



**startup  
lighthouse**

LIGHTING THE WAY FOR EUROPEAN SCALE-UPS

**Deliverable 3.1  
Top10 STARTUP  
LIGHTHOUSE Awards  
publication**

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## Introduction

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This deliverable was developed as part of the Startup Lighthouse project. It corresponds to D3.1: Top10 Startup Lighthouse Awards publication, led by F6S. As a “Demonstrator” type of deliverable, this document is accompanying the online publication of the Awards on [www.startuplighthouse.eu](http://www.startuplighthouse.eu). As a “Public” deliverable, it provides information about the Startup Lighthouse Awards which can be made public.

The goal of this deliverable is to reward the top Startup Lighthouse startups at a high level event. As such, the Startup Lighthouse team is organising the “Top 10 Startup Lighthouse Awards” of Year 1 under the theme “Scaling your startup in Europe”. This will be an official side event of the TechChill conference (Riga, Latvia, 21-22 February 2019).

The Startup Lighthouse team expresses its great appreciation to the collaboration and openness from the TechChill team. The partnership established has deemed fruitful to both sides and provides a wider outreach and greater opportunities to the Startup Europe and TechChill communities.

After this introduction, this deliverable is divided in the following sections:

- Outline of the event – describing the rationale behind the Startup Lighthouse Awards and providing all the details of the event which will be held in February 2019;
- Participants – providing an overview of the target audience of the event, as well as presenting the Top 20 startups selected and invited to participate in the event;
- Promotion – describing the activities put in place to promote the startups and the event (before, during and after), as a Startup Europe initiative;
- Next steps – concluding the deliverable and focusing on the next steps to make live the 2018 “celebration” of Startup Lighthouse, as well as providing a brief overview of the Top 10 Startup Lighthouse Awards of Year 2 (to take place in November/December 2019).



## Outline of the event

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### Aim

The rationale behind the Startup Lighthouse Awards event is to provide a spotlight focus to the best performing startups that participated in Startup Lighthouse each year. It aims to be an event of celebration, recognition and networking. The event brings together the Top 20 startups from each year, and will select the Top 10 winners.

### Theme, Timing and Venue

Under the theme **“Scaling your startup in Europe”**, the Top 10 Startup Lighthouse Awards event will take place on 22 February 2019, between 10:00 and 12:00 AM, in Riga, Latvia. This Startup Lighthouse event will be an official side event of the TechChill conference. It will take place at Teikums coworking space.



Figure 1. Branding of the event



Figure 2. Teikums coworking space. Source: TechChill

The Year 1 Deep Dive Weeks took place between May and October of 2018:

- TravelTech Deep Dive Week, Dublin, 21-24 May 2018;
- Blockchain Deep Dive Week, Vilnius, 12-15 June 2018;
- Industrial IoT Deep Dive Week, Berlin, 11-13 September 2018;
- Analytics Deep Dive Week, Lisbon, 16-18 October 2018.



As a result, and since an event of this magnitude requires long term preparation (Deep Dive Weeks completed and best startups selected), the first Top 10 Startup Lighthouse Awards event had to be postponed to 2019. This is a great opportunity to organise a high-level event back to back with TechChill.

### **Why in the Baltics?**

The Baltic states (Estonia, Latvia and Lithuania) represent one of the 4 startup ecosystems of the project – together with Berlin, Dublin and Lisbon. While the Baltics Deep Dive Week is taking place in Vilnius, due to the location of Startup Division, the Startup Lighthouse team aims to provide further opportunities for the potential participants to explore this enlarged ecosystem. That is the example of the Eastern European Market Discovery – programme for ecosystem builders, and now the event which will gather startups from all Deep Dive Weeks in in Latvia.

### **Why TechChill?**

TechChill (<https://www.techchill.co/>) has the following commitment:

- Spotlight the best CEE/CIS startups (with activities such as the 50 Founders Battle, Startup Lounge, matchmaking, roundtables, workshops, Startup Bootcamp, and more);
- Highlight tech that matters (game changing tech and the opportunity for AI, robotics, fintech, ML health tech, deep tech, etc, to change our lives);
- Drivers of innovation (showcasing innovation driven countries, ecosystems, companies and empowering learning opportunities from one another).



Figure 3. Recap TechChill 2018. Source: TechChill

These objectives are in line with the Startup Lighthouse approach. In addition, TechChill is expecting attendees from over 40 countries and over 2000 founders.

## **Agenda**

The preliminary agenda of the Top 10 Startup Lighthouse Awards is presented below. The main title of the event will be “Scaling your startup in Europe” to appeal to new startups and ecosystems potentially interested in the Startup Europe initiatives.



Table 1. Preliminary agenda of the Top 10 Startup Lighthouse Awards event

Scaling your startup in Europe the Startup Lighthouse Awards @TechChill 22 February 2019, 10:00-12:00	
<b>10 min</b>	<b>Lighting the way for European scaleups - <i>Ricardo Silva, Vilabs</i></b>
<b>15 min</b>	<b>From startup to scaleup - <i>Tanya Suarez, Blue Specs</i></b> Key note 1
<b>15 min</b>	<b>Hook an investor - <i>Ana Barjasic, Connectology</i></b> Key note 2
<b>30 min</b>	<b>Journey to Berlin/Dublin/Lisbon/the Baltics</b> The experience of our startups – moderation by the SL team
<b>10 min</b>	<b>Insider tips from Startup Europe + Q&amp;A</b>
<b>20 min</b>	<b>The Startup Lighthouse startups</b> Pitching and Awards
<b>30 min</b>	<b>Networking Lunch</b>

As mentioned above, the event will take place in the morning of Day 2. Below is the preliminary agenda of the TechChill conference (still to be announced) and where the Startup Lighthouse side event fits. The TechChill agenda is subject to change and only the agenda published on the TechChill website in 2019 is to be considered final.

Table 2. Preliminary agenda of TechChill

20 February, Day 0	21 February, Day 1	22 February, Day 2
<b>10:00-14:00</b> Riga Venture Summit	<b>8:00-9:40</b> Networking Breakfast	<b>8:00-9:40</b> Startup Breakfast w/ Accenture
	<b>10:00</b> TechChill 2019 Opening	<b>10:00-12:00</b> Scaling your startup in Europe The Top 10 SL Awards
	<b>11:00-17:00</b> TechChill Day 1	<b>10:00-17:00</b> TechChill Day 2
<b>14:00-18:00</b> Investor Day <b>14:00-18:00</b> Founders Bootcamp <b>14:00-18:00</b> Community Summit <b>14:00-18:00</b> Corporate Innovation <b>17:00-19:00</b> Speaker Technical Check-up <b>19:00-22:00</b> Welcome Reception	<b>18:00-22:00</b> Swedbank Fintech batch Demo Day <b>18:00-22:00</b> Ice-Cold Speaker dinner @Printful <b>18:00-22:00</b> Meet-up for general audience	<b>18:00-22:00</b> Speakers dinner
	<b>21:00-..</b> Dealmaking Party	<b>21:00-..</b> The Grand Afterparty



## Activities and impact

The Top10 Startup Lighthouse Awards is providing different types of opportunities to the startups and contributing to the project impact.

### Scaling tips and new knowledge

The “Scaling your startup in Europe – Startup Lighthouse Awards” event is providing lessons on how to scaleup and explore new markets. In addition, the TechChill conference brings the opportunity to listen and learn from “leading visionaries, game-changers and tech-heads”.

### Networking and community

By joining TechChill, our startups will be showcased in the Startup Lighthouse Hall of Fame and in the Investment Pitchdeck. In addition, as TechChill attendees, the startups will be featured in the TechChill 2019 attendee database, alongside other startups, investors and corporates. The TechChill networking app will facilitate the establishment of connections among participants. In addition, the TechChill conference has 20+ side events that foster networking, including the Startup Lighthouse Awards.

The side event will strengthen the Startup Europe community, including startups, corporates and investors, by giving it visibility in the Baltics region and by connecting startups from the 4 Startup Lighthouse Deep Dive Weeks.

### Pitching and leads

TechChill holds the renown “Fifty Founders Battle”, a startup pitch competition that showcases 50 most promising and inspire startups from the Baltics, Nordics and beyond. Startups in this competition get a chance to compete for the main prize of 10 000 EUR and for the opportunity to get fast-tracked to [Startup World Cup](#) Finals in San Francisco in May 2019. The pitch competition is based on the following industry verticals: Fintech, SaaS, IoT & Hardware, Deeptech & Impact.



Figure 4. Fifty Founders Battle promotion. Source: TechChill

**The following startups from Startup Lighthouse have been selected to pitch at this event:** CloudyBoss and Popertee. Lastly, the events will support the selected startups to obtain new investment, partnership or customers leads.



After the event, two short questionnaires will be circulated among the participants: one targeted at the 20 startups, and another targeted at other attendees (entrepreneurs external to Startup Lighthouse, ecosystem builders, investors, etc.). This will allow to collect feedback of the event and the opportunities provided. The following KPIs will be measured and presented in upcoming reporting occasions:

- Number of attendees and distribution per type of attendee (in contrast with registrations);
- Overall satisfaction with the event (logistics, agenda, speakers, networking);
- Leads obtained thanks to the event (customer/partner/investor);
- Impact of the Startup Lighthouse and Startup Europe communities.

## Prizes

In total, 20 startups that joined the 2018 Deep Dive Weeks will participate in the event. From these, the top 10 will be selected and receive several prizes. The following is a non-exclusive list of what the best startups will get (list to be confirmed):

- Increased visibility in the Startup Lighthouse Hall of Fame and Startup Europe channels;
- Access to 1 Startup Lighthouse Scouting Mission in 2019 (to Israel, New York or Silicon Valley);
- Fast Track ticket to Pioneers in Vienna;
- F6S Alpha Card;
- Mentorship and coworking space opportunities – provided by the project partners.



Figure 5. Announcement of the Scouting Missions

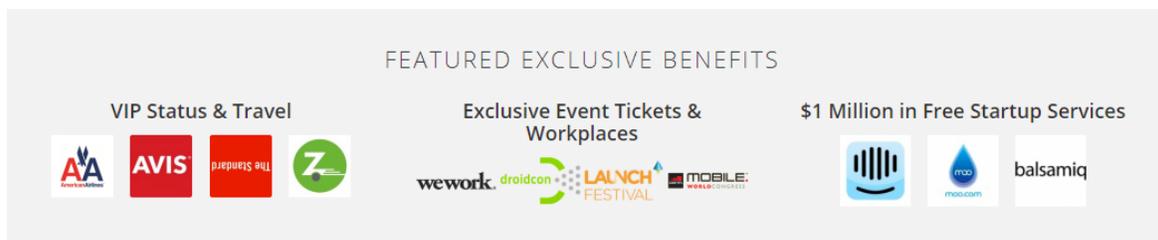


Figure 6. F6S Alpha Card benefits examples



## Participants

### External participants

The target audience of the “Scaling your startup in Europe – the Startup Lighthouse Awards @TechChill” includes: startups ready to scale from all over Europe; entrepreneurs from the Baltics region; investors; ecosystem builders and organisations supporting startup/SME development; TechChill attendees.

In addition, the entire Startup Lighthouse and Startup Europe communities will be invited to the event. It is expected that 100 participants matching these profiles will join the event. The event registration will collect information on the category of each attendee.

### Our startups

The Startup Lighthouse project will bring the top 5 startups from each Deep Dive Week to the event (20 in total). The startups have been selected by the Startup Lighthouse team through a multi-factored approach which considered the following elements: engagement in the programme, engagement with the business, ability to clearly present and engage others about their company, interest in progressing and scaling up, taking independent actions to progress. The F6S CRM is used by the project team to conduct the evaluations and selection.

All startups will receive support to cover travel and accommodation costs, as agreed in an agreement between the startup and the Startup Lighthouse project. The list presented in the table below is preliminary – it consists of the selected startups that committed to participate in the event. The list will be validated/updated after the activity.

**Table 3. The 20 startups joining the SL awards**

	Startup	Country	Domain	Business
DDW Baltics - Blockchain	<a href="#">CopPay</a>	Belarus/Lithuania/ Switzerland	Finance • Blockchain • Cryptocurrency	CopPay is a blockchain platform for crypto payments that consists of payment gateway for merchants, cold crypto wallet, point of exchange.
	<a href="#">CloudyBoss</a>	Australia/France/ Germany/Portugal/ Italy/global	B2B/Enterprise • Banking & Accounting • Computer Security • Data & Analytics	Our business environment has never been so complex. To be relevant entities realise they need to harness technology for greater efficiencies and competitiveness. We provide such tools.
	<a href="#">OS.University</a>	Bulgaria	Education • Jobs & Recruiting • Software • AI	We are building the world’s learning & development ledger on the Ethereum blockchain, financing it though world’s first university-led ICO campaign.



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	<a href="#">Zenodys</a>	Netherlands	Consulting • Energy & Cleantech • Internet of Things • Logistics/ Supply Chain	We are developing a decentralized marketplace that enables anyone to collect, build and trade digital assets – tasks until now reserved for developers only.
	<a href="#">Wego europe</a>	Italy	Automotive • Data & Analytics • Energy & Cleantech • Sharing Economy	At Wego we provide a web app, based on the most advanced technologies such as Blockchain, for solving issues related to transports and mobility. We allow people to rent out their vehicles to other users.
DDW Dublin – Travel tech	<b>Startup</b>	<b>Country</b>	<b>Domain</b>	<b>Business</b>
	<a href="#">Sanctify</a>	Ireland	Travel • Leisure	A global solution to travel wellness at airports. Sanctify is already the world’s largest airport wellness network, at 200+ locations at 90 airports.
	<a href="#">StoryTracks</a>	Ireland	Travel • Tourism	StoryTracks is an engaging platform for the Travel Tech sector to enhance visitor experiences through an immersive, engaging, user friendly means of showcasing unique authentic local stories.
	<a href="#">Booklyng</a>	Spain	Travel	Booklyng provides the most sophisticated tools to build personalized customer journeys on travel websites, integrating seamlessly on top of their booking engine, to boost their sales by over 37%.
	<a href="#">Blookery</a>	Germany	Travel • Tourism	We simplify short travel experiences, with fun and excitement through blind booking. There are endless possibilities and long discussions about where to go. We find the perfect offer for you.
DDW Berlin – Industrial IoT	<b>Startup</b>	<b>Country</b>	<b>Domain</b>	<b>Business</b>
	<a href="#">Black Bear</a>	Ireland	Internet of Things • Logistics/ Supply Chain • Smart Cities • Transportation	Capturing data from multiple sensor types, our IoT platform and software solutions provide companies with operational insights that help to increase efficiency and reduce costs.
	<a href="#">ULTRA IoT</a>	UK	Data & Analytics • Education • Hardware • Internet of Things	We enable organizations to make data-driven decisions by combining insight from our urban sensor networks with open data sets which create actionable insights.
	<a href="#">Precision Navigation Systems</a>	Estonia	Automotive • B2B/Enterprise • Robotics • Software	We provide a solution for super-accurate GPS-navigation and positioning in real time for drones, robots and unmanned systems.
	<a href="#">Capte</a>	Netherlands	Internet of Things • Logistics/Supply Chain • Transportation • Construction	Capte IoT platform including hardware, software and connectivity to retrieve, process and analyse data from vehicles and assets to reduce costs of operations and maintenance.



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	<a href="#">OptiShower</a>	Portugal	Energy & Cleantech • Smart Cities • Connectivity • Green Building	Optishower develops connected-building solutions to achieve operational excellence, decrease utility cost, and ensure the highest levels of comfort in buildings.
DDW Lisbon - Analytics	<b>Startup</b>	<b>Country</b>	<b>Domain</b>	<b>Business</b>
	<a href="#">Popertee</a>	Dublin, Ireland	Retail • Data & Analytics • Software • Real Estate	Popertee is building a programmatic platform enabling brands to find target audiences for campaigns, book a space and measure the results of their campaign.
	<a href="#">You Are My Guide</a>	Torino, Italy	Data & Analytics • Smart Cities • Software • Travel	We give companies working in travel and tourism industry, all the value that can be received by each traveler providing real data, useful to improve your positioning in the tourism market.
	<a href="#">NeoSound</a>	Berlin, Germany	Telecommunications • Transportation • B2B/Enterprise • Software	Turn any sound into data!
	<a href="#">KFactory</a>	Bucharest, Romania	Manufacturing • Consulting • Internet of Things • Software	KFactory provides unconventional ways to maximize productivity in manufacturing. It deep dives into a 360* performance analysis and predict where problems can occur, before causing losses.
	<a href="#">eCapture3d</a>	Badajoz, Spain	Media • 3D Printing • B2B/Enterprise • E-commerce	eCapture3D is a startup focused in cloud-based generation of 3D content, with photos taken with any kind of device, like a smartphone, without the need of prior knowledge of 3D content generation.
	<a href="#">Exit Entry</a>	Dublin, Ireland	Data & Analytics • Recruitment	Exit Entry showcases and measures the soft skills of college students and connects them with Multinationals and corporations for employment opportunities. We match students skills with job skills.



## Promotion

The communication activities to promote the Startup Lighthouse Awards are described below according to their timing of implementation and entail online and offline actions.

### Pre-event

#### Branding

Taking into consideration the Startup Lighthouse visual identity and its possible integration with the TechChill conference, a new sub-branding for the Awards and the event was created. It will be adopted for the online activities (example: social media) and offline materials (example: event booklet). Below is a preliminary presentation of the graphics created – under construction.



Figure 7. Graphics to promote the Startup Lighthouse Awards



Figure 8. Example of a social media visual, focusing on the DDW destination of Berlin

As it can be seen above, this unique identity combines the branding of Startup Lighthouse (font, colours of the logo, shapes) and integrates it with the branding of TechChill (dark grey background, white text). It can be noted that this is a Startup Europe initiative as well. In addition, four ‘city’ icons were designed to represent the destinations of each Deep Dive Week (Dublin, Berlin, Lisbon, The Baltics), which will be used for future project communications.



## Website

A new page in the Startup Lighthouse website specifically for the event is under construction and is available at <http://startuplighthouse.eu/hall-of-fame/awards/>.

This page opens with a button ('Get your free ticket'), to immediately encourage registrations. The first section demonstrates how the event sits within the wider TechChill event for context, followed by the key benefits of attending. The final section presents the profiles of the startups from Startup Lighthouse participating in the '50 Founders Battle', affording them increased visibility.

To encourage website visitors to see this page, new buttons will be placed temporarily on the Homepage and on the 'Beyond the DDWs' page.

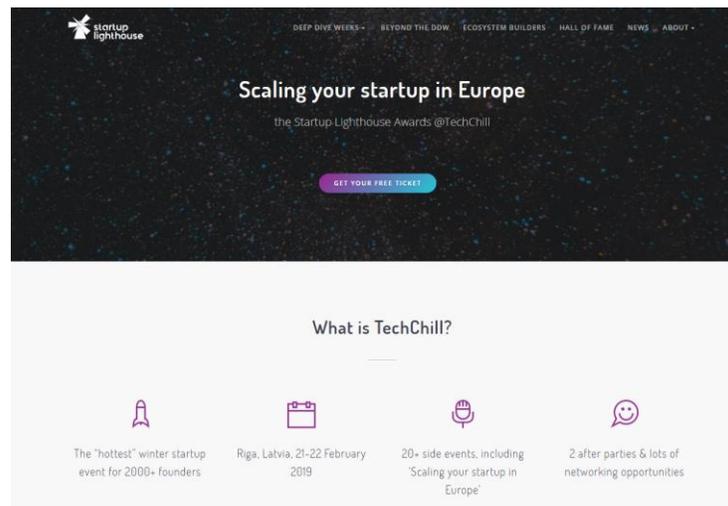


Figure 9. Preview of the event page on the Startup Lighthouse website

## Event registration

The event is of free attendance. Therefore, both TechChill pass holders and external attendees will be welcome. Event registration will be hosted on Eventbrite and F6S.

## Social Media

A strong social media campaign has been planned for the promotion of the Startup Lighthouse Awards.

Header images for all the Startup Lighthouse social media accounts (Twitter, Facebook, Instagram, LinkedIn) have been created, to maximise visibility. In addition, different kinds of visuals have been created to showcase the different benefits of attending the event: hearing the stories of the Startup Lighthouse startups, learning from the keynote speakers and discovering more about the destination ecosystems.

Organic and paid posting will be employed across the project accounts, as well as by the project partners, startups and keynote speakers. Posts will also be made on the Startup Europe channels and F6S.



## Blog posts - TechChill collaboration

TechChill and Startup Lighthouse will co-publish a pre-event blog, to promote event registrations. The blog will be cross-promoted on social media by TechChill, and Startup Lighthouse, its partners, startups and keynotes speakers. It will also be posted on the Startup Europe channels and F6S.

## Publication of the awards + Hall of Fame

The top 20 Startup Lighthouse startups that are attending the event will be given extra visibility through the publication of a 'booklet'. The startups will be organised by the ecosystem that they visited during the DDWs, with a unique introduction page for each ecosystem (using the specially created city icons). A preview of the front cover and introduction page for 'Berlin' can be seen below (design still in progress).

Each startup will be featured in this booklet with their own profile, showing information such as: Startup Name, Logo, Domain, Location, Description, Founders, Current Objectives, Contact Information. All information presented has been verified as suitable for being made public by the startups.



Figure 10. Example of the publication of the awards

The booklet will be printed and given to attendees of the event, including investors, as well as be made available on the project website. In addition, these startups will have an increase visibility within the 'Hall of Fame' section of the website.

## During the event

### Photographs and video

A professional photographer will be present to take good quality images of the event, for use in future promotional materials (post-event blog, open call promotion, etc.). In addition, a professional videographer will capture the most exciting moments of the event and produce a short recap video for further promotion of the Startup Lighthouse activities.



## **Social media**

Live social media posting will be employed to create a buzz online, including doing 'Facebook Lives' and 'Insta Stories' of the event and of the startups pitching in the 50 Founders Battle. Strategic tagging of partners, startups, journalists will be conducted for a maximum number of impressions and engagements.

## **Post-event**

### **Blog post - TechChill collaboration**

Startup Lighthouse and TechChill will co-publish a post-event blog reporting on the event (including a 'storytelling' style interview with the startups that took part). The blog will be cross-promoted on social media by TechChill, and Startup Lighthouse, its partners, startups and keynote speakers. It will also be promoted in the Startup Europe channels and F6S.

### **Publication of the awards + Hall of Fame**

The Hall of Fame will be updated with the top 10 startups that have been recognised at the event. The booklet will be distributed among the ecosystem builders and investors that participate in future Startup Lighthouse activities.



## Next steps

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The Year 1 Top 10 Startup Lighthouse Awards event is planned by the project team and will take place on 22 February 2019, in Riga, Latvia, as an official side event of TechChill. Apart from celebrating one year of project activities, the event will recognise the best performing startups of 2018 and showcase them at a major tech event.

Taking place at that time, the Awards will also be an occasion for promoting the Deep Dive Weeks of 2019, benefiting from the presence of startups that know first-hand what the programme.

The 20 startups that will participate in the event were already selected and provided their commitment to join. The initiative will be a great opportunity for exploring the Latvia startup ecosystem, included in one of the 4 ecosystems of Startup Lighthouse. In addition, it will provide networking and pitching opportunities, as well as exciting prizes to the winners.

Given that the event will take place on Month 14 of the project, the Startup Lighthouse team will provide results and further details in future reporting occasions. In addition, any other public information on the event including: final list of selected startups and their profiles, registered participants (by category), main event numbers, link to blogs and articles and other relevant information will be finalised and made available in the project website.

A short questionnaire will be circulated among the 20 startups that join the Startup Lighthouse Awards at TechChill, as well as other attendees in general, collecting feedback of the event and opportunities provided. This will allow not only to gather relevant KPIs, but also to build on the lessons learned for the Startup Lighthouse project to improve its offer in Year 2.

The Year 2 Top 10 Startup Lighthouse Awards will follow a similar structure. However, a collaboration with other Startup Europe projects is expected, as well as a larger event in terms of participants and programme.

