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LIGHTING THE WAY FOR EUROPEAN SCALE-UPS

## **Deliverable 3.2**

### **Europass and Among Investors progress report v1 (Ryan Academy)**

**December, 2018**

**STARTUP  
EUROPE**



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## Introduction

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This deliverable contains the progress report for Europass and Among Investors activities during 2018, the first year of the project and it includes two main parts; a. Europass and b. Among Investors.

Both Europass and Among Investors reports follow a similar structure, which presents details about the events themselves. The following chapters include:

- Agenda and description
- Stakeholders involved
- KPIs contribution vs expectations
- Outreach
- Testimonials
- Lessons learned
- Sustainability

All chapters are equally important but special emphasis is given on the lessons learned and sustainability parts as they present how the particular activities enriched the project, what went well, what was not that efficient with a critical view point to ameliorate the activities for year II. Finally, this deliverable discusses the value and sustainability of and how they will continue to exist after the project is over.

## Europass

Europass is an opportunity for selected “high-value startups” from DDWs to attend top European tech events to meet with investors, mentors, partners and other startups. Each startup is accompanied by STARTUP LIGHTHOUSE partners aiming to organise as many opportunities and meetings for the startups as possible. STARTUP LIGHTHOUSE will attend 6 events across the two years of the project. Two Europass events were held in the first year with 19 startups participating over the two events. The remainder of the events will be taking place in year 2.

As this is one of the highest profile activities, at the European-wide level organised by STARTUP LIGHTHOUSE, publicity is a very important part of this activity.

### Event selection

This activity includes the identification of relevant events for startups to attend. Events will be chosen by the quality of their content and participants, geographic location, and scheduling - to ensure that events fit within the parameters of the project. To date the following have been selected and attended:

- [Bits and Pretzels](#) (Munich, Germany)
  - Once the first two deep dive weeks were held the first event to be chosen was Bits and Pretzels, a 5,000 strong festival that is mainly focused on founders and investors.
- [Web Summit](#) (Lisbon, Portugal)
  - Our second Europass took place at Web Summit, one of the biggest tech conferences in Europe, it attracts a very diverse and global range of attendees and speakers that our startups might not otherwise have access to.

For the remaining four Europasses in 2019, the following high-profile European events will be attended:



***Definitely attending:***

- Dublin Tech Summit (Dublin, Ireland)
  - Currently in negotiation
- Tech Open Air (Berlin, Germany)
  - Currently in Negotiation
    - TOA to deliver:
      - 2 free TOA19 Festival tickets to your team;
      - 15% discount on all types of TOA19 tickets for your community using the special code generated and distributed by TOA team;
      - Your company as a Community Partner on TOA website.
    - Ryan Academy to deliver:
      - TOA as an event partner on your website;
      - 1 x Newsletter integration with a Call-to-Action about TOA19 with a promotional code of 15% discount to your community;
      - 2 x Social media posts with a Call-to-Action about TOA19 with a promotional code of 15% discount to your community.
- SLUSH (Helsinki, Finland)
  - They are not dealing with 2019 clients at present

***Depending on package offered:***

- Pioneers Festival (Vienna, Austria)
- South Summit (Madrid, Spain) - most likely based on DDW time scale
- WebIT (Sofia, Bulgaria)

As mentioned above, STARTUP LIGHTHOUSE will negotiate with the event organisers the best package possible to obtain high visibility to both the project and the startup delegation.

The DCU Ryan Academy (Activity Leader) will handle the operational execution of most of the tasks required to complete the activity. Partner support is especially required for the successful execution of these tasks:

- Selection of startups through DDW organisers
  - After the end of each DDW the startups were ranked, in 2019 this will be carried out in F6S due to added functionality on the platform.
  - Selection was based both on the rankings and on best fit for the event, including:
    - most engaged with the programme
    - most engaged with their company
    - able to clearly inform and engage others about their company
    - truly interested in progressing and scaling their company
    - taking actions independently to do so
    - taking actions based on opportunities presented by Startup Lighthouse
- Negotiating with tech event organisers for best deal on tickets and visibility
  - This has been carried out as early as possible to attain and procure the best deals as well as the best value for money.
- Ensuring a stand to represent the project and showcase startup
  - Due to budgetary limits this is unlikely due to the prohibitive cost of booths and stands



- Organising additional activities around the main event e.g. invite-only networking cocktails with investors
  - This has been particularly useful for the startups, particularly when more formal methods of networking and introductions are used.

With the exception of events which take place outside of the STARTUP LIGHTHOUSE Ecosystems (e.g. South Summit, Madrid), the local STARTUP LIGHTHOUSE partners are expected to assist the activity leader in organising additional meetings and networking opportunities for the Europass startups. Local partners are expected to leverage their local networks for contacts to introduce to the Europass startups. Local partners should also help to source venues for networking events and be present during the events to assist with logistics and introductions. In Lisbon, as well as consortium partner FastTrack VC, we partnered with fellow Startup Europe Project, MY-GATEWAY, European Startup Network and Startup Europe Ambassadors Startups.be.

### Startup selection

Startups are selected at least 1 month in advance of the first event that they will be attending. Selection is done internally via the STARTUP LIGHTHOUSE community, where Hub Leaders nominate startups that have participated in their DDWs and then Ryan Academy and ViLabs run an internal online selection process to those interested in the activity.

Selected startups are announced through press releases and all partners are asked to circulate these press releases to their own networks.

Once startups are selected, they must sign a contract with STARTUP LIGHTHOUSE agreeing to take part in the Europass programme and also must provide proof that they have booked their flights to the event they're attending at least 3 weeks in advance of the event. Startups are expected to be in attendance for the entire event and any LIGHTHOUSE activities organised around it, unless they have explicitly asked to attend another side event that is more relevant to furthering their business pursuits.

Each startup receives an event maximum budget of €800 related to traveling costs (flights, accommodation, subsistence and any other relevant costs). OCC remains the partner to centrally handle all reimbursements.

The activity leader will liaise with all startups:

- To ensure they have booked flights and accommodation (and therefore are serious about attending the event)
- To organise tickets for them in conjunction with the event organisers
- To circulate in advance, a detailed agenda for the event including all meetups, events and social activities (e.g. networking dinners)
- To arrange a meeting point for all startups at the beginning of the event



## Events participated in so far

### Bits & Pretzels

#### Selected startups

- Cloudy Boss, Italy, Portugal
- Blookery, Germany
- Booklyng, Spain
- InQuim, Estonia
- Ninja Moba, Malta
- OpenSource University, Bulgaria
- Rosterbuster, Netherlands
- Wego Europe, Italy

#### Two last minute cancellations:

- GreenTickets, Estonia
- Kryptowatt Investments, Germany

### Agenda

#### DAY 1: 29<sup>th</sup> September

- Arrived in Munich, no formal activities planned
- Informal Drinks - Hofbräuhaus München, Platzl 9, 80331 Munich, at 7.30pm.

#### DAY 2: 30<sup>th</sup> September

- Attended the 1<sup>st</sup> day of the conference, starting 9am finishing at 6pm.
- Some talks/events startups found interesting:
  - **How to Negotiate High-Value Partnerships**, 13:25 - 13:55, Academy Stage, Alexander Rittweger (Rittwegeroffice)
  - **How to Negotiate with Corporates: 3 Essentials for Start-ups**, 14:05 - 14:35, Academy Stage, Dr. Rudolf Freytag, (Siemens Technology Accelerator GmbH)



Figure 1. Announcement of First Europass Attendees



Figure 2. Bits and Pretzels entrance hall



- There were a variety of **Speed-dating and matchmaking** events occurring which startups needed to register for – the earlier the better was advised.
- Met at lunchtime (1pm) for a quick catch-up.
- Dinner at 7pm in Wirsthaus in der Au organised by Startup Lighthouse.



Figure 3. Startup Networking Dinner in Wirsthaus in der Au

### DAY 3: 1<sup>st</sup> October

- Attended 2<sup>nd</sup> day of the conference, starting 9am finishing at 6pm.
- Some talks/events you may find interesting:
  - **How to boost your startup with trade shows: some expert advice**; Johannes Scholl (ICAROS) 16:20 - 16:40 - Corporate Stage, Dr. Holger Feist (Messe München), Susanne Goehl (Messe München)
  - Again, there are a variety of **Speed-dating and matchmaking** events occurring which you will need to register for – the earlier the better, you can do so in the matchmaking area. In particular:
    - **Funded startups meet Investors**, 14:30 - 15:30 - Speed Dating for funded startups looking for further funding. Registered at the event.
    - **SAAS eCommerce Blockchain Startups meet Corporates and Investors**, 16:00 - 17:00 - Speed dating for startups from the fields of SAAS, eCommerce and Blockchain who meet corporates & investors. To sign up, register yourself at the Matchmaking Area in advance.
- Evening event: Startup Night hosted by bayme vbm Bayerische M + E Arbeitgeber: Corporates, investors and startups, a pitch competition, open buffet and free drinks - all in one event. Location: Max-Joseph-Straße 5, 80333 Munich. Begins at 7pm, finishes at 11pm.



Figure 4. Startup Night at bayme vbm Bayerische

### DAY 4: 2<sup>nd</sup> October

- Attend closing day of conference: Oktoberfest Networking begins 9am
  - Venue: Schottenhamel Tent, Theresienwiese, Munich



- The last day was a networking event for all participants. 150 tables at the Oktoberfest were hosted by a Table Captain, a well-known, successful internet expert (CEO, CTO, investor, professor, chief-editor etc. It was an opportunity to ask questions, get advice and make worthwhile contacts that move your business idea to the next level.
- You need to book your place on the table from 12pm CEST on the 27<sup>th</sup> of September. You will have received an email with a link if you have registered correctly for your ticket.
- Each attendee could select the table based on the following:
  - Table Topic
  - Table Captain
- At 1 pm, the networking event came to a close, as did bits and pretzels



Figure 5. The Schottenhamel tent where the Oktoberfest Networking event was held

### KPI contribution vs expectations

#### **Twitter engagement over Bits and Pretzels:**

Impressions	4,878
Total engagements	143
Detail expands	13
Profile clicks	31
Url clicks	10
Hashtag clicks	6
Likes	39
Media views	25
Media engagements	25
Retweets	17
Replies	2

#### **Testimonials**

*“Europass: Bits and Pretzels was an invaluable opportunity to mix with peers, investors and the press. The connections we made signal the beginning of relationships that in the near future, could easily become most fruitful”* Lou Schillaci, CEO, Cloudy Boss

*“Attending Europass: Bits and Pretzels as part of the Startup Lighthouse initiative gave our team exciting new partnership opportunities to pursue. It was an invaluable opportunity to check the pace of the industry and see where we are and how we fit into the current startup eco-system”* Hristian Daskalov, OpenSource University



*“Bits & Pretzels Founder Conference was outstanding. It helped us in a sharing table with Gleb Tritus, Head of Lufthansa Innovation Hub talking about future of mobility. So much of learning and rightful networking! Thank you Startup LightHouse and DCU Ryan Academy for bringing us to the event!”* Rajiv Tayal, inQuim

### **Post Event Article**

The activity leader will issue a press release immediately after each startup event summarising the most notable moments during the event, best and most productive meetings, activities, networking, including photos and expected impact - which should be circulated by all partners to their networks.

Bits and Pretzels post: <http://startplighthouse.eu/news/startup-lighthouse-to-bits-pretzels/>

### **Bits and Pretzels: Lessons learned (from feedback form)**

- Advise startups on areas to stay as transport costs could be pooled or shared, reducing outlay for startups.
- The more communication the better.
- At the end of each day, the startups enjoy meeting up together to discuss the day's events, the informal networking was a favourite activity for most startups.
- Workshops, matchmaking, speed-dating needs to be relevant and organised.



## Web Summit

### Selected Startups

- anyThing Connected, Netherlands
- Black Bear, Ireland
- Capte, Netherlands/France
- CopPay, Belarus
- CryptoProfiler, Switzerland
- Exit Entry, Ireland
- NeoSound, Germany
- Precision Navigation Systems, Estonia
- Sanctify, Ireland
- Think Smarter Analytics, Ireland
- Ultra IoT, UK
- Innuos, Portugal – Digital4Her Winner

### Initial announcement post twitter analysis:

Impressions	1,944
Total engagements	635
Detail expands	591
Profile clicks	17
Likes	13
Media engagements	8
Retweets	4
Replies	2

### Agenda

#### 4<sup>th</sup> November

- For those who arrived on Sunday the 4<sup>th</sup> of November, we held an informal dinner/drinks for catching up at the TimeOut Market from 7.30pm.

#### DAY 1: Monday 5<sup>th</sup> November

- Arrive in Lisbon
- 15:30 Web Summit Briefing and Introduction session at Universidade NOVA with STARTUP LIGHTHOUSE and [MY-GATEWAY](#) followed by a networking session.
- 18:00 [Startup Europe Deep Tech workshop](#)
  - Intro & Presentation by EC official on calls relevant for Deep Tech startups
    - AI: Call #1 - Robotics in Application Areas



Figure 6. Twitter announcement post of Web Summit Attendees



- Blockchain: Call #1 Supporting the emergence of data markets and the data economy & Call #2 Next Generation Internet - An Open Internet Initiative
- The subject of cascading calls in 2019 in the domain of Next Generation Internet will also be presented.
- Talk from Michael Leenars of nlnet, a company based in the Netherlands that invests in companies who are committed to an open and more inclusive digital world
- Robert Kaluza from Billon Group spoke on the benefits of Blockchain and overcoming legacy IT.
- Location: Sala Multiusos 2, Floor 4, Edifício I&D, Faculdade de Ciências Sociais e Humanas (NOVA FCSH), Universidade NOVA de Lisboa, Avenida de Berna, n.o 26 C 1069-061 Lisboa
- Networking drinks with MY GATEWAY Project, incorporated with Web Summit's Night Summit
- 8pm Night Summit: Waterfront Rua Bojador with bars orientated by country



Figure 7. Ricardo Mendes da Silva opens the SE Deep Tech Workshop

#### DAY 2: 6<sup>th</sup> November

- Attended the 1<sup>st</sup> day of the conference, starting 9am, with most stages commencing from 10 onwards finishing by 5pm
- Some talks/events that attendees found interesting:
  - **How to Acquire, Grow and Retain Customers**, 14:05 - 14:35, PandaConf, Sameer Dholakia (SendGrid), Martin Henk (Pipedrive), David Steinberg (Zeta Global) and Cynthia Johnson (Entrepreneur Magazine, Bell + Ivy)
  - **The Future of Venture Capital**, 12:40 - 13:00, Startup University, Trae Vassallo (Defy.vc), Greg Sands (Costanoa Ventures) and Alex Konrad (Forbes Media)
- *Group Photo* – arranged for 1pm through WhatsApp group with MY-GATEWAY.
- 7pm For those interested, a tour of Beta-i, one of Lisbon's main entrepreneurship and innovation organisations at Avenida Casal Ribeiro 18, Lisbon.
- 8.30pm Informal Dinner at Xapuri, 1200 484, R. Duques de Bragança 5G, 1200-027 Lisboa, Portugal
- 8pm Night Summit took place in 15 bars around Pink Street



Figure 8. Informal Networking and Introduction Dinner at Xapuri

#### DAY 3: Wednesday 7<sup>th</sup> November



- Attended 2<sup>nd</sup> day of the conference, opening at 9.30am, with most events starting after 10am. All day events finished by 6.15pm
- Some talks/events attendees found interesting:
  - **Scaling in Europe**, 11:15 - 11:30, Alejandro Arracho (Spotahome) and Juliet de Baubigny (Kleiner Perkins)
  - **DeepTech Money**, 15:55 - 16:20 – Sonny Vu (Alabaster), Zain Gulamali (Amazon Alexa Fund) and Paul Michelman (MIT Sloan Management Review)
- 13:00 **Photo-call and Catch-up** with STARTUP LIGHTHOUSE
- 19:30 **European Scale-up Night**
  - Ministerium Club, 72 Praça do Comércio 1100-016 Lisbon.
  - Teamleader, European Startup Network, Startups.be & Flanders Investment & Trade are hosting a European Scale-up Night during WebSummit. Get tactical tips about how to grow your startup, meet & greet with European top scale-ups and learn how to successfully navigate the potential pitfalls of going global!
  - Karl Llewelyn, CEO of Sanctify and Startup Lighthouse representative discusses the difficulties and advantages of scaling.
- Night Summit Events took place at LX Factory's XL Warehouse from 8pm.



Figure 9. Karl Llewelyn (Sanctify) describes the highs and lows of scaling internationally

#### DAY 4: Thursday the 8<sup>th</sup> of November

- Attend 3<sup>rd</sup> day of the conference, opening at 9.30am, with most events starting after 10.45am. All day events finish by 5.15.
- 13:00 **Photo-call and Catch-up**
- 18:00 **Night Summit: Happy Hour** at Casa Independente
- 20:00 **Final Informal Dinner** at Adegas dos Arcos - Cova Funda Intendente with STARTUP LIGHTHOUSE

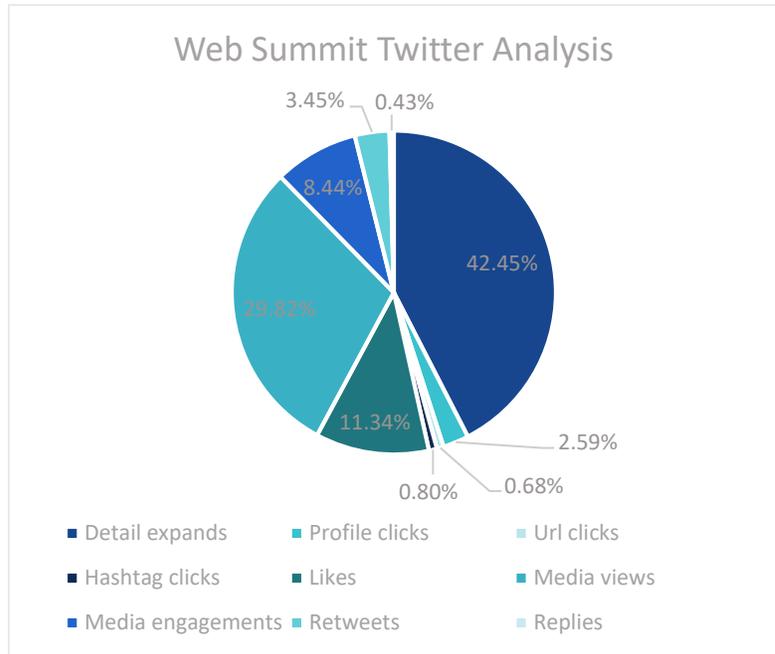


Figure 10. R-L: Simon Litvinov (PRNS), Lewize Crothers (Exit Entry), Antoine Zenié (ULTRA IoT), Gino Wirthensohn (CryptoProfiler), Paul Chipault (Capte), Frederik Westerouen van Meeteren (anyThing Connected), Ina Samovich (CopPay), Karl Llewellyn (Sanctify), Brendan O'Brien (Think Smarter Analytics), Alan Dormer (Black Bear Software), Amelia Santos (Innuos), Andrei Matusevich (NeoSound)



**DCU Ryan Academy Europass Twitter engagement over Web Summit**

Impressions	16,858
Total engagements	1139
Detail expands	689
Profile clicks	42
Url clicks	11
Hashtag clicks	13
Likes	184
Media views	484
Media engagements	137
Retweets	56
Replies	7



**KPI contribution vs expectations**

**Testimonials**

*“In what can sometimes be a lonely and challenging journey, a huge thank you. The Start-up Lighthouse coordinated a terrific 4 days in great company, inspiring, encouraging and guiding us all to do more, better”* Karl Llewelyn, CEO, Sanctify

*“Europass opened a door for us to one of the world's biggest tech event: Web Summit. Gathered many interesting contacts that we will work on”* Simon Litvinov, CEO, Precision Navigation Systems

*“One of the most immersive summits worldwide, you get out of it what you put in to it. Hundreds of opportunities just work hard and make it happen”* Lewize Crothers, CEO, Exit Entry



**Figure 11. Europass: Web Summit was a huge success! We won the Portugal Fintech Pitching Event powered by Accenture, Gino Wirthensohn, CEO, CryptoProfiler**

**Post Event Article**

Web Summit Post: <http://startuplighthouse.eu/news/beyond-deep-dive-weeks-to-the-best-technology-conference-web-summit/>

**Lessons learned from the team leaders side**

- Due to the busy nature of a startup attempting to scale, having multiple methods of checking the agenda/timetable is preferable.



## Key Performance Indicators for Europass

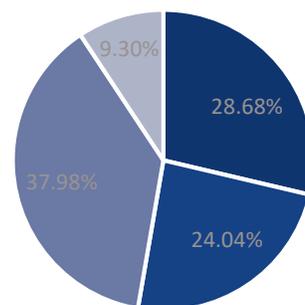
Key Performance Indicators	Year II	Achieved Year I	Justification
Showcase 60 of the best STARTUP LIGHTHOUSE startups to top EU tech events	60	19	10 startups selected for event #1, 8 attendees. 11 startups selected for event #2, 11 attendees.
Have more than 30 investors participating in on-site activities (5 per Europass)	30	14	#1 Startup Night hosted by bayme vbm Bayerische M+E Arbeitgeber. #2 European Startup and Scaleup Night.
Set up over 30 meetings between startups and potential investors/customers	30	8	As more activities will be held in year 2, with more side events, we are projecting a tripling of this year's targets ultimately reaching our goals for the project.
Support selected startups obtain over 480 investment, partnership or customers leads	480	117	
Support selected startups obtain over 120 new international customer leads	120	62	
Support selected startups obtain over 120 investment leads	120	37	

This data has been sourced from a form sent out to our startups on completion of the Europass events. An example of the form can be found in the annex.

- 93% of attendees were hoping to meet partners.
- 80% of attendees were hoping to meet Investors.
- 60% of attendees were hoping to meet customers.

Other goals, to a lesser extent included Mentors, Employees, Market Research and discovery of the competitive ecosystem. All together 216 leads were made.

Breakdown of Lead Type over year 1 Europasses



■ Customers ■ Investors  
■ Partners ■ Employees



## Outreach

### Europass Twitter engagement based on DCU Ryan Academy tweets

Impressions	21,736
Total engagements	1,282
Detail expands	702
Profile clicks	73
Url clicks	21
Hashtag clicks	19
Likes	223
Media views	509
Media engagements	162
Retweets	73
Replies	9

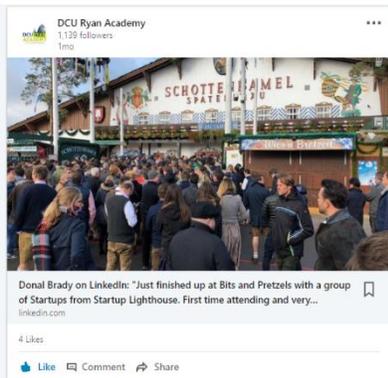
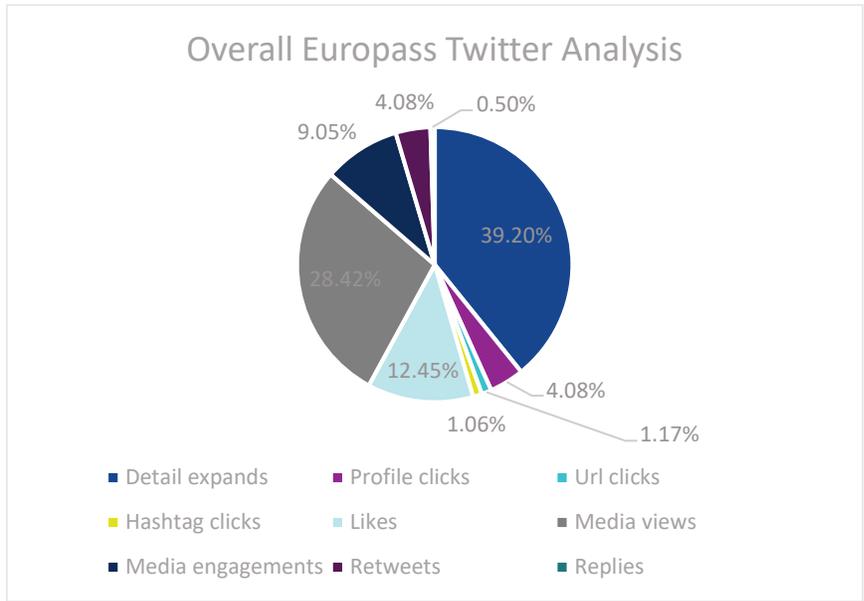


Figure 12. A selection of Social Media postings over the course of Europasses



**LinkedIn engagement over Europass**

<b>Impressions</b>	1,076
<b>Total Clicks</b>	112
<b>Social Actions</b>	41
<b>Engagement rate</b>	7.58%

In particular, the announcement posts that are attracting a large level of impressions are those with images and those which carry advice gleaned from the events. The biggest attraction is the announcement post of successful startups for each of the Europasses.

**Lessons learned**

What went well:

- The startups enjoy engaging with other startups from SL and other European projects.
- Evolvement of the ecosystem and creation of mini communities.
  - Contacts shared between individual startups.
  - Creation of mentor – mentee relationships between older and younger CEO's – e.g. Cloudy Boss and Wego Europe.
- Support from Startup Lighthouse Team.
- Well run workshops, matchmaking, networking events etc.
- Variation in events produces more results, based on attendee personality/willingness to engage.
- Flexibility to react to additions to the startups' schedule.

What could be improved:

- An earlier notification process for the startup attending.
  - Reduces costs.
  - Allows for greater discussion of needs and thus meeting those needs.
  - Engagement with workshops and pitching opportunities.
- Find more structured networking opportunities.
  - Difficult for activities to be relevant for everyone.
  - Identify main similar main aims and areas of interest before.
- Greater push for publicity from external sources.
- More engagement on LinkedIn.

What changes will be taken for next year:

- Earlier notification of travel which will be enabled by earlier Deep Dive Weeks (The Deep Dive Weeks in year one were held later in the year, with the Berlin and Lisbon events being held in September and October which meant a shorter notice period for some startups attending the respective Europass events held in September and November)
  - This will also enable us to avail of nominating our startups for pitching and other networking opportunities at these events
  - It will also enable us to invite others in the case of cancellations such as occurred in the first Europass.

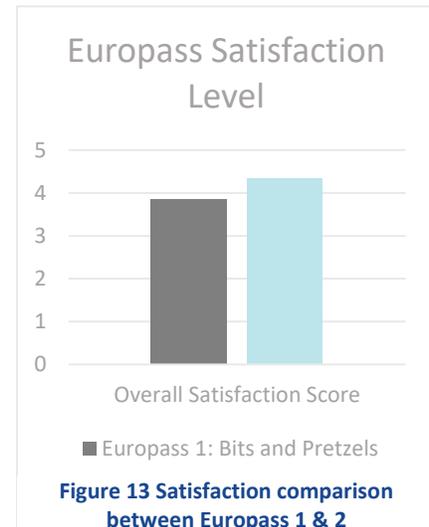


- More options for the startup at these events to ensure value – simultaneous events where necessary.
- Partner and investor focus - this is from feedback from the startup.
- Twitter has so far been the focus of social media dissemination – at least a daily post from LinkedIn will be enacted for the future events.
- More of a build up to the announcement post to create a greater impact on publishing.
- Increase number of meetings arranged from the startup lighthouse side.

## Feedback

The figures below have been rated out of 5 and reflect the satisfaction levels for both Europass events. The total combined scoring for each event as can be seen in figure 13, gave an average of 3.85 for the first Europass and 4.35 was the overall average for the second one. Evidently there has been a marked improvement between the two events. This was aided by our learnings from the first Europass, including earlier notification, a more formal set of activities from the conference sessions themselves and higher levels of communication and networking. We hope to maintain this standard and keep improving, creating more added value for each startup at each Europass event.

- Conference: 4.4
  - Overall, the startups have been very satisfied with the conferences, finding them interesting, engaging and relevant.
- Recommend to a friend: 4.4
  - Most startups were happy to recommend the conference to fellow startups, with Bits & Pretzels, while everybody enjoyed it, prior communication from Bits & Pretzels could definitely be improved.
- Social Activities: 4.2
  - According to the feedback this is one of the favourite parts of the Europass events as it allows the participants to interact with each other in an organised but relaxed setting. They are able to compare how respective days went and impart any information that might help their fellow Startup Lighthouse associates.
- Communication: 4.2
  - Due to delays from the Bits and Pretzels end, certain events could not be confirmed until close to the event, this meant a lower scoring for the first event. We learned from this event and improved our methods of communication.
- Networking: 4
  - While improving from Europass 1 to 2, area's that require improving is in ensuring formalised and relevant events – this may entail, splitting the agenda to ensure that the startup is engaged in their personal field.
- Logistics: 4.3
  - Positively reviewed on the whole, in future, where we are knowledgeable we will be offering advice on where to stay, so that perhaps startups can live nearby and pool costs.
- In conference sessions: 3.6



- This will be a difficult metric for us to improve as it is seeing a lack of formality, with a lack of leadership within activities organised by the conferences themselves. We will compensate through our own networking attendance and activities.
- On average 14.5 leads per attendee.
- 45% of attendees feel they met all the goals for the conference.
- 50% of attendees feel they met most of the goals for the conference.

In particular, it shows that the areas that are most in need of improvement are relevant networking from the Startup Lighthouse side and ensuring the uptake of applicable activities run by the conference themselves.

## Sustainability

The Europass activities have particularly aided the project in terms of interlinking the various Deep Dive Weeks together and thus widening the ecosystem, as intended. They further act as a facility for us in the Startup Lighthouse team to allow for direct engagement and follow up with each startup that attends, rather than relying on digital/paper-based alternatives. It has allowed Startup Lighthouse to use and develop the knowledge and relationship created at the Deep Dive Weeks, to employ targeted help when attending the conferences, and thus ultimately aiding the startup with their goals.

The conferences themselves are extremely important to the startups, they provide exposure to trends and opportunities that in their individual ecosystem don't necessarily. From a networking perspective, they are fantastic opportunity to both display and sell their own brand as well as a chance to interact with those in similar fields, creating and developing relationships with new customers, investors, partnerships, mentors and employees. It also allows the CEO, a bit of distance from the day-to-day activities and allows them go back at the end of each event with fresh perspectives on their respective businesses. There is also a community created from the people that they have met both independently from us and because of us that is there for them to consult with when needed.

The value of this community is a key success of the Europass event and one of the main goals is to seek sponsorship to ensure that community is kept alive with further activities. A key part of year two will be securing a sponsor that sees the vision in helping startups to further and develop their own wide-ranging ecosystems through this programme.



## Among Investors

Among Investors activities serve a dual purpose: to attract new potential investors (corporates, high net worth individuals, family offices, etc) to startup investment and the project as well as showcasing the project's activities and startups to established investors. The main objective is, then, to enlarge the investor network of the project to maximise the capital leveraged for the selected startups.

High quality speakers are the hook to bring together top investors to these invite-only intimate events (50 participants maximum) where a mix of experience and new potential investors are seated together to network, exchange experiences and enlarge their network - and then being showcased top startups to demonstrate the maturity and quality of the investment opportunities that STARTUP LIGHTHOUSE and Startup Europe can make available for them. These activities are made possible by the expertise of FastTrack in running a global investment network designed by investors for investors.

Startup Lighthouse will organise 1 Among Investors event per year.

### Among Investors 2018

The first year's Among Investors event was hosted in Lisbon, due to the local network already available to FastTrack VC. Good connections with investors and interested parties meant that the event would have a head start in attracting the right attendees.

It was decided to run the event as part of the DDW Lisbon, which would not only add value for the startups attending the DDW, but also help with costs associated with hosting the event in a high quality (in this case 5-star hotel) venue.

The invitations were on an invitation only basis and sent in a three-step process:

- Invites to personal connections
- Invites to secondary connections, through those already confirmed and through other partners
- Open invitations to apply for a place

### Agenda

The agenda consisted of two main conference sessions, plus plenty of networking:

15.00 Welcome

15.30 Basil Peter - Exits: timing and valuation

The keynote session, hosted by the very well respected M&A strategist Basil Peters. Basil took us through what it takes to raise money early on in the life of a startup, and the benefits of early exits.

16.30 Coffee and networking

16.45 Joao Vilaca - hands on experience

Joao Vilaca told us about his own experiences in going through an early exit

17.00 Local Startup Pitches

Three local startups: PASS; BetProtocol; and EatTasty, pitched to the audience of investors. Each were chosen to give a spread of industries and startup size.



### 17.30 Matchmaking and drinks

Introductions were made between investors and startups that fitted their aims - both from the DDW startups and the local pitching companies.

### 18.00 Rooftop Networking drinks

These were moved inside due to bad weather, but was a last chance for all attendees of the DDW and Among Investors to network.

### 21.00 Close

Review of the event can be found [here](#).

### Testimonials

“The presentation given by Basil Peters about early exits was eye opening for me!”

“a great opportunity to do valuable networking”

“Basil Peters blew my mind with his insights into Exit strategies”



Figure 14. During the Among Investors Networking drinks



Figure 15. Tim Brown, FastTrack - Opening remarks

### Key Performance Indicators for Among Investors

KPI	Planned	Achieved	Justification
Attract more than 20 prospective investors to STARTUP LIGHTHOUSE’s Among Investors events on digital investments	20	18	
Set up over 10 meetings between startups and potential investors / customers	10	19	based on feedback

Data was collected from DDW feedback, along with confirmed numbers based on badge collection.

The inclusion of Among Investors to the DDW added value for all the startups. Usually only a select few would have been invited to attend, but for 2018 all benefited from learning from, meeting, and networking with the investors.

The addition of investors also increased the number of ecosystem builders to the overall event, as they too wanted to meet them.

#### Other KPIs:



We concentrated on inviting people that perhaps haven't traditionally invested in tech, especially at the VC stage. The majority of the attendees did in fact come from this sector - whether that be entrepreneurs or those that have a private equity background, but were attending to investigate investing their personal wealth.

All investors were introduced to the startups that would be in attendance before the event, and have since been contacted about them. The next stage will be sending them the video of the event, which is also another chance to push the startups, this time via the Hall of Fame.

### Outreach

As part of the DDW Lisbon, Among Investors was live tweeted and got a decent amount of response by the attending participants, such as the examples below.



Figure 16. Tweet about Among Investors – Startup Lighthouse account





Figure 17. Tweet about Among Investors – Participating startups account

### Lessons learned

The event can be considered a success in many ways, but there are also plenty of lessons.

Instead of invitation only we should offer it publicly, but on an approval basis. This was done late on for this year, but will be run from the start for 2019.

Basil Peters was a great speaker, and the feedback on him was excellent. However, whether he was a big enough draw to get people to attend is not certain.

The Portuguese market for investors is still small, and an event of this size is unlikely to attract an international audience, unless they are already in the city. We were considering running 2019 in Lisbon as well, but now feel that the original plan of London is best. To fit the London market, we will be running it as a breakfast meeting, and increased the target for number of attendees to 40 (30 investors, 10 startups).

It should also be noted that we suffered by a parallel event run by Startup Lisboa and Bright Pixel, some of the most relevant organisations in Lisbon for the sector. They organised a Web Summit launch,



confirmed one week before after our attendants had all been invited, to take place at the same time. This had presumably a significant impact on the number of participants.

### Sustainability

Our role now is to ensure that ongoing conversations and connections are made when necessary. By staying in contact with both sides of the relationship (startups and investors) we will continue to know their changing needs, and continue to act as an go-between. The startups will also benefit from future relationships we make with investors, as part of our everyday business.



## Annex

### Europass feedback form sample

#### Startup Lighthouse - Europass - Bits & Pretzels Feedback

Thank you for joining us! It was great to have you with us and we hope that this would be a unique opportunity to grow your business. We would like to hear your feedback to keep improving our services and content. Please, fill in this survey and let us know your thoughts! FYI, we would like to ensure that we get one response from each participant, so please, fill in your email address:

\* Required

1. Email address \*

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2. Startup Name \*

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#### Europass: Bits & Pretzels

3. What were you hoping to achieve over the course of the conference? \*

*Check all that apply.*

- Customers
- Partners
- Investors
- Mentors
- Employees
- Other: \_\_\_\_\_

4. Overall, how satisfied were you with the Bits & Pretzels conference? \*

*Mark only one oval.*

	1	2	3	4	5	6	7	8	9	10	
Not very satisfied	<input type="radio"/>	Very satisfied									

5. Would you recommend Bits & Pretzels to someone else? \*

*Mark only one oval.*

	1	2	3	4	5	6	7	8	9	10	
Not at all	<input type="radio"/>	Definitely									



**6. How satisfied were you? \***

*Mark only one oval per row.*

	1	2	3	4	5	6	7	8	9	10
Communication (before, during, ...)	<input type="radio"/>									
Social activities (dinners, drinks, ...)	<input type="radio"/>									
Networking (how useful people were to your business)	<input type="radio"/>									
Logistics (venue, food ...)	<input type="radio"/>									
Bits & Pretzels Sessions (workshops, speakers, matchmaking)	<input type="radio"/>									

**7. What were your top 3 activities of the conference? \***

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**8. What were your 3 least favorite activities and why? \***

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**9. What were your key takeaways from this event? \***

Comparing to your expectations at the beginning of the week, did we help you achieve your objectives?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**10. How many leads did you generate over the conference? \***

*Mark only one oval per row.*

	0	1	2	3	4	5	6	7	8	9	10+
Potential Customers	<input type="radio"/>										
Potential Investors	<input type="radio"/>										
Potential Partners	<input type="radio"/>										
Potential Employees	<input type="radio"/>										



**11. Name your top 5 leads generated over the course of the conference: \***

All the key meetings (present and future) that will help you develop your business and why. Please, classify them by potential customers, investors or anything else.

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**12. How many total leads did you generate this week? \***

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**13. How many meetings did you have over the course of this week?**

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**14. Do you feel you met the goals for the conference? \***

*Mark only one oval.*

- Yes
- No
- Mostly

**15. Do you have any feedback for the event? Was anything missing that we should have done? \***

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**16. Please write a testimonial we can use on social media:**

e.g. "Europass: Bits and Pretzels was wonderful!" "Meeting Jeff Burton through the Europass changed my business overnight!"

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**17. Please upload the logo of your startup:**

It will be used in the Hall of Fame and for upcoming events if you are selected! Please make sure it is high resolution .png - check the Hall of Fame here: <http://startuplighthouse.eu/hall-of-fame/>  
Files submitted:

**18. Confirm your elevator pitch here for the Hall of Fame.**

If not, we will use the one provided in the application form for the Deep Dive Week

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