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# D6.10 Report on Events II

## WP6 – Impact Maximisation

*Authors: Evenflow SRL*

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<b>Project Coordinator</b>	Emmanuel Pajot (EARSC)		
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<b>Lead Beneficiary</b>	Evenflow srl.		
<b>Lead Author</b>	Asaf Covo (EVF)	<b>Email</b>	asaf@evenflow.eu
<b>Other authors</b>	Mary Fisher (EVF), Dimitrios Papadakis (EVF), Ruuta Skujina (EVF)		
<b>Reviewer(s)</b>	Emmanuel Pajot (EARSC), Weronika Borejko (EARSC)		
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## Executive Summary

This document presents the events which were organised or attended by the PARSEC consortium during the period from M16 until M32 to promote the project and the results of the acceleration programme (for events organised or attended during M01-M15, see the deliverable *D6.4 Report on events I*). PARSEC was heavily promoted by attending high-impact events organised by third parties, as well as by organising native PARSEC events. The main goal in both cases was to showcase #15PARSEC solutions and/or Business Catalysts for potential investors or clients, and in general to promote the achievements of the acceleration programme.

Overall, PARSEC was represented at nine major third-party events and the consortium organised several events including a major final event – the “Launchpad to Success” – to celebrate the success stories and results of the accelerator. Other events organised by PARSEC include the PARSEC Ecosystem meetups, PARSEC Open Webinars, User and Tech Talks, and investment-centred activities at the EXPANDEO 2021. Finally, due to the restrictions imposed across the globe from late February 2020 due to the outbreak of the COVID-19 pandemic, attendance and organisation of primarily digital events enabled the accelerator to achieve its aims and maintain the support to innovative SMEs.

## Introduction

The PARSEC team participated in and organised several events during M16-M32 in order to attract potential investment, raise awareness about the results of the project and keep building an inclusive community of SMEs, start-ups, entrepreneurs and aspiring founders. When possible, PARSEC opened events to broader audiences to maximise the impact of the project by providing access to all innovators who use Earth Observation.

Event attendance and promotion through the PARSEC online platforms was also used by the WP6 leaders as a complementary communication tool to attract further attention and maximise visibility and engagement. The communications team built up interest for the events and used the momentum thus created to invite the audience to follow PARSEC presentations and meet the PARSEC teams. Using hashtags and tagging relevant actors helped in retaining and expanding PARSEC online community, as well as in establishing and strengthening collaboration with different partners throughout the different stages of the project.

The events organised and attended by the PARSEC consortium were devised in accordance with the strategy outlined in the deliverable document *D6.7 Communication Strategy and Action Plan II (M20)*.

## Events organised by PARSEC

During M16-M32, PARSEC partners organised several events and event series to address a number of key objectives. Firstly, they were used to promote PARSEC achievements, including PARSEC Business Catalysts and #15PARSEC and/or #100PARSEC – SMEs and solutions supported by the accelerator (*e.g.*, PARSEC Pitching Championship at EXPANDEO and the “Launchpad to Success”). Secondly, they strengthened the PARSEC Ecosystem and the sustainability of its members (*e.g.*, the User and Tech Talks, PARSEC Open Webinars, PARSEC Ecosystem meetups). Thirdly, they attracted business contacts, venture capitalists and investors (*e.g.* the #15PARSEC at the EXPANDEO and the PARSEC final event, “Launchpad to Success”).

The following Table 1 summarises all the events organised by the partners addressing these objectives with the following subchapters providing more details concerning each of the events or event series. It has to be noted that most events featured in the Table 1 reflect also the collaboration between WP6 with WP2 and WP5. The table 1 includes the events which were open to wider audience beyond the second stage beneficiaries, while the full list of events related to training of #15PARSEC (webinars, workshops) is reported as part of the deliverable *D 5.11 Report on training programme for 2nd stage beneficiaries*.

As in the first part of the project, during M16-M32 events were heavily affected by the COVID-19 pandemic. Events could be attended only online, therefore increasing PARSEC’s openness, inclusiveness and showcasing the commitment of the accelerator to support its community of SMEs and start-ups.

Event	Place & dates	Type	Audience
#100PARSEC catch-up	Online, 29/10/2020	Networking	#100PARSEC SMEs who were not part of the second stage
European GNSS: services and applications	Online, 10/11/2020	Webinar	PARSEC Ecosystem (#15PARSEC, #100PARSEC)

Funding Opportunities for PARSEC Winners of Open Calls	Online, 10/12/2020	Webinar	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
User and Tech Talks: FOOD	Online, 17/03/2021	Workshop	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
User and Tech Talks: ENERGY	Online, 10/02/2021	Workshop	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
#15PARSEC get together	Online, 09/02/2021	Networking	#15PARSEC
User and Tech Talks: ENVIRONMENT	Online, 10/03/2021	Workshop	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
PARSEC Open Webinars on IP & Export	Online, 12 & 19/05/2021	Webinar	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
Introduction to exporting digital products and services	Online, 25/05/2021	Webinar	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
Export success stories	Online, 02/06/2021	Webinar	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
Digital Marketing Training	Online, 10/06/2021	Webinar	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
PARSEC at EXPANDEO: #15PARSEC Pitching Championship	Online, 16/06/2021	Pitching	Selected investors and experts (attendance by invitation only)
PARSEC at EXPANDEO: Investing in EO	Online, 17/06/2021	Webinar	PARSEC Ecosystem, EXPANDEO audience, SMEs, startups
Going global through local partnerships – some keys to successful internationalisation	Online, 02/07/2021	Webinar	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
Investment process, types, and structures	Online, 07/09/2021	Webinar	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
PARSEC Ecosystem meetup	Online, 16/11/2021	Networking	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
Sustainability Workshop	Online, 9/12/2021	Workshop	PARSEC Ecosystem (#15PARSEC, #100PARSEC)
Launchpad To Success	Hybrid (online and in Valencia, Spain) 15-16/12/2021	Various	Entrepreneurs, start-ups, investors

Table 1. PARSEC-native events organised from August 2020 until December 2021.

### 1.1.1 PARSEC Ecosystem meetups

This informal event series was aimed at bringing together the members of the broader PARSEC ecosystem, namely the beneficiaries of the first Open Call, the #100PARSEC, and the beneficiaries of the second Open Call, the #15PARSEC.

The purpose of each of these events was to provide a platform for informal exchange with the attendees to discuss how they are doing, and what successes or difficulties they have experienced or

are going through. The meeting provided a useful opportunity for sharing experiences and for allowing attendees to voice their concerns and emerging needs, which would be taken into account in the remaining months of the project. In addition, the first #100PARSEC catchup presented the benefits which the #100PARSEC would continue to enjoy until December 2021 (and beyond) as part of the PARSEC ecosystem.

### 1.1.2 PARSEC Open Webinars

While in the second half of the project (M16-M32) most activities were centred around #15PARSEC, the 15 winning solutions accelerated by PARSEC, some of the webinars were open to the wider PARSEC Ecosystem and specifically invited all the #100PARSEC SMEs to participate. To create the series of PARSEC Open Webinars, WP6 collaborated closely with WP2 and the training and other beneficiary support tasks from WP5 (the full training programme is reported as part of the deliverable *D 5.11 Report on training programme for 2nd stage beneficiaries*).

The aim of the Open Webinars was to increase the sustainability of the project results by bringing support to SMEs beyond the direct beneficiaries of the second stage. These open events helped to further provide knowledge and motivation for #100PARSEC SMEs who were continuing their work outside the accelerator. For instance, the webinar “Funding Opportunities for PARSEC Winners of Open Calls” presented the research results done within WP2 as part of the Task 2.4 Investment Landscape Mapping (deliverable *D 2.4. Investment Landscape Mapping Report*). Many of the webinars were the result of strong partnerships built by the PARSEC consortium in the first part of the project (M1-M15), for instance, the webinar “European GNSS: services and applications” was organised in collaboration with GSA (now EUSPA).

### 1.1.3 User and Tech Talks

The PARSEC User and Technology Talks were a series of sector-focused discussions targeting the identification of technology needs for each PARSEC sector – energy, food, and environment. The events aimed at creating connections between the satellite Earth Observation SME community and potential end users who could benefit from cutting-edge solutions. Stemming from the work done in the Work Package 2 (as reported in the deliverable *D2.9 Technology Watch and Future Trends Plan II*), these events also served the aims central to the WP6. Indeed, this series helped to further strengthen and broaden the PARSEC innovator ecosystem, as well as representing pitching opportunities and providing visibility to PARSEC beneficiaries.

The events were open to the PARSEC Ecosystem and took place in February and March of 2021. Recordings of all sessions were made publicly available via the PARSEC YouTube channel.

The talks were well attended, and the subsequent uptake on YouTube (on 31/01/2022) is as follows:

- Food: 67 views
- Energy: 210 views
- Environment: 114 views

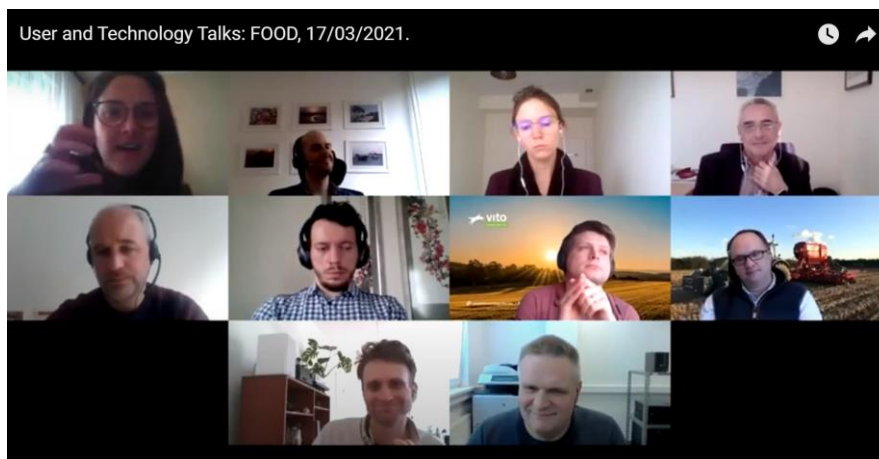


Figure 1: Screenshot from the PARSEC User and Technology Talk - Food.

### 1.1.4 PARSEC at EXPANDEO

On the 16th and 17th of June, PARSEC Accelerator organised business and investment-centred activities and a pitching championship for the #15PARSEC at the EXPANDEO event.



Figure 2: Banner promoting PARSEC events at EXPANDEO.

EXPANDEO is EARSC's flagship annual event bringing together Earth Observation (EO) providers and users. It is a great place to discover market trends and promote networking and collaboration. Therefore, PARSEC joined EXPANDEO 2021 by enabling showcasing opportunities for the 15 consortia going through the second stage of the acceleration process, the #15PARSEC. As #15PARSEC solutions were reaching new levels of maturity and investment readiness, at EXPANDEO they presented their services in front of a jury of investors during the "PARSEC Pitching Championship". The SMEs had the chance to interact with the main actors of the European EO industry at this flagship event.

In addition, PARSEC Accelerator and most of the #15PARSEC consortia held virtual booths at the EXPANDEO exhibition. [PARSEC Accelerator booth](#) (preview can be seen below in the figure 3) promoted all #15PARSEC solutions and Business Catalysts. Through PARSEC booth the audience could discover these success stories and results of the accelerator and get in touch with all #15PARSEC teams to discuss further.



[← Previous](#)

## PARSEC Accelerator - Innovation fuelled by Earth Observation



[Ask a meeting](#)

### Description

PARSEC is a business accelerator supporting the creation of new Earth Observation (EO) based products and services. The accelerator targets SMEs, start-ups, entrepreneurs and researchers who want to have an impact on the emerging Food, Energy and Environment sectors. With the support of PARSEC, their ideas will be developed into solutions fuelled by the benefits of EO.

The holistic two-stage acceleration programme will distribute a total of €2.5 Million equity-free funding to 100 beneficiaries, alongside other key resources (coaching, matchmaking, promotion) needed to develop and launch 15 new products and services into the global market. PARSEC is also provide a suite of Business Catalysts for transforming data into market-ready services. PARSEC Business Catalysts have been developed to help start-ups become market champions by quickly analysing vast amounts of data, developing services of great value and bringing them to as many customers as possible.

The first Open Call for applications, held between September 2019 and January 2020, resulted in 100 winners - #100PARSEC - accessing the first stage. The second Open Call, including the PARSEC Demo Days pitch competition, was held between March and July 2020 and selected 15 winning teams of 2-3 SMEs - #15PARSEC. These SMEs are further working on their solutions during the second stage of PARSEC. The acceleration programme will conclude in October 2021.

Meet #15PARSEC teams at their EXPANDEO booths:

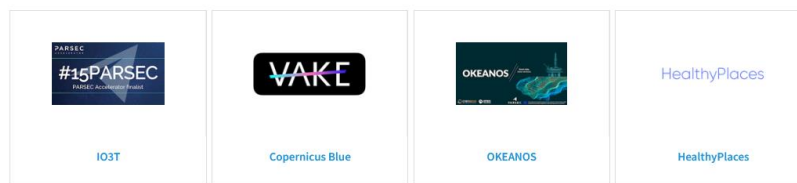


Figure 3: PARSEC Accelerator booth at EXPANDEO 2021.

Furthermore, PARSEC Accelerator offered to all EXPANDEO attendees a special session on opportunities and challenges brought by investing in innovations fuelled by EO. This session was among the most popular sessions of the EXPANDEO event as it focused on investors and investment opportunities for start-ups and SMEs. It included a discussion among Mr Luigi Amati, Chairman of Business Angels Europe, Mr Peter Cook, Senior Investment Officer at the International Finance Corporation (IFC), and Mr Dimitris Matsakis, Consultant at P.L.A.N.

### 1.1.5 PARSEC Launchpad to Success: Valencia Digital Summit

Organised as a side event of the Valencia 2021 Digital Summit on the 15<sup>th</sup> and 16<sup>th</sup> of December, PARSEC's "Launchpad to Success" was an opportune time to present the generative power of Earth Observation to an audience not as familiar with the topic, as well as to celebrate the results and achievements of the project. It was a strategic choice of the accelerator to organise the final event of the project as a side event of an important gathering for innovators in order to attract more visibility and potentially more investment for the PARSEC success stories.

PARSEC's side event opened on the 15<sup>th</sup> of December with the PARSEC Pitching Championship. The championship gave platform to eight PARSEC teams pitching their respected #15PARSEC solution in front of a jury of investors. Four of the teams were pitching on the spot in Valencia, while four others joined digitally.



Figure 4: PARSEC Launchpad to Success event at the Valencia Digital Summit

In the afternoon of the 16<sup>th</sup> of December, PARSEC took to the main stage for the *EO-Based Success Stories* presentation. With Digital Summit's overarching theme being Inspiring the Good Future, the presentation centred on how Earth Observation is enabling solutions that drive positive impact and change to the environment, societies and ultimately the world. PARSEC partner Avaesen started off the presentation by giving some background info on the impressive work their team does before moving into an introduction of the presentation and of the PARSEC Accelerator. Next up was PARSEC's project officer from EARSC, presenting Earth Observation as an innovative answer that can help the world solve its growing challenges to ultimately stimulate a bright future, in line with Digital Summit's theme ("inspiring the good future"). A live and intensive coverage of the participation in the event was set up and promoted through the PARSEC social media, which attract significant attention. The event exposed the #15PARSEC consortia partners, increased their visibility and allowed interactions with investors and potential users, including public sector representatives.

In addition to the activities directly organised and centred around PARSEC and "innovation fuelled by Earth Observation", the consortium of the project as well as four of the 15 winning teams attended other events of the Digital Summit of 2021. This brought additional opportunities for showcasing the innovations accelerated through PARSEC. Orbital EOS (#15PARSEC Okeanos) and Agcurate (#15PARSEC Cottonurance) were present at Digital Summit's "Meet the Startups" speed-dating event. Two of the #15PARSEC beneficiaries (Breeze Technologies, Fauna Smart Technologies) were selected to pitch in the prestigious competition Capital4Startups Pitch Competition organised by Startup Valencia. PARSEC teams had the opportunity to network with various stakeholders and potential investors.

The Digital Summit of 2021 welcomed a record-breaking number of 300+ speakers during 2 days on 4 stages. With more than 10.700 (~5.600 in person ~5.100 online) attendees representing startups, corporates and investors, it was a great opportunity to further attract the attention of the broader innovation community to the PARSEC Accelerator and its solutions.

## Third-party events

A strategic campaign of event attendance was planned for the second phase of the project (M16-M32), with the main objective being to promote 15 winners of Open Call 2 – the solutions being accelerated in the second stage – and the PARSEC Business Catalysts to potential users, investors, and the business community. Therefore, PARSEC focused on partner and third-party events with venture capitalists and business angels to promote the innovation potential of the SME beneficiaries and the accelerator’s output. The accelerator successfully leveraged its established partnerships to provide pitching opportunities to the beneficiaries at the events organised by partners and third parties. In addition, the strong links with the EO industry allowed for an important representation of PARSEC at Earth Observation and space related events.

PARSEC promotion at third party events was supported by several communication materials (see the deliverable *D6.9 Report on communication materials II*). An updated version of the PARSEC pitch was used to best fit the context of each event, and each of the #15PARSEC used a PARSEC-branded presentation to pitch their solution. Furthermore, social media posts, e-mailings and news stories before, during and/or after these events were used to increase the visibility of PARSEC.

Table 2 below lists the third-party events at which PARSEC was represented in the second half of the project, from M16 to M32. For more information on events related to pitching opportunities for #15PARSEC consortia, see the Deliverable *D5.11 Report on training programme for 2nd stage beneficiaries*.

Event	Place & dates	Main Audience	Activity
European Space Agency's φ-week	Online, 28/09-02/10/2020	Scientists, entrepreneurs, innovators, investors	Attending the event, organisation of the side event “Earth Observation: Innovation & Entrepreneurship”, #15PARSEC pitching (Dipteron)
High Tech Summit 2020	Hybrid (online & Stuttgart), 30/09-01/10/2020	Professionals, investors and entrepreneurs	Consortium and #15PARSEC attending the event, SkyscrApp and Dipteron pitching in front of investors
Investor Week 2020	Online, 10-13/11/2020	Investors, businesses, professionals	Pitching opportunity for #15PARSEC (Crop Predictions Take Flight, Space4Fauna, Cottonsurance, Rom(EO))
EU SPACE Week	Online, 7-12/12/2020	Space policymakers, investors, professionals, entrepreneurs	Attending the event, #15PARSEC joining and pitching at the Investors Forum (Healthy Places, Village Data Analytics, POLARIS)
SPACETECH EUROPE Online Hackathon	Online, April – December 2021	Entrepreneurs, young professionals, start-ups	Presentation of Earth Observation, promotion of event, matchmaking activities with Ukraine and USA
IAC 2021	Dubai, United Arab Emirates, 21-22/10/2021	Space policymakers, professionals, businesses	Two of the SMEs of the second stage attended the event – Dipteron and Okeanos
GEO Week	22-26/11/2021	Earth Observation professionals, decision makers, specialists	Attending the event, PARSEC Consortium, #15PARSEC and #100PARSEC SMEs pitching (OKEANOS, Rasdaman, Orbital EOS, Latitudo40)
FAMEX	Online, 23/09/2021	Professionals of Space and Aeronautics	Presentation of PARSEC and Earth Observation capabilities, attending the

			event + matchmaking for #15PARSEC
High Tech Summit 2021	Hybrid (online & Stuttgart), 18-20/10/2021	Professionals, investors and entrepreneurs	Consortium and #15PARSEC attending the event, networking

Table 2: Main events in the second period

## Conclusions

The representation of PARSEC at events has proved to be a powerful tool to engage the different audiences, maintain and establish partnerships and promote the results of the accelerator, as proposed in the *D6.7 Communication Strategy and Action Plan II*. The representation and support of the PARSEC Ecosystem across these activities alongside social media engagement contributed to the achievement of the aims set in the communication strategy. Events greatly impacted the outreach to diverse audiences across various sectors and across countries, in line with the project’s objectives. This was the result of well-defined and flexible communication activities, including the strategic participation in third-party events and organisation of the PARSEC events in this direction. The events achieved to promote the 15 winners of the second open call and the PARSEC Business Catalysts, to strengthen the PARSEC Ecosystem and the established relationships with different actors, including VCs and investors. Finally, several PARSEC events such as the final event “Launchpad to Success” were open to the general public, therefore being accessible to a wide community of innovators.

Further details of the communication strategy are included in the deliverable *D6.9 Communication Strategy and Action Plan II* submitted in M18.



## Our Partners



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