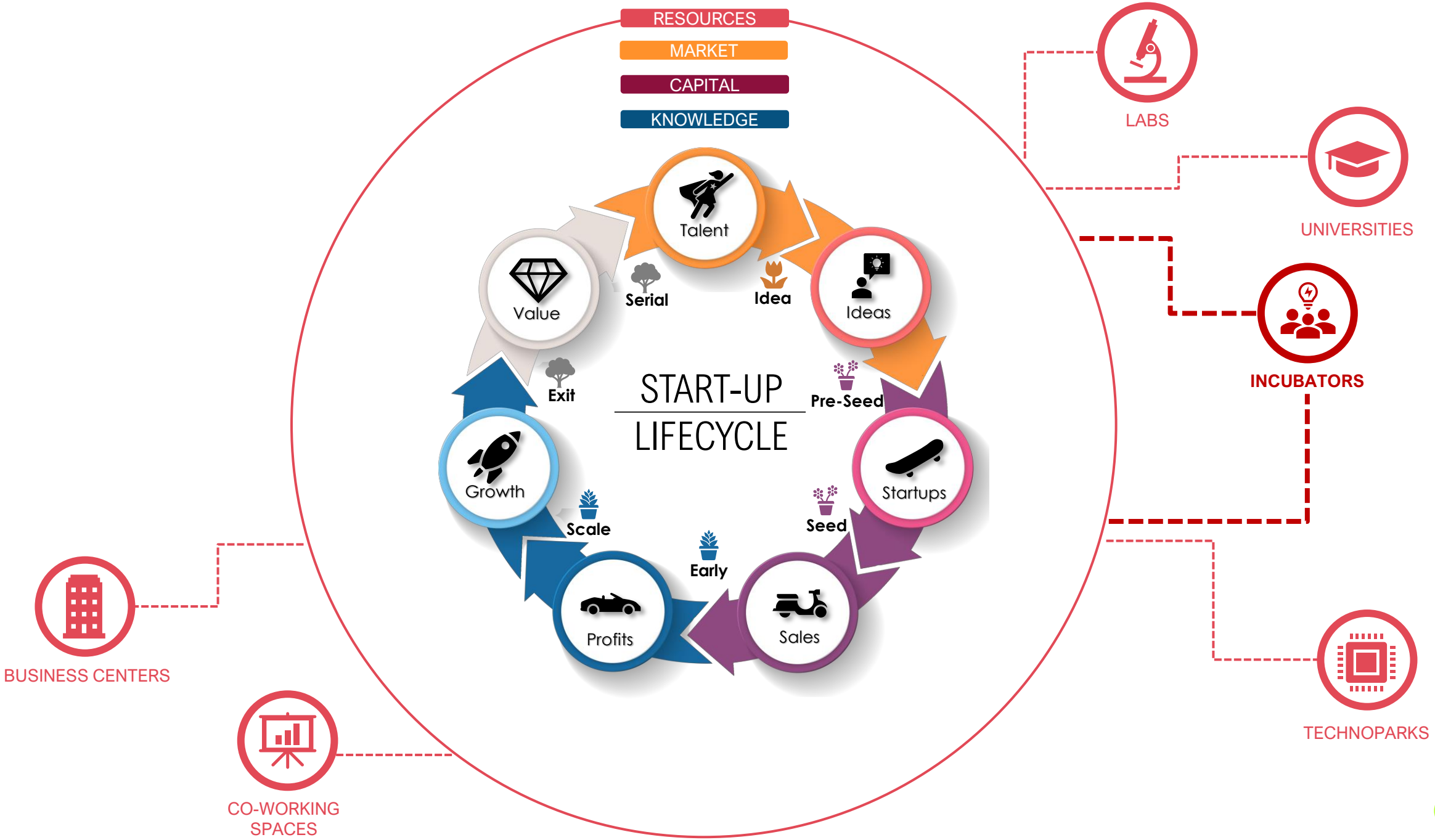
TALENT GENERATION EVENTS
MEDIA
INCUBATORS
ENTREPRENEURIAL EVENTS
INDUSTRY ASSOTIATIONS
ACCELERATORS
SOFTLANDING PROGRAMS
TRADE FAIRS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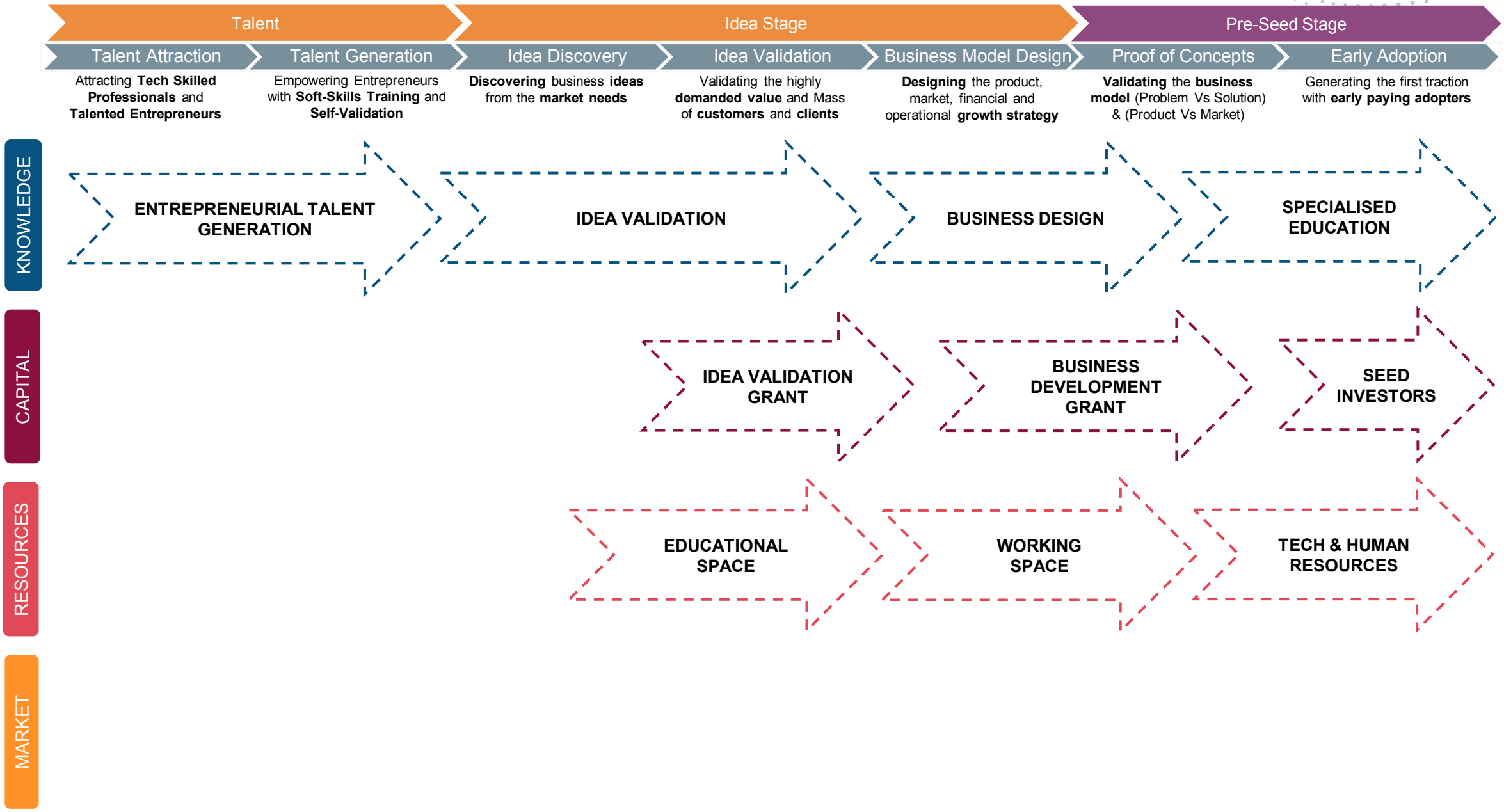
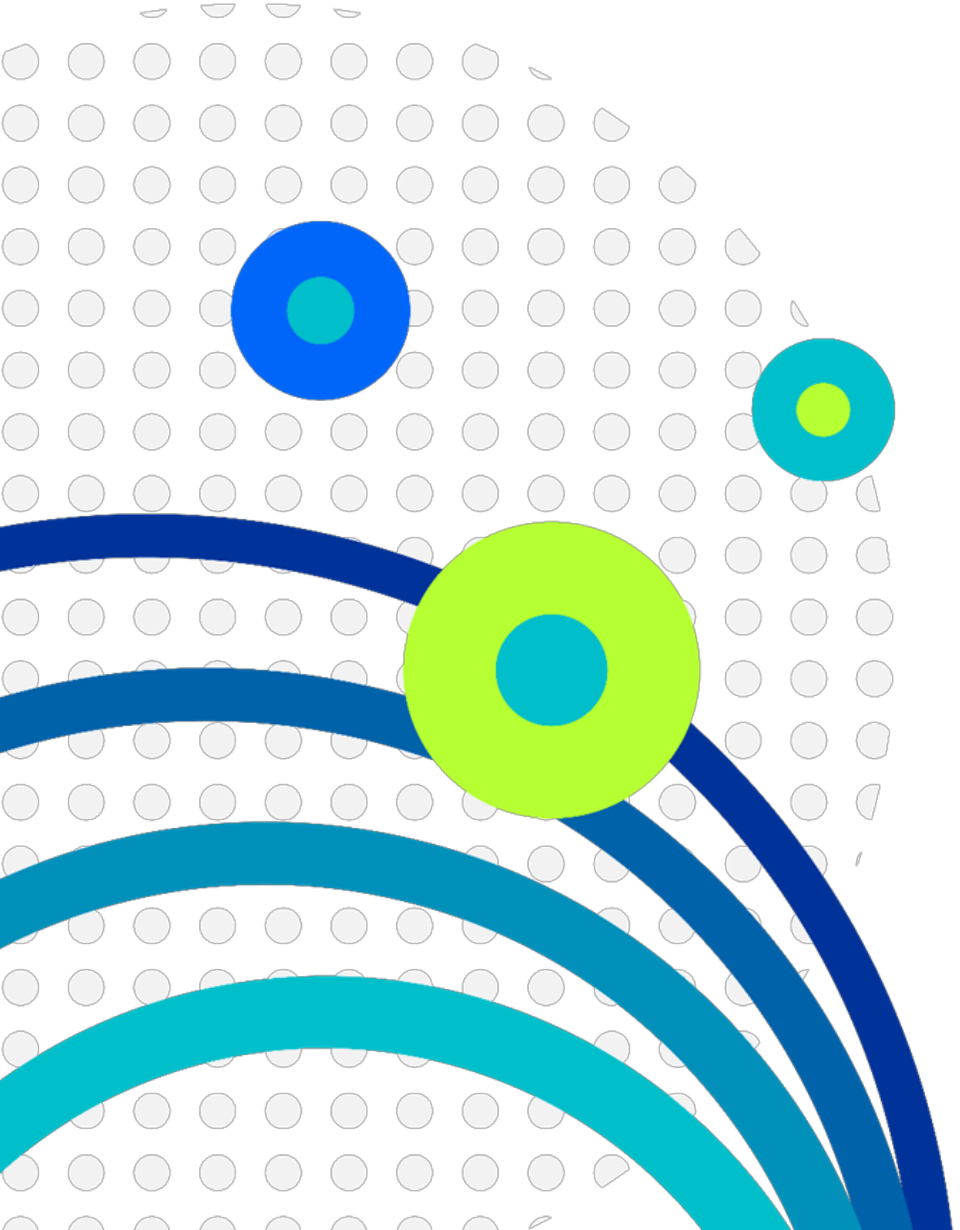
TECHNOPARKS
BUSINESS CENTERS
CO-WORKING
SPACES

Understanding high-performance incubation





The role of the private sector in supporting incubators

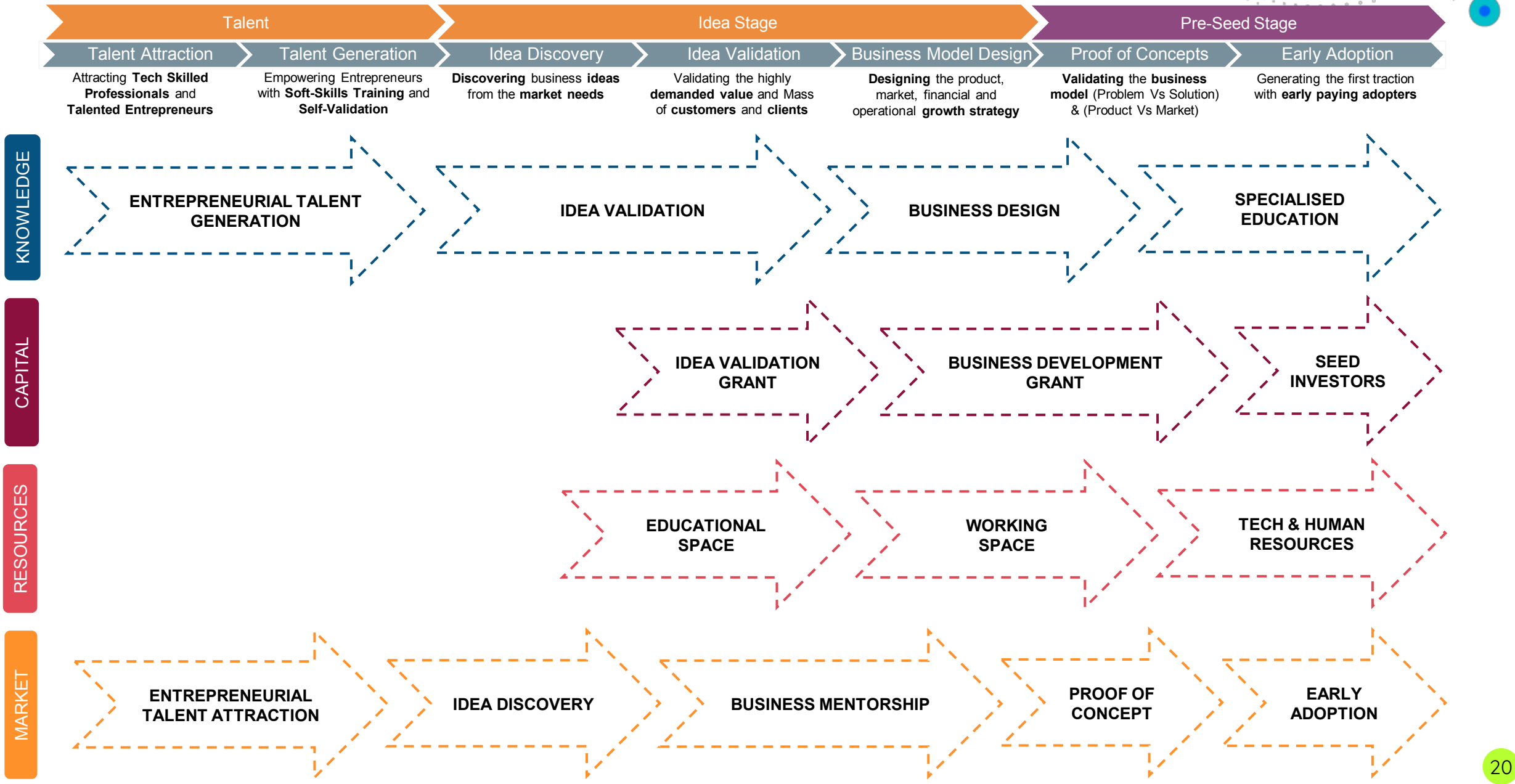
The success of a company is in its market strategy

What is a High-performing incubation?

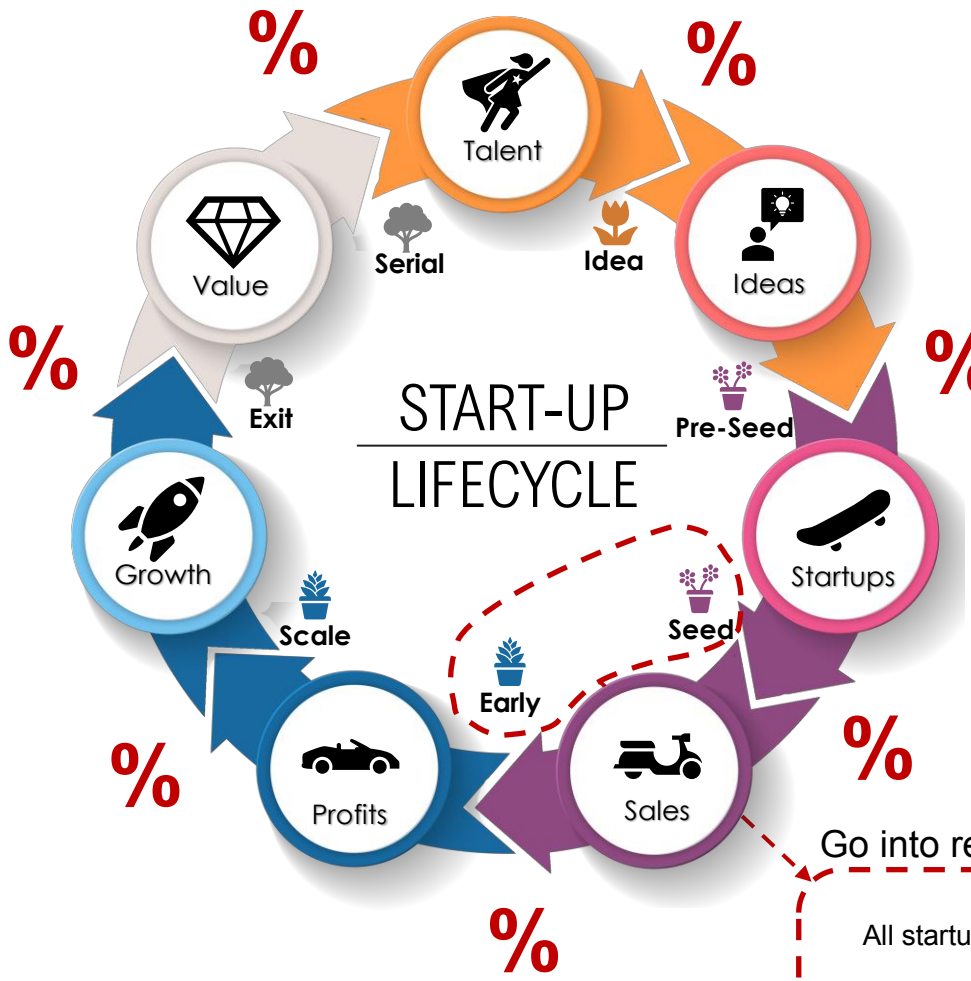
WHY?

1. Research and development (R&D)
2. Access to talent
3. New revenue streams
4. Access to new markets
5. Early-stage investments opportunities
6. Corporate Social Responsibility (CSR)
7. Brand visibility
8. Market intelligence

Understanding high-performance incubation



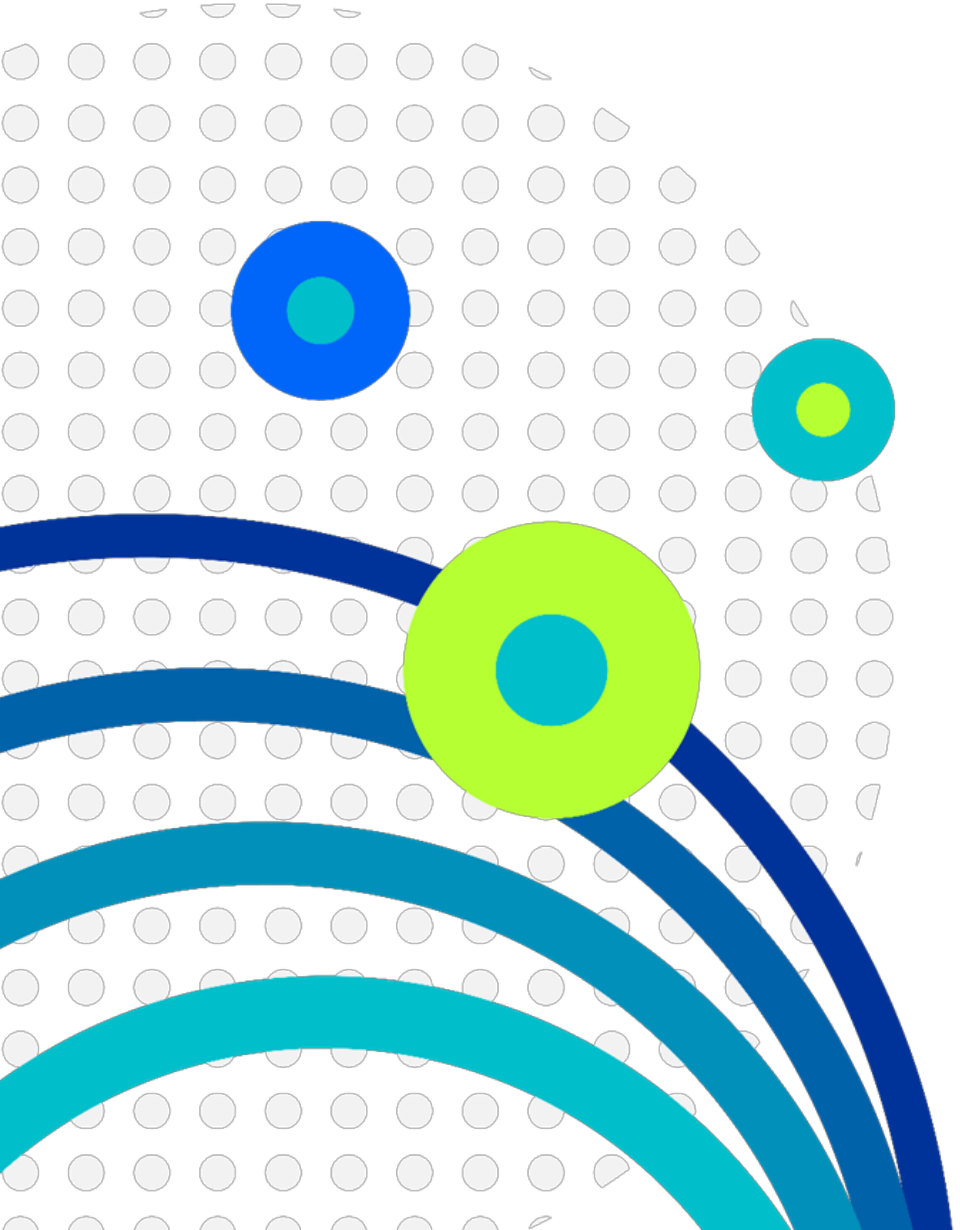
Understanding high-performance incubation



Go into recurring sales from Early to Seed:

All startups	6.7% West EU	4.2% East EU	1.1% EaP
Incubated startups[1]	36.2% West EU	24.8% East EU	7.2% EaP

[1]Source: Crunchbase



The role of the academia in supporting incubators

What is a High-performing incubation?

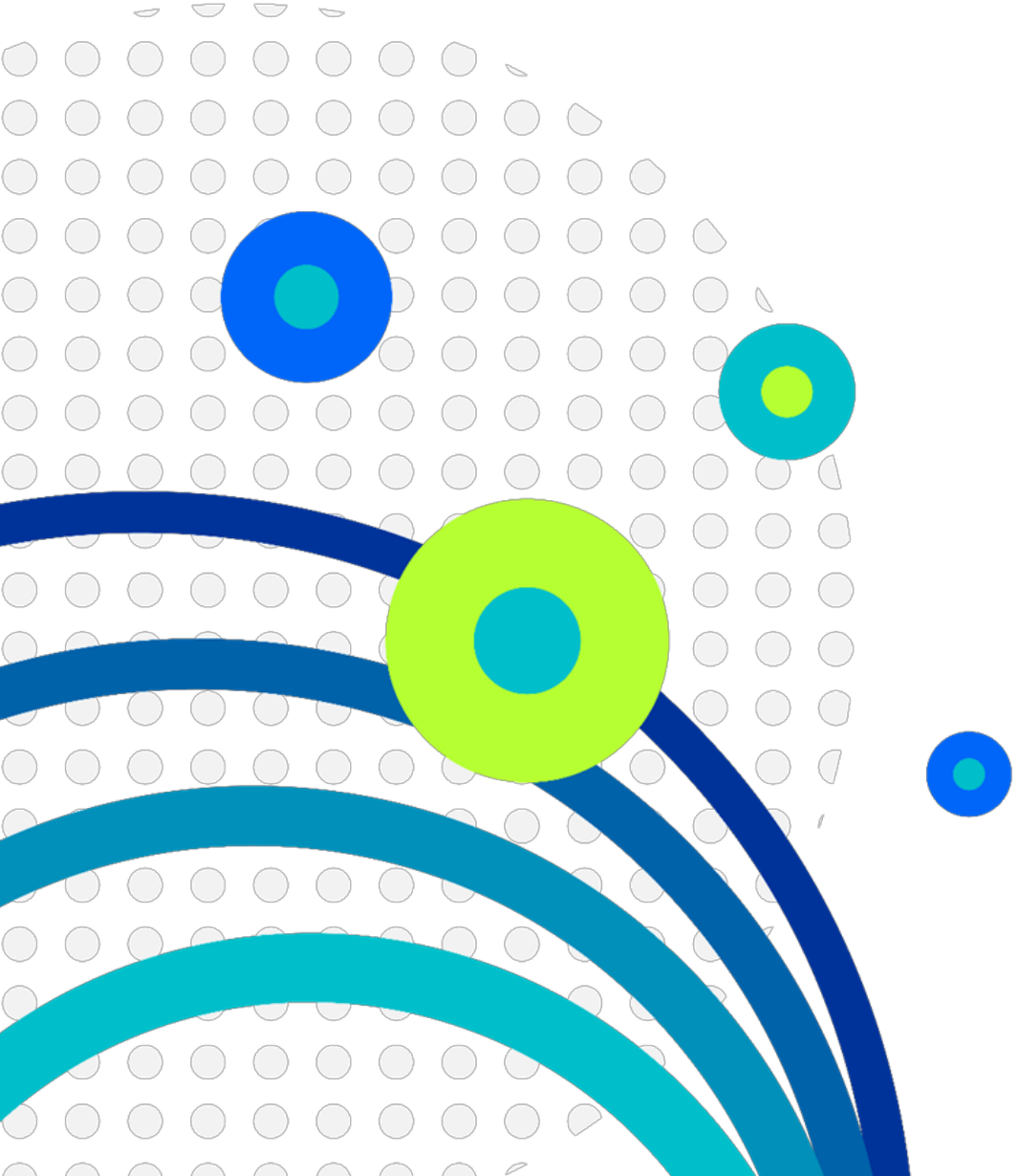
WHY?

1. Promoting entrepreneurship
2. Access to market
3. Knowledge transfer
4. Access to funding opportunities
5. Real-world learning experience
6. Industry-academia collaboration
7. Enhancing university reputation
8. New revenue streams

What is a High-performing incubation?

HOW?

1. Ensuring incubator sustainability by providing operational, technical, and human resources.
2. … nothing else!!



Q&A

Round table: The experience of startups incubation in the EaP

Traian Chivriga
XY Partners,
Moldova

Ketevan Ebanoidze
Impact Hub Tbilisi,
Georgia

Aliona Rotaru
Dreamups,
Moldova

Nazar Podolchak
Tech StartUp School,
Ukraine

Pegor Papazian
TUMO Labs,
Armenia

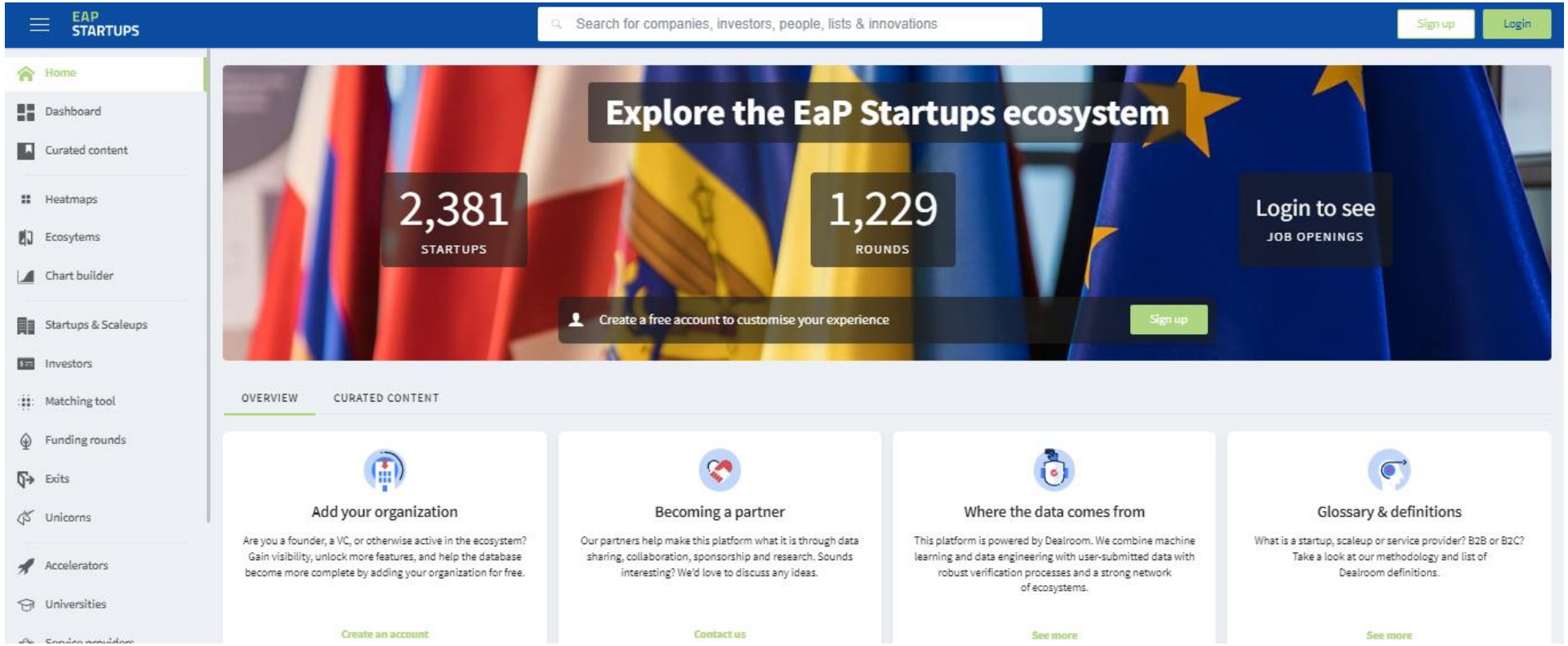
EaP Start-ups Platform

Anna Pobol

Assoc. Prof. Dr.
ICT Innovation Lead
EU4Digital

Platform for the EaP start-ups

- Launched in January 2022. Designed to act as a key tool for tracking the regional startup ecosystem landscape.



- **Platform user guide:** to better understand how your organisation could benefit from the platform as well as how to navigate and efficiently use functionalities and tools provided.

Platform for the EaP start-ups

EaP startup ecosystem platform – a platform for data-driven policy making on ICT innovation, startup matching, and providing key information about the Eastern partner countries' startup and tech ecosystem to various stakeholders

1. Government institutions and Policy makers

- Supporting data-driven policy making
- Help direct decisions for ecosystem support and funding decisions

2. VCs, Angel investors and other investors

- Identify tech startups from the region
- Explore lesser-known emerging tech hubs of the region

3. Start-ups and scaleups

- Find and match investors to back a start-up
- Find information on how startups and scaleups can get support

4. Researchers and journalists

- Use as a single trusted source of start-up ecosystem data for the region and Europe (together with European startups for European tech landscape)
- Identify frontier tech startups as well as emerging sectors and tech hubs

Important notes:

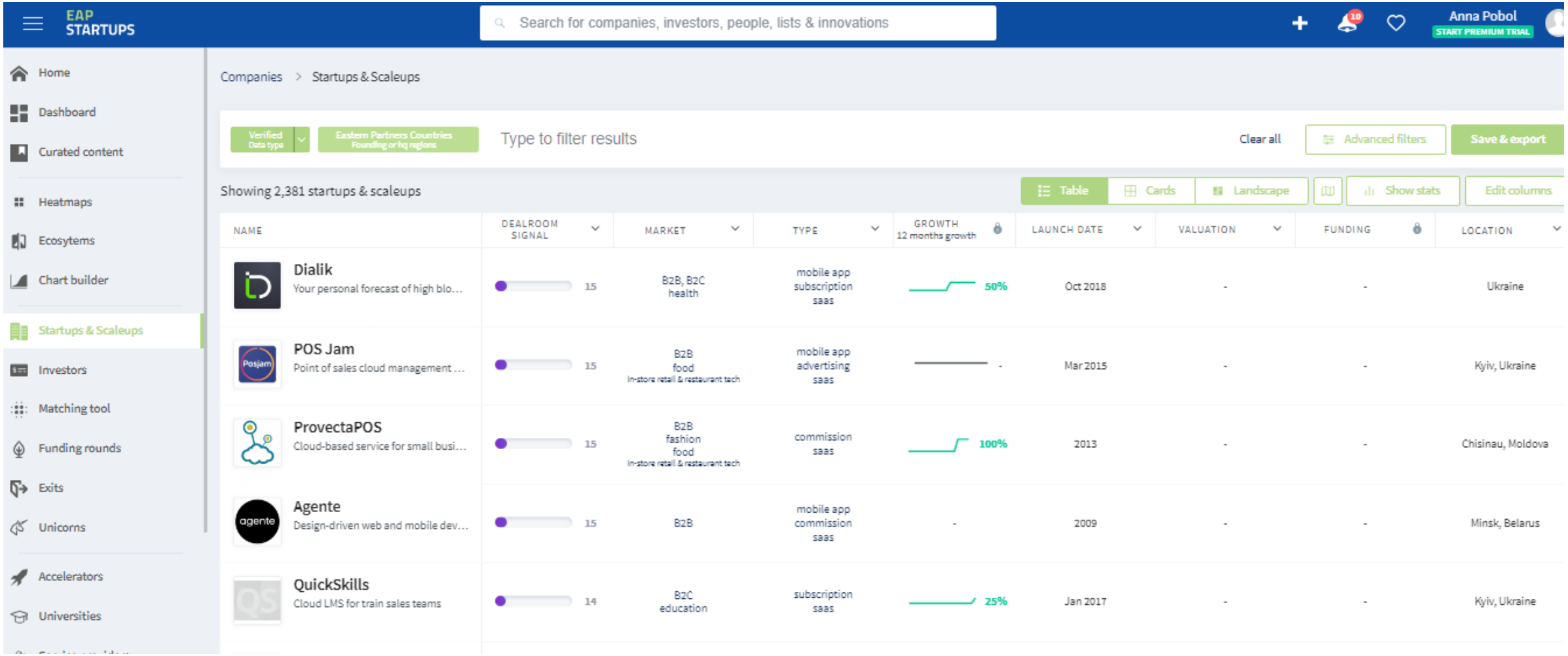
- *Best experience using the platform is ensured by registering with a new account*
- *'Curated content' – a section with most relevant searches of regional or country-specific start-up ecosystem. Opportunity to adjust the platform to suit specific ecosystem needs.*

Platform for the EaP start-ups: Value for EaP innovation ecosystem actors

Groups	Type of actors	Goals	Value from EaP startups platform
Policy-makers	Start-up ecosystem policy-making organisations	National country ecosystem mapping, evidence-based policy and promotion	Sourcing insights and data for informed policy; direct decisions for ecosystem support and funding decisions.
	ICT startup and innovation policy-implementing actors		Creation and curation of the national landscape on the basis of the EaPStartup Platform and its promotion internationally.
			Promotion of international collaboration (EaP & EU) and seeking support from international donors.
Other ecosystem actors	Start-up ecosystem coordinating organization	Sectoral / technological ecosystems mapping and promotion; B2B facilitation Data analysis, key insights identification, informing and inspiring the startups' and investments' promotion policy	Sourcing data driven insights on ecosystem structure and identifying goals and counterparts for sector/technology-specific initiatives.
	Platform data contributors		Promotion of start-ups and scaleups registration and matching with investors (B2B).
	Interested sectoral /technological networks and platforms		Creation of specific landscapes on the basis of the EaPStartup Platform, their curated development and promotion internationally.

[1] Dealroom "Ecosystem platforms are dedicated startup databases focused on specific sectors, cities, regions or countries. The platforms are supported by the Dealroom database and technology, which allows users to run searches, get a detailed view of startup profiles or look up specific investors. In the meantime, policymakers can get valuable insights into their local startup and tech climate. Ecosystems are the most comprehensive maps, providing vital data points and information about the status of the local startup community. Also, ecosystem maps are fully searchable, which means you can apply filters and focus on the information that matters most.
Optimise decision making: It starts with having better data about your own startup ecosystem. This is the foundation to a deeper understanding of where things are going and how to support.
Unlock network effects: The startup database enables companies to identify partners and clients. The matching tool helps startups and investors find the right fit.
Put your startup ecosystem in the spotlight: The database provides a platform to boost your visibility. Dealroom also helps drive engagement through research that not only gets headlines and drives conversations forward.
Fully managed: The platform is a fully managed solution which means that you do not need to dedicate any of your own resources to maintain the platform. It's just always there when you need it."

Platform for the EaP start-ups



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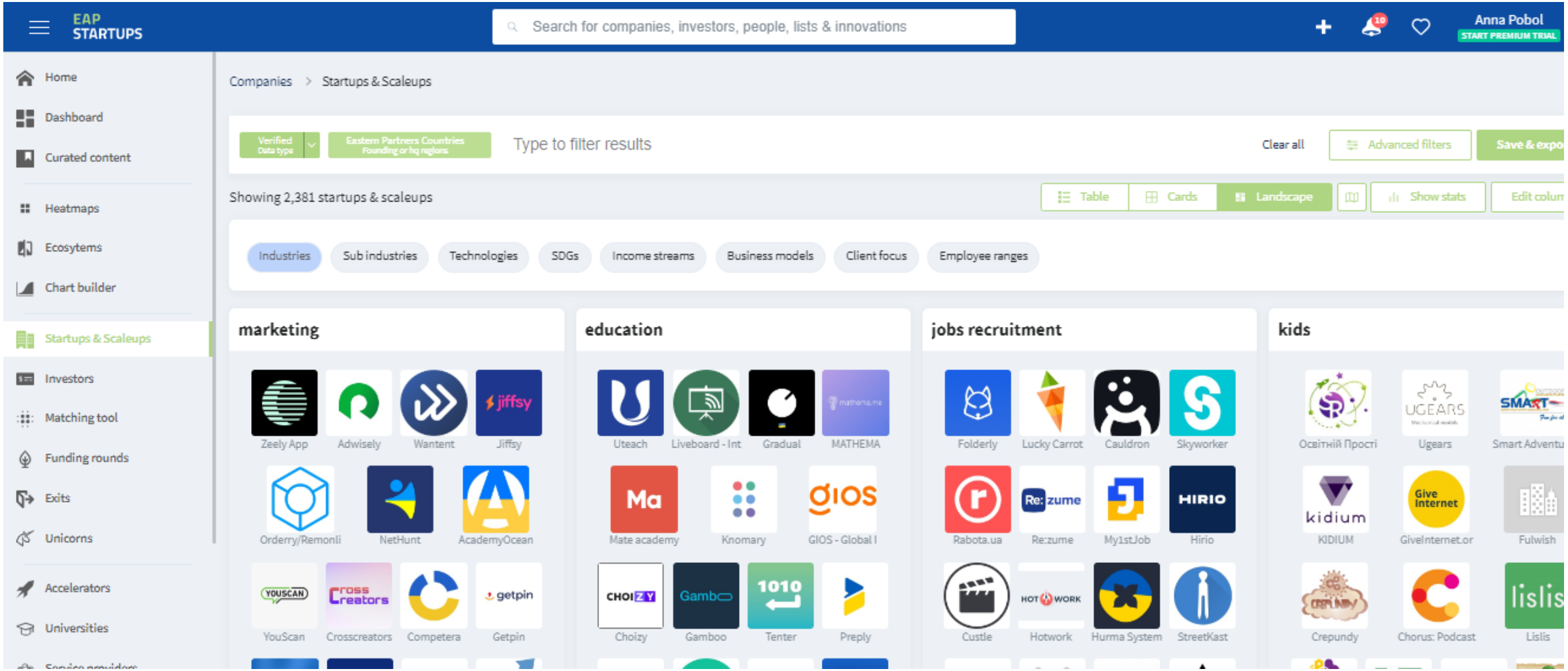

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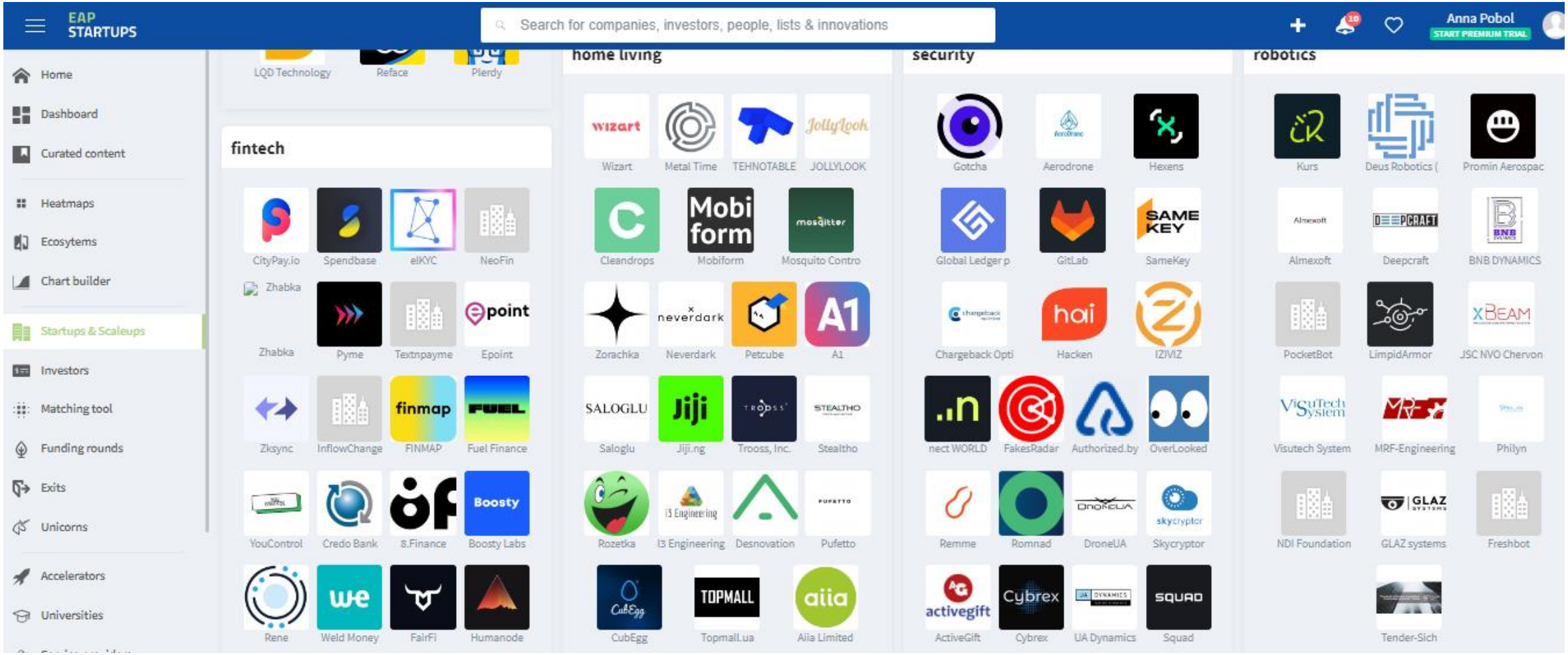

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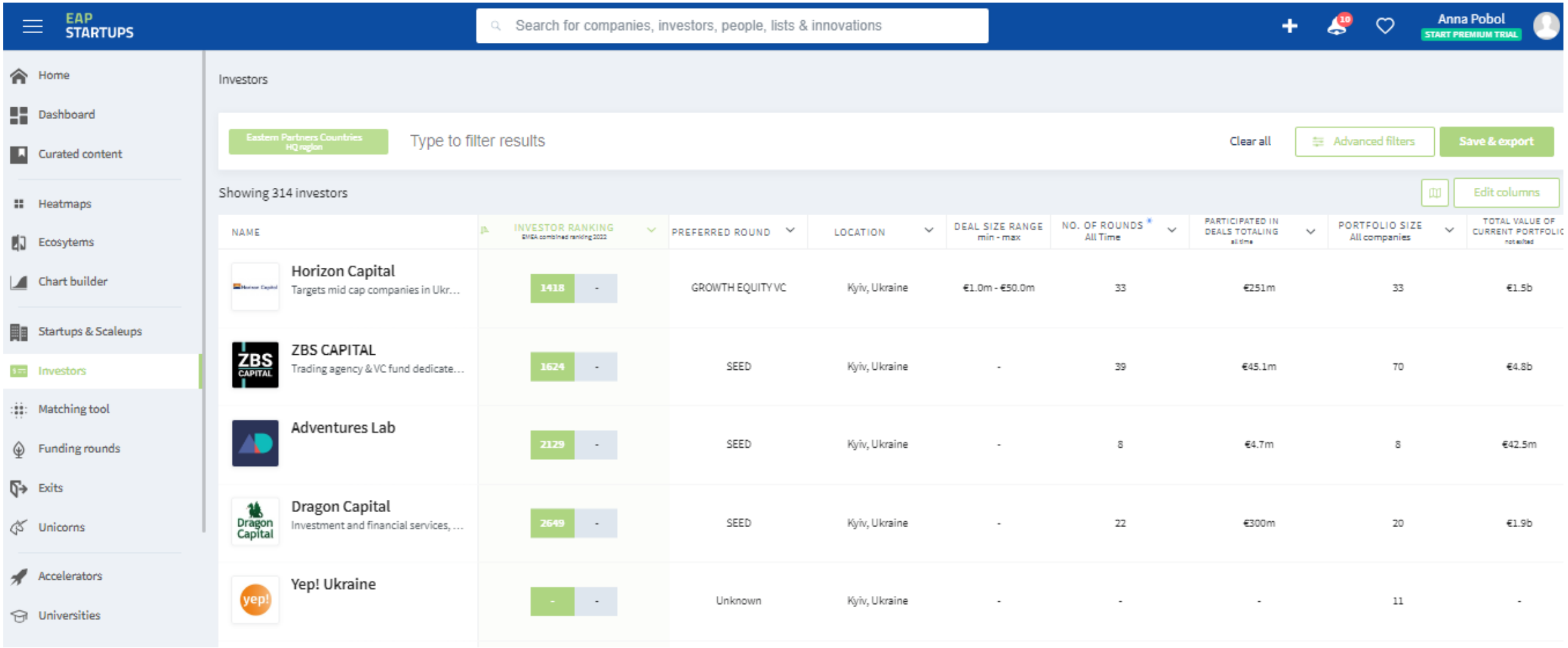

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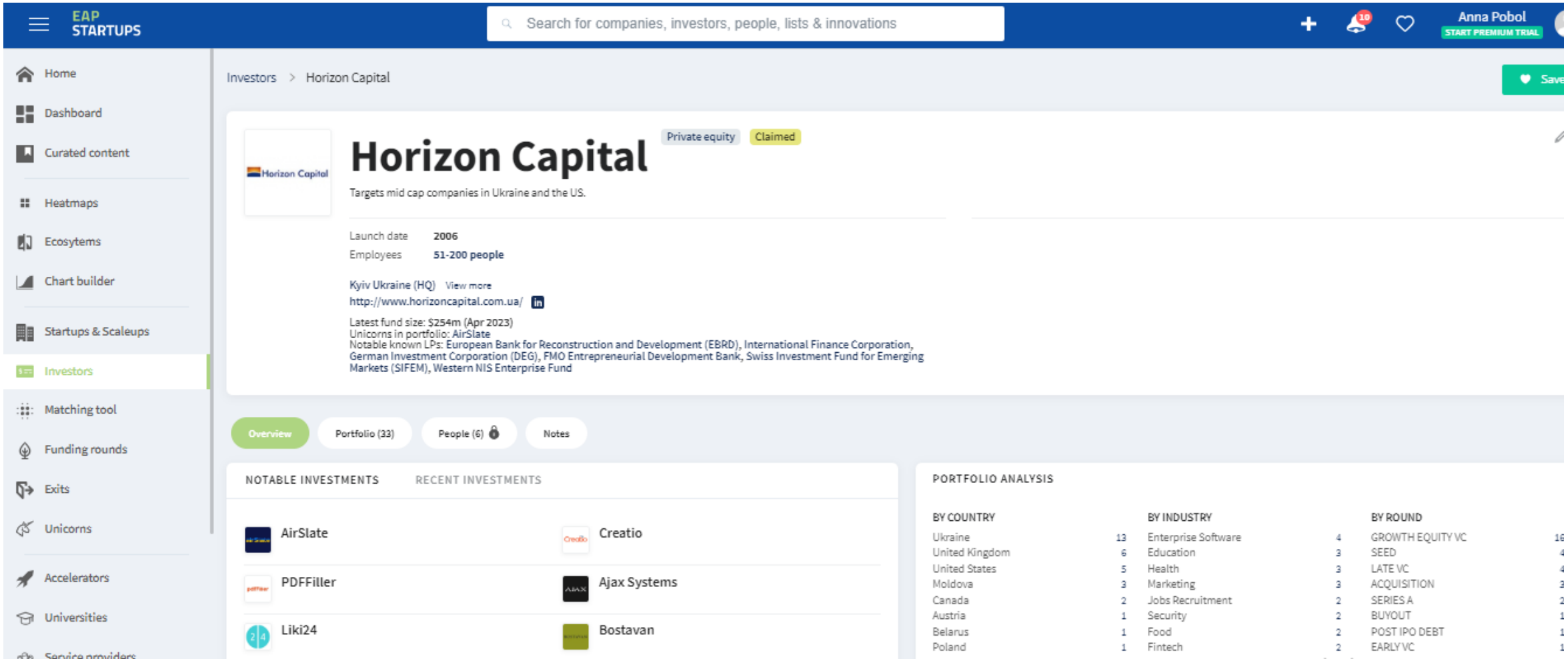

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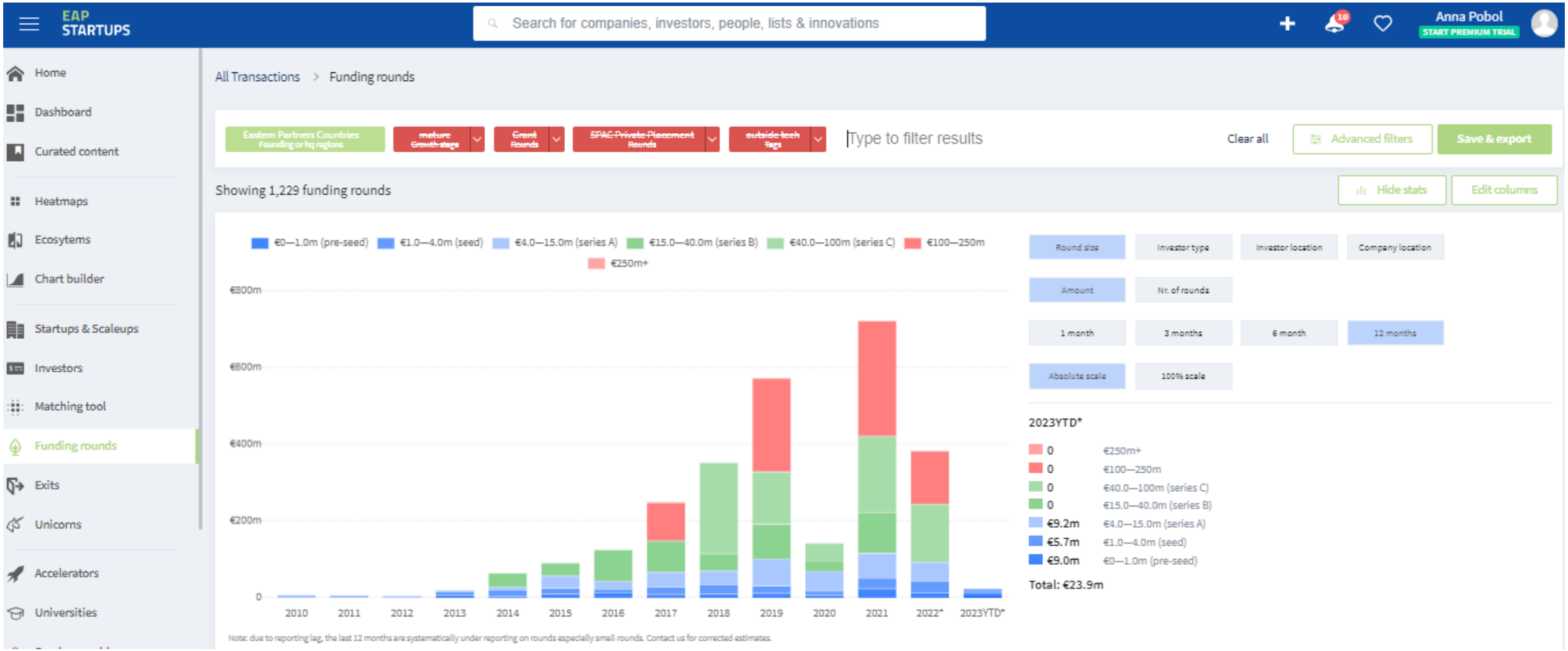

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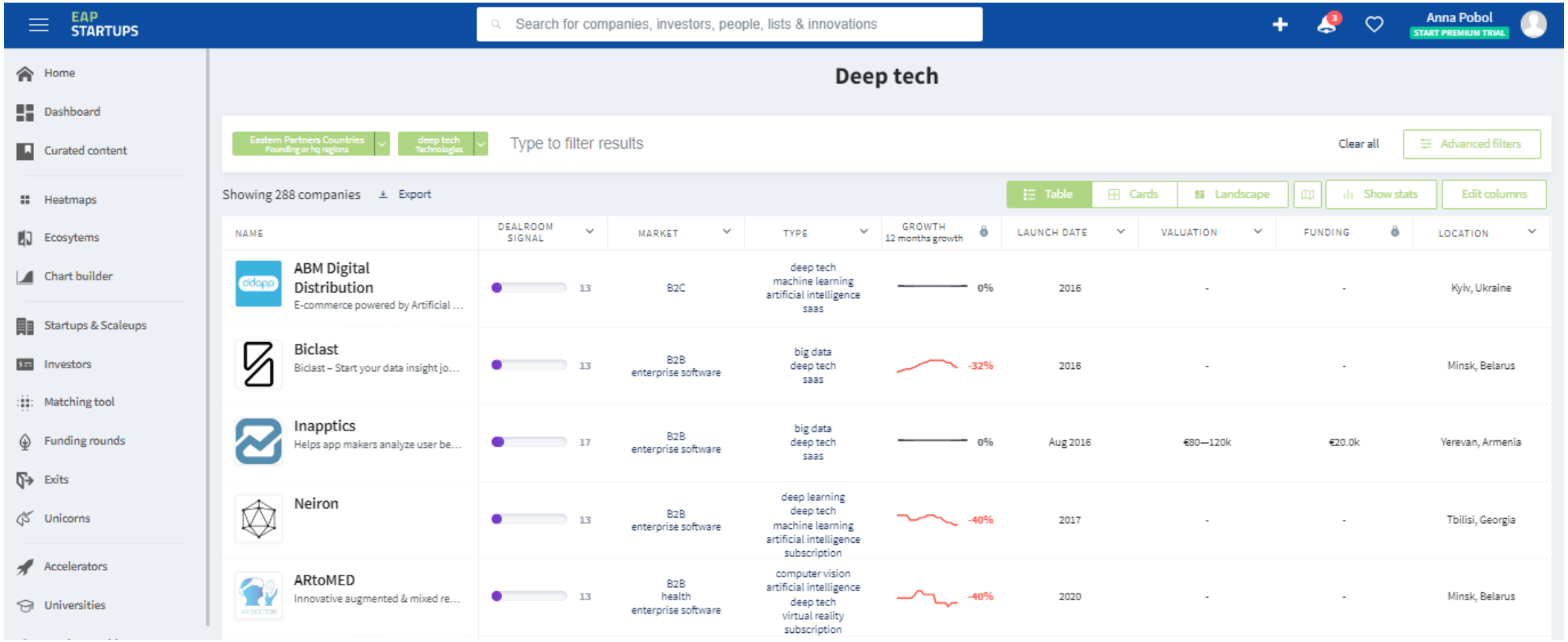
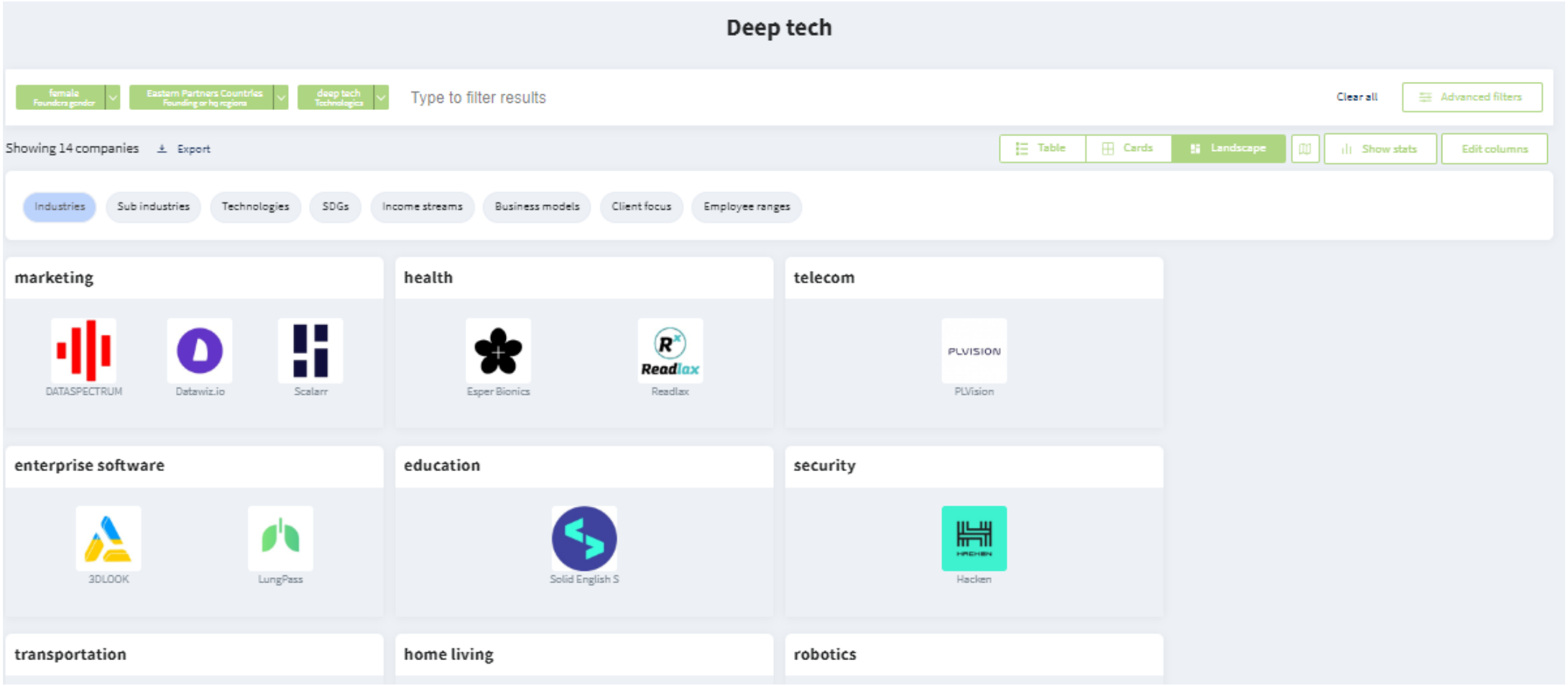
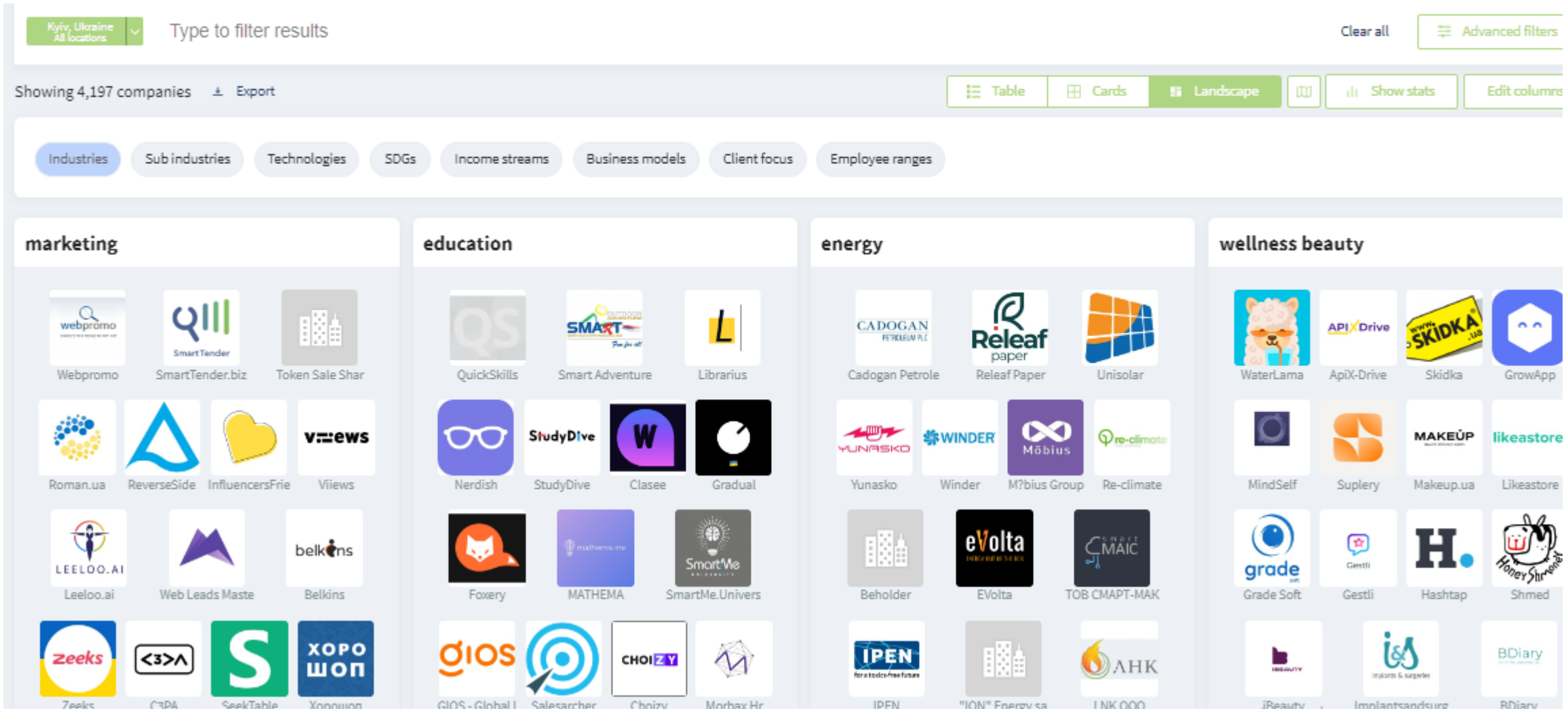


Platform for the EaP start-ups: Female founders in deeptech



Platform for the EaP start-ups: Kyiv startups landscape



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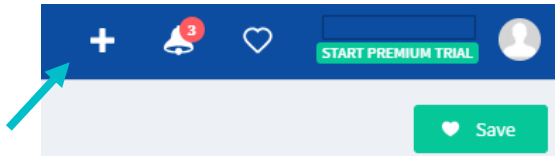
EaP Startups Platform

Built by Dealroom, powered by EU4Digital

1. Sign up at https://eapstartups.co/

2. Check if your organization is already mapped, **claim** its profile and update if necessary

3. To **add a new** organization, click on **+** in the right upper corner



Currently, the following organisations can be mapped:: Fund * Company * Accelerator * Crowdfunding * Service Provider * Government/Nonprofit *Event * University * Workspace

4. If your organisation is of a different type, but is working in the EaP startups and innovation ecosystem and wants to be visible, come back to ICT Innovation team at eu4digital@lt.ey.com

5. Check the platform user guide to better see how your organisation could benefit from the platform as well as how to navigate and efficiently use functionalities and tools provided https://eufordigital.eu/library/getting-the-most-out-of-the-eap-startup-ecosystem-platform/

Sign up: https://eapstartups.co/

User guide see here

Q&A

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