

**EUROPEAN INNOVATION COUNCIL PILOT
SME INSTRUMENT PHASE 2
COORDINATORS WELCOME DAY**

15-16 OCTOBER 2019

BLUEPOINT BRUSSELS, 80 BD A. REYERS LN, 1030 BRUSSELS

AGENDA


Day 1 – Tuesday, 15th October 2019

- 9:30 **Registration & Info Desk/ Welcome Networking Coffee**
- 10:00 **Welcome address**
Julien GUERRIER – Director EASME
Chair: Natascia LAI - Head of Sector - Unit A.2.2 H2020 SME
- Mission impossible? Get started with the 'Elevator Pitch'!
- "We made it!" Success story from SME Instrument Innovator
- 11:00 **Think Big! EIC Community & EIC Business Acceleration services:**
- How can I use the EIC Community for my business?
 - How to match with the right investor via "Scale-up EU" and EIC Investor Event agenda
 - Doing business with large corporates
 - New services in the making
 - Public and Private Innovation Procurers
- 12:30 *Light Networking Lunch/Meet your Project Officer/Info Helpdesk*
- 13:30 **Easy grant management in a couple of clicks**

How to manage our IT system

Face the numbers: Understand the financial reporting
- 15:00 *Coffee break*
- 15:30 **It's not a fairy tale: the reporting. A reviewer's experience**
- 16:00 **How to get the most from your coach?**

MORE INFORMATION

ec.europa.eu/easme/sme
 #EU_EIC @H2020SME

- 17:00 *B2B with Project Officers*
- 18:00 **Business Networking Gathering/Walking Dinner** – Bluepoint business centre - 80 Bd A. Reyers Ln, 1030 Brussels. <https://www.bluepoint.be/en/brussels/>
- Welcome address: Cornelius SCHMALTZ – Head of Unit A2 – H2020 SME
- End of Day 1 -

Day 2 – Wednesday, 16th October 2019

- 08:30 *Registration/Networking Coffee*
- 09:00 **Get roasted by investors – ready to go?** (train with a coach/VC)
- 10:00 **Peer2Peer Training & Workshops** (in parallel, 45 minutes each):
1. Scale-up EU: the matching tool to look out for investors
 2. Making business with large corporates (train with a corporate partner)
 3. How to sell to public (and private) buyers?
- 10:45 *Coffee break*
- 11:00 **Get paid faster by avoiding these errors**
- 11:45 **Enterprise Europe Network and other supporting activities (IPR, etc)**
- 12:15 **Let's be clear: Communication in the EIC SME Instrument**
- 12:30 **Wrap up of the day / Closing**
- Light Networking Lunch*

Official end of the Welcome Day

Meet the EIC Community – Meet your peer *(Optional activities)*

- 13:30 **EIC Community Events** *(Choose one, workshops are in parallel)*
- ✓ **Crash Pitch**
- Record your Elevator Pitch (Record in the video booth on Day 1) and get feedback from the crowd and an investor (Day 2).

Book a slot in our Pitch Booth, train and record your 1 minute elevator pitch, as if you were talking to an investor you just met “in the elevator”. On top, use the video to sharpen your EIC Community profile and increase your visibility! The next day, be one of 10 SMEs to get 1:1 feedback from an investor and your fellow innovators on your recorded pitch. Not in time for the first 10? No problem, simply join the session and learn with your community.

✓ **Ask me anything**

Join us for an intimate get-together that brings our community around a fellow innovators' journey. Bring your questions, a keen ear and learn from someone who has already walked a mile in your shoes.

✓ **Small Talk**

How to recruit top talent: In a competitive job market, you need an even better strategy to attract good people. Join this session and increase the quality and speed of hiring by looking beyond the resume and interview.

✓ **Sweet Picnic**

Be part of a speed-dating networking session. We bring the Belgium chocolate - you bring the good conversation. Meet many another EIC Community companies and share your taste for innovation.

Please use the following link to register for one of those optional activities:

<https://pt.surveymonkey.com/r/7J2W37M>

Ca. 15h End of the workshops

An Info desk is available during the breaks of Day 1 and 2

- *Q&A related to your grant management*
- *Q&A related to the EIC business acceleration services*
- *Q&A related to the EIC community: set up your profile and start networking!*
- *Find my Project Officer!*
- *How to use ScaleupEU, the investor-SME matching tool*

MORE INFORMATION

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