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# D5.1 Concept for regional workshops "Where ideas and people meet"

WP5 – Supporting Services to Beneficiaries

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*Date: 28.08.2019*

<b>Full Title</b>	<b>Promoting the international competitiveness of European Remote Sensing companies through cross-cluster collaboration</b>			
<b>Grant Agreement No</b>	824478	<b>Acronym</b>	PARSEC	
<b>Start date</b>	1 <sup>st</sup> May 2019	<b>Duration</b>	30 months	
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<b>Date of Delivery</b>	<b>Contractual</b>	31.08.2019	<b>Actual</b>	28.08.2019
<b>Nature</b>	Report	<b>Dissemination Level</b>	Public	
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<b>Keywords</b>	Matchmaking, Maker's Marketplace			

#### Document History

Version	Issue date	Stage	Changes	Contributor
1.0	19.08.2019	Draft	Language, Format	bwcon GmbH
2.0	27.08.2019	Draft	Review	AVAESSEN, EARSC
3.0	28.08.2019	Final	Final version	Bwcon GmbH

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## Executive Summary

The purpose of this document is to report on the deliverable called *D5.1: Concept for regional matchmaking workshops "Where ideas and people meet"* within H2020 project "PARSEC - Promoting the international competitiveness of European Remote Sensing companies through cross-cluster collaboration", in compliance with confidential deliverables of PARSEC project. The document presents in brief the key facts, methodology, procedure and timeline of the PARSEC matchmaking workshops that will take place after the selection of first stage beneficiaries has been carried out.

PARSEC started on 1<sup>st</sup> of May 2019. The PARSEC Open Calls will be launched in the beginning of September 2019 and in the beginning of April 2020.

PARSEC supports European SMEs and start-ups to apply satellite data for business innovation while providing access to **knowledge, technology, capital** and **markets** in order to respond to the global competitive environment. PARSEC provides this access by leveraging the multiplier potential of cross-border/cross-sectoral collaboration, and with its systemic approach, which homogenizes services towards the overall aim to place new products/services in the market.

At the beginning of the project, PARSEC cluster partners will organize regional matchmaking events in order to facilitate the formation of cross-border and cross-sector consortia. These events will highly benefit from the effectuation methodology "Maker's Marketplace" as described in chapter 2 of this document. The aim is here to ensure the fast and effective generation of first project ideas that build on both the means and experiences of the future partners.

The regional matchmaking events will be announced in an open PARSEC Matchmaking Group using the online platform of the task leader bwcon GmbH. Potential participants can join the group prior to the events, engage in discussions with selected PARSEC beneficiaries and make appointments. Also, the follow-up communication and the refinement of teams will take place on the same platform. The overall engagement level within the Matchmaking Group, the number of participants actually joining the events and the number of consortia formed in consequence will serve as direct indicators for the quality of the concept.

# 1 Key facts

## 1.1 Purpose

Building partnerships requires trust. Therefore, PARSEC aims to bring together as many 1st stage beneficiaries as possible in regional matchmaking workshops. The workshops shall facilitate the exchange between the SME/start-up participants and support them in finding suitable consortium members for 2nd stage applications.

The workshops will follow a concept that allows participants to get to know each other and to create teams around specific ideas. The concept that will be applied is part of the entrepreneurship methodology Effectuation (Sarasvathy, 2009) and is called "Makers' Marketplace" (see section 2 Methodology: The Makers' Marketplace). Its goal is to enable beneficiaries to enter in dialogue about ideas, visions and potential collaboration spaces. Thus, the claim accompanying the workshops is "Where ideas and people meet".

## 1.2 Project Partners

A total of six (6) regional matchmaking events will be organised, four on-site and two online. The events will be organized by bwcon GmbH with support of PARSEC consortium. To make the events accessible for beneficiaries from different regions, events will be organized in different countries.

## 1.3 Participants

As indicated above, the workshops will primarily address the 100 SME beneficiaries that were selected during the peer-to-peer evaluation process following the "Call for teams".

Since it is only mandatory that one member of a 2nd stage consortium is an initial PARSEC beneficiary, start-ups and SMEs that did not succeed in the evaluation process as well as other start-ups and SMEs attracted by the clusters' promotion efforts will also be welcome to join the workshops.

## 1.4 Programme

Each of the workshops will consist of three parts: 1. the presentations of the present SME participants, 2. bilateral dialogues between the participants, and 3. the formation of consortia based on shared visions and ideas. The underlying process follows the logic of the Makers' Marketplace as described below.

## 2 Methodology: The Makers' Marketplace

### 2.1 Concept

By definition, situations of uncertainty are situations in which the future is unpredictable, goals are not clearly known and there is no independent environment that serves as the ultimate selection mechanism. In a business context, uncertainty arises when taking strategic decisions, entering new markets or searching for the most promising innovations. Here, effectuation is a way of thinking that serves entrepreneurs in the processes of opportunity identification and new venture creation. The methodology includes a set of decision-making principles which experienced entrepreneurs are observed to employ in situations that are not foreseeable but shapeable based on their given means. In line with this, the Makers' Marketplace aims to stimulate the entrepreneurial process in order to facilitate the deployment of future projects.

### 2.2 General Process

When coming from uncertainty to concrete actions, the concept of the Makers' Marketplace follows a five steps approach consisting of: 1. the clarification of overall topic and communication guidelines, 2. the analysis of existing means and motives, 3. the definition of individual goals, 4. the actual dialogues, and 5. the definition of concrete action plans. The same logic will be applied in the PARSEC matchmaking workshops.

#### 2.2.1 Topic and guidelines

The overall topic for the matchmaking workshops is set by the Description of Action (DoA). With regard to the overall objectives, communication guidelines shall facilitate dialogue rather than discussion:

- Listening shall focus on the question: "How can I support the project with my means and ideas?"
- A constructive approach in communication shall be adopted (e.g. "Yes, and..." rather than "Yes, but...")

#### 2.2.2 Analysis of means

Individual means and motives serve as a starting point for the development of shared ideas and intentions. Therefore, participants shall reflect on their means and motives beforehand by answering the following questions and prepare those responses in a short pitch presentation of maximum two (2) minutes:

- Who am I? (role, identity, values)
- What do I know? (know-how, capabilities, experiences)
- Whom do I know? (contacts, network)

### 2.2.3 Reflection

Participants shall then reflect on potential projects and define individual goals for the corresponding actions. Based on the given means and motives, such actions shall be feasible and stay within the contextual frame.

### 2.2.4 Dialogues in the Marketplace

The actual Marketplace resembles a typical speed-dating format: Two parties engage in bilateral negotiations that focus on a specific outcome. Therefore, two participants or teams will be given five (5) minutes each to present their project ideas. The aim is to come to an agreement by either granting means for the realization of the counterpart's idea (e.g. know-how, time, contacts or other resources) or coming up with an alternative idea that modifies the original intentions ("If we reshape the project like this, I'm in!").

### 2.2.5 Definition of action plans

After the dialogues, concrete project ideas are presented in the plenum in order to allow more potential collaborators to join the consortium.

## 3 Organisation of the PARSEC Matchmaking Events

The process for the organisation of the regional matchmaking workshops is displayed in the following, being divided into the Preparation stage, the Matchmaking stage and the Follow-up stage.

### 3.1 Preparation

#### 3.1.1 PARSEC Matchmaking Group

To connect potential workshop participants as early as possible, a specific PARSEC Matchmaking Group will be created on bwcon's Online Platform. Available key functionalities will be:

- List of dates and venues of the regional matchmaking workshops
- Announcement board for special requests on side of the participants
- Team profiles and pitch videos of the 100 SMEs selected during the peer-2-peer evaluation process
- Online application form for the regional matchmaking workshops

The PARSEC Matchmaking Group will enable its members – i.e. potential workshop participants – to:

- Find out about the events
- Scan potential collaboration partners before the actual events
- Make appointments with other participants
- Register for the events

#### 3.1.2 Information Material

Following the online registration, participants will receive a Briefing Email including:

- Detailed information on event date, venue and contact persons
- Short information on the Makers' Marketplace concept (i.e. initial briefing with concrete examples)
- Information on the contextual framing
- All documents will be prepared by bwcon and send to the responsible Project Partners beforehand.

### 3.1.3 Pitch Presentations

All workshop participants will be requested to prepare a short pitch presentation based on their individual means and/or initial project ideas. The corresponding assignment will be prepared by bwcon and added to the Briefing Email.

## 3.2 Regional Matchmaking Workshops

### 3.2.1 Pitch Presentations

At the beginning of the Matchmaking Events all workshop participants will be given two (2) minutes for their individual presentations. Two teams at a time will be chosen to pitch in front of the plenum. After the pitches, the teams will be given one (1) minute to spontaneously identify similarities and make up possibilities for collaboration. This exercise shall sensitize the teams for the negotiation rounds in the Marketplace.

The total time for the pitch presentations shall not exceed 50 minutes.

### 3.2.2 Marketplace

Participants will be asked whether they want to join the Marketplaces beforehand. On the day of the event, they will be encouraged to engage in bilateral talks with teams or participants interested in the same topic. During the dialogues, teams shall explain their initial visions or ideas and start to negotiate on potential collaboration spaces and shared project ideas. After a dialogue, they can either continue together (negotiation success) or look out for other potential partners (negotiation failed). The total time for the Marketplace shall not exceed 50 minutes.

### 3.2.3 Final Plenum

After the dialogues, participants will come together in the final plenum to present the ideas they have developed in a three minutes pitch. The time for the final plenum shall not exceed 30 minutes.

## 4 Programme (Example)

Agenda Item	Duration	Description	Material
Welcome	10 min	Cluster partners welcome workshop participants at the venue and explain the purpose of the event	<u>Briefing Material</u> will be send to cluster partners
Participant Pitches	50 min	Two participants at a time present their pitches answering the questions: <ul style="list-style-type: none"> <li>• Who am I? (<i>role, identity, values</i>)</li> <li>• What do I know? (<i>know-how, capabilities, experiences</i>)</li> <li>• Whom do I know? (<i>contacts, network</i>)</li> </ul> The two participants on the stage will be given 1 minute to spontaneously identify similarities and possible collaboration spaces.	Briefing Email will be sent to participants <u>two week before the event</u> containing Guidelines for pitches (e.g. questions & length)
Makers Marketplace	50 min	Participants engage in bilateral negotiations – similar to a typical speed-dating format where they: <ul style="list-style-type: none"> <li>• Present themselves and/or their project ideas</li> <li>• Come to an agreement on the realization of one of the projects <i>("I could provide you with resources, know-how [...] to realize your idea")</i> or</li> <li>• Reshape their ideas <i>("If we change it like this, I am in!")</i></li> </ul>	<u>Guideline for the Makers Marketplace</u> as part of the Briefing Email
Final Plenum	30 min	Participants come together and present their developed ideas in a 3 minutes pitch. Other parties can still join. Aim: Consortia formation.	<u>Video Equipment/Camera</u> for the recording of the presented ideas
De-Briefing	10 min	Cluster partners sum up the ideas and explain the functionalities of the Matchmaking Group	De-Briefing Email will be send to participants <u>one day after the event</u>

Table 1. Programme for Matchmaking Events

## 5 Timeline

As the regional matchmaking workshops are supposed to facilitate the formation of consortia eligible for 2<sup>nd</sup> stage applications, it is recommended to arrange them shortly after the end of the 1<sup>st</sup> stage contracting period.



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## Our Partners

