



# SERVICE CATALOGUE



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## 2 EDIH SERVICE CATALOGUE INTRODUCTION

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Welcome to the European Digital Innovation Hub (EDIH), a dynamic platform dedicated to empowering startups and small to medium-sized enterprises (SMEs) across Europe to conquer digital challenges and thrive in a competitive landscape. As a recognised EDIH, our mission is to accelerate the digital transformation of businesses by offering a comprehensive array of services, fostering innovation, and creating strategic partnerships within the vibrant European AI ecosystem.

At EDIH, we place your success at the core of our mission. We are here to support you on your journey to digital excellence and innovation. As a startup or SME, you are at the centre of our efforts to provide tailored solutions to your unique needs. We also understand that when considering participation in our programmes, you may have concerns regarding intellectual property (IP) and other related matters. We want to assure you that EDIH does not claim any share of the participants' IP arising from participation in our programmes. We prioritise your interests and aim to provide a supportive environment where you can focus on innovation and growth without worrying about IP issues. Your success and protection are at the forefront of our commitment to you.

### 2.1 UNLOCKING BENEFITS THROUGH EDIH SERVICES

**Test Before Invest:** This service is your gateway to experimenting with new digital technologies, including AI, to grasp opportunities and return on investment. We offer digital maturity assessments, technology prototyping, and expert consulting services, enabling you to make informed decisions, minimize risks, and foster innovative ideas.

**Finance Assistance & Support to Find Investments:** Our dedicated team provides consulting and support to assist startups and SMEs in sourcing essential funding for their digital innovation projects. We facilitate referrals for grant consulting services, helping eligible enterprises access additional financial resources. Furthermore, EDIH provides access to communication and meeting infrastructure, empowering businesses to effectively network with potential investors.

**Innovation Ecosystem & Networking:** We proudly maintain strategic partnerships with major European AI organisations, fostering a thriving innovation ecosystem. Our matchmaking and networking events create opportunities for you to connect with like-minded individuals, investors, and pioneers in the industry. Through best practice sharing and

consultations, you gain invaluable insights into successful digital transformation strategies.

**Advanced Digital Skills & Training:** Equipping your workforce with the necessary skills to thrive in the digital age is crucial. Our EDIH provides a diverse range of educational activities and courses, including AI & ML training, digitalisation techniques, and soft skills development. By investing in your team's expertise, you can ensure your company stays at the forefront of innovation and maintains a competitive edge.

**Mentorship & Consultancy:** Our mentorship programme pairs aspiring entrepreneurs with seasoned mentors, providing invaluable guidance and support throughout their journey. Additionally, our consultancy services address specific business challenges, with the aim of providing you with tailored solutions to meet your unique needs.

**Entrepreneurship Programme (Pre-accelerator, Accelerator, Incubator):** To nurture and bolster the growth of innovative startups, our comprehensive entrepreneurship programme offers tailored support at different stages of development. From refining business models in the pre-accelerator phase to mentoring, funding, and market access opportunities in the accelerator programme, and finally, providing nurturing environments for early-stage startups in the incubator phase, EDIH is dedicated to elevating startups' potential for success.

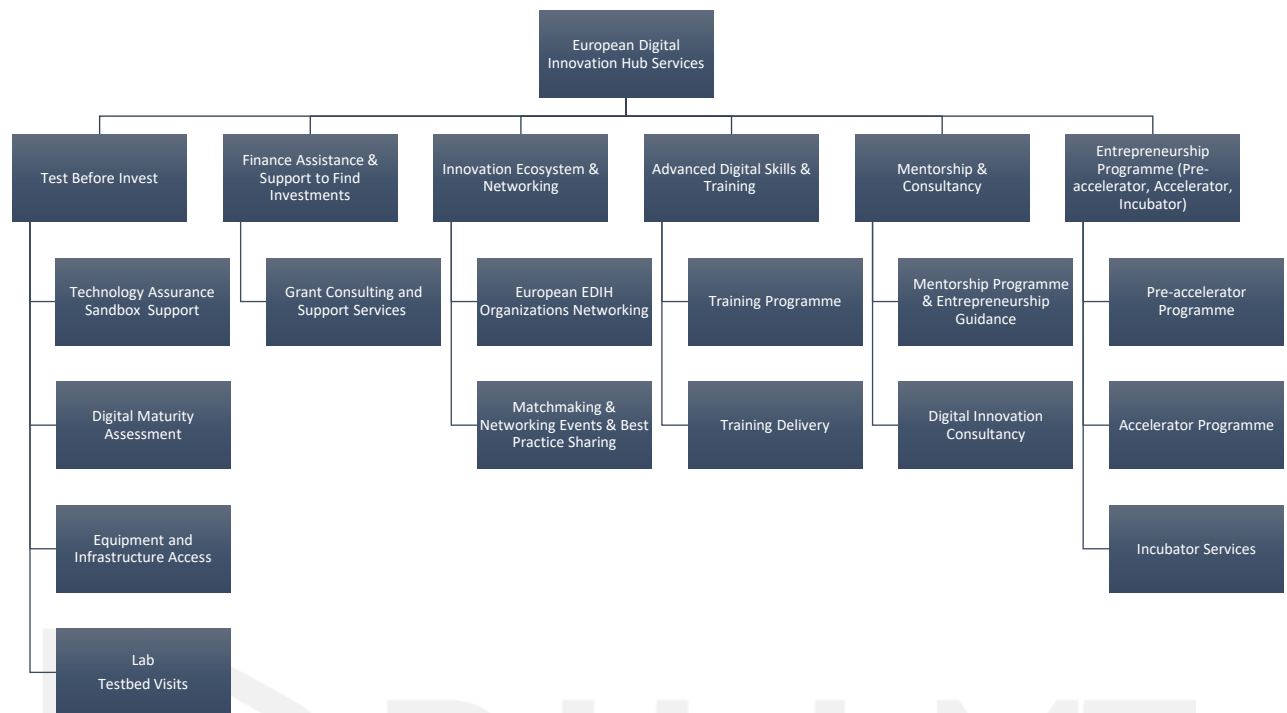
## 2.2 YOUR PATH TO DIGITAL EXCELLENCE

At DiHubMT, we firmly believe that a thriving digital ecosystem requires collaboration, innovation, and knowledge-sharing. Our service catalogue has been carefully crafted to ensure that all participating businesses have access to the expertise and resources necessary for their digital transformation journey.

## 2.3 JOIN US ON THE JOURNEY OF INNOVATION

We eagerly anticipate partnering with you on this transformative venture, paving the way for a digital future filled with unprecedented growth and success. Together, we will navigate the complexities of the digital landscape and unlock new opportunities, making your business flourish into a more competitive and resilient force in the face of ever-changing digital challenges. Let us embark on this journey of innovation together, propelling European businesses to new heights in the digital era.

## 2.4 SERVICES OUTLINE





## 3 TEST BEFORE INVEST

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### 3.1 SERVICES

- **Technology Assurance Sandbox Application Support:** We offer guidance and information to access the MDIA technology assurance sandbox.
- **Digital Maturity Assessment:** Our comprehensive evaluation provides Startups/SMEs with insights into their digital readiness and maturity, identifying areas for improvement and optimization.
- **Equipment and Infrastructure Access:** Access state-of-the-art equipment and infrastructure required for testing and validation purposes. We support the development of digital prototypes to validate the feasibility and effectiveness of new technologies and processes.
- **Lab & Testbed Tours:** Organise visits to labs and testbeds, enabling knowledge exchange and exposure to cutting-edge technologies.

### 3.2 TARGET AUDIENCE

SMEs and startups with digital innovation projects seeking to explore AI technologies, improve their digital capabilities, and validate their ideas before making significant investments.

### 3.3 BENEFITS FOR YOU

- **Risk Mitigation:** Assess the potential impact and feasibility of new digital initiatives without incurring large upfront costs.
- **Informed Decisions:** Gain access to expert consultations and evaluations to make data-driven decisions.
- **Enhanced Innovation:** Prototyping and experimentation encourage innovative thinking and accelerate product development.



## **3.4 BACKEND PROCESS FLOW – TEST BEFORE INVEST**

### **3.4.1 Application Submission:**

- Startups and SMEs interested in availing of the services offered by the European Digital Innovation Hub (EDIH) initiate the process by applying through an application form. The application form collects essential information, such as the company's name, size, sector, contact details, and a brief description of their digital innovation project or needs.
- Alongside the project description, Startups/SMEs indicate their preferred service(s) from the EDIH service catalogue, explaining how they envision these services benefiting their specific goals.

### **3.4.2 Eligibility Assessment:**

- A dedicated team within the EDIH reviews the incoming applications to assess their eligibility for the requested services (external verifiers can be requested). The team verifies whether the applying startup/SME meets the predefined eligibility criteria for each service.
- Eligibility criteria may vary based on factors such as the type of service, the company's size, stage of development, geographic location, and alignment with the EDIH's objectives.

### **3.4.3 Service Initiation:**

- Upon evaluation, the EDIH identifies Startups/SMEs that meet the eligibility requirements and are best suited for the requested service(s). These selected startups and SMEs are notified of their acceptance into the programme.
- For each service, the EDIH assigns a dedicated team or point of contact to liaise with the selected Startups/SMEs. The team collaborates closely with the Startups/SMEs to understand their specific requirements, tailor the support, and ensure smooth implementation.

- For services like the AI Experimentation Programme or Digital Maturity Assessment, the EDIH works with the startups and SMEs to develop a customized plan outlining the scope, timeline, and expected outcomes of the project. In cases of technology prototyping or equipment rental, logistical arrangements are organised in order to provide the necessary resources.

#### **3.4.4 Ongoing Support and Monitoring:**

- Throughout the duration of the service engagement, the EDIH maintains regular communication with the participating startups/SMEs. Progress updates and milestones achieved are meticulously recorded while any challenges faced promptly addressed.
- For services that involve time-bound projects, the EDIH schedules periodic reviews to assess progress against set targets. Any necessary adjustments or additional support requirements are identified and provided as needed.
- The EDIH's experts and mentors play a vital role during this phase, providing guidance, feedback, and domain expertise to the Startups/SMEs. Mentorship and consultations are provided either through individual one-on-one sessions or workshops, depending on the specific service requirements.
- In cases where startups and SMEs face unforeseen obstacles or require further assistance beyond the original scope, the EDIH works collaboratively to explore alternative solutions and resources.

#### **3.4.5 Outcome and Knowledge Sharing:**

- The EDIH monitors the service lifecycle to facilitate participating Startups/SMEs in gaining valuable insights, experiences, and tangible outcomes to accelerate their digital innovation journey.

Through this comprehensive backend process flow, the European Digital Innovation Hub aims to create a seamless and supportive experience for Startups/SMEs seeking to leverage cutting-edge digital technologies, enhance their skills, secure funding, and ultimately, strengthen their competitiveness in the ever-evolving digital landscape.

## 4 FINANCE ASSISTANCE & SUPPORT TO FIND INVESTMENTS SERVICES:

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### 4.1 GRANT CONSULTING AND SUPPORT SERVICES

We assist Startups/SMEs in identifying and applying for relevant grants and funding opportunities. Our advisors offer guidance and support in preparing Startups/SMEs for funding support and attracting investors.

### 4.2 TARGET AUDIENCE

SMEs and startups seeking financial support for their digital innovation projects, with a specific focus on AI-related initiatives.

### 4.3 BENEFITS FOR YOU

- **Access to Funding:** Secure the necessary financial resources to scale your digital projects effectively.
- **Expert Guidance:** Our expertise in investment and grant applications enhances your chances of success.
- **Networking Opportunities:** Access to meeting infrastructure facilitates networking with potential investors and partners.

### 4.4 BACKEND PROCESS FLOW FOR FINANCE ASSISTANCE & SUPPORT TO FIND INVESTMENTS

#### 4.4.1 Expression of Interest and Guidance:

- Startups and SMEs express their interest in financial support and receive expert guidance on preparing their funding pitch or grant application.
- Startups/SMEs seeking financial assistance from the European Digital Innovation Hub (EDIH) initiate the process by submitting a request for funding support or grant consultancy services.
- Upon receipt of the request, the EDIH acknowledges the application and assigns a dedicated support team to the startups/SMEs.

#### **4.4.2** Readiness Evaluation and Project Potential Assessment:

- The devoted support team conducts a comprehensive evaluation of the applying company and its digital innovation project.
- Evaluation criteria encompass the company's financial stability, market potential, scalability of the project, alignment with the EDIH's objectives, and the overall potential impact of the project.
- The team reviews the funding pitch or grant application prepared by the company and provides constructive feedback to strengthen the proposal.

#### **4.4.3** Support for Eligible Startups/SMEs:

- Eligible Startups/SMEs that satisfy the criteria set by EDIH and demonstrate a strong potential for success, receive support in refining their funding strategy and applications.
- For Startups/SMEs seeking funding, the EDIH team collaborates closely with them to refine their funding strategy. This includes identifying suitable funding sources, structuring investment proposals, and enhancing financial projections.
- In the case of Startups/SMEs applying for grants, the support team assists in refining the grant application, ensuring alignment with specific grant requirements, and enhancing the overall competitiveness of the proposal.

Through this streamlined backend process flow, the European Digital Innovation Hub aims to empower Startups/SMEs in securing the financial resources necessary for their digital innovation initiatives. Our expert guidance and network resources are at your disposal to enhance your chances of success in the dynamic landscape of funding and investments.

## **5 INNOVATION ECOSYSTEM & NETWORKING SERVICES**

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### **5.1 EUROPEAN EDIH ORGANISATIONS NETWORKING**

Forge strategic partnerships with leading European EDIH organisations to create collaborative opportunities.

### **5.2 MATCHMAKING & NETWORKING EVENTS AND BEST PRACTICE SHARING**

Organise events to connect SMEs, startups, investors, and key players in the innovation ecosystem. Facilitate knowledge sharing and learning from successful digital innovation case studies.

### **5.3 TARGET AUDIENCE**

Open to all SMEs and startups interested in expanding their networks and accessing new opportunities in the digital innovation ecosystem.

### **5.4 BENEFITS FOR YOU**

- **Access to Partnerships:** Partnering with reputable EDIH organisations opens doors to collaborative opportunities and potential joint projects.
- **Networking Opportunities:** Our matchmaking events enable valuable connections and collaborations.
- **Knowledge Exchange:** Best practice sharing helps Startups/SMEs learn from successful digital transformation stories.

## **5.5 BACKEND PROCESS FLOW FOR INNOVATION ECOSYSTEM & NETWORKING**

### **5.5.1 Strategic Partnerships Establishment:**

- The European Digital Innovation Hub (EDIH) actively identifies and establishes strategic partnerships with other EDIH organisations, innovation hubs, research institutions, and other key players in the digital innovation ecosystem.
- The EDIH team conducts thorough research, attends industry events, and engages in networking activities to identify potential partners with complementary goals and expertise.
- Through collaboration agreements and Memorandums of Understanding (MOUs), the EDIH solidifies partnerships to foster knowledge exchange, joint initiatives, and collaborative projects.

### **5.5.2 Networking Event Planning and Registration:**

- Leveraging its network of partnerships, the EDIH plans and organises various networking events, workshops, seminars, and conferences.
- These events cater to different audiences, including SMEs, startups, investors, technology experts, researchers, and policymakers.
- Event agendas feature engaging speakers, panel discussions, interactive sessions, and opportunities for networking and collaboration.

### **5.5.3 Best Practice Sharing Sessions Promotion:**

- The EDIH identifies successful digital transformation case studies and best practices from within its network and beyond.
- Based on the identified best practices, the EDIH schedules targeted sharing sessions to disseminate valuable insights and success stories to the relevant audience.

- These sharing sessions can take the form of webinars, workshops, or interactive presentations, ensuring participants can learn from real-world experiences.

#### **5.5.4 Consultation Requests Handling and Expert Matchmaking:**

- The EDIH provides consultation services to businesses seeking expert advice and guidance on specific digital innovation challenges or opportunities.
- Startups/SMEs interested in availing consultation services submit their requests to the EDIH, outlining their areas of concern or topics for discussion.
- The EDIH reviews the requests and identifies suitable experts from its network or partner organisations who possess the relevant knowledge and expertise to address the specific needs of the company.

#### **5.5.5 One-on-One Consultation Sessions:**

- The EDIH arranges one-on-one consultation sessions between the requesting company and the matched expert.
- Consultation sessions may be conducted in various formats including, in-person, virtual, or through video conferencing, depending on the preferences and availability of both parties.
- During the consultations, experts provide tailored advice, practical solutions, and recommendations to address the company's challenges and capitalise on opportunities for digital innovation.
- The EDIH ensures confidentiality and professionalism during these discussions, fostering a supportive and conducive environment for knowledge exchange.

Through this comprehensive backend process flow, the European Digital Innovation Hub effectively cultivates a robust innovation ecosystem, facilitates networking opportunities, shares valuable knowledge, and offers personalised expert consultations. This proactive approach contributes to the growth and success of SMEs and startups by connecting them with the resources, expertise, and collaborative opportunities needed to thrive in the rapidly evolving digital landscape.



## 6 ADVANCED DIGITAL SKILLS & TRAINING

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### 6.1 SERVICES

**Training Programme:** We offer a comprehensive educational programme covering technologies to upskill and reskill employees. Our training encompasses various digitalisation techniques to enhance competencies and includes workshops to improve communication, leadership, and team collaboration. We also provide specialised technology training and consultation sessions.

### 6.2 TARGET AUDIENCE

Open to all SMEs, startups, and their employees interested in enhancing their digital and AI-related skill sets.

### 6.3 BENEFITS FOR YOU

- **Enhanced Competitiveness:** Advanced training equips Startups/SMEs and their workforce with the necessary skills.
- **Futureproofing:** Upskilling and reskilling ensure Startups/SMEs can adapt to emerging technologies.
- **Talent Retention:** Providing training opportunities enhances employee satisfaction and reduces staff turnover.

### 6.4 BACKEND PROCESS FLOW FOR ADVANCED DIGITAL SKILLS & TRAINING

#### 6.4.1 Comprehensive Training Programme Development:

- The European Digital Innovation Hub (EDIH) identifies the training needs of SMEs, startups, and their employees in the areas of AI, digitalisation, and soft skills.
- Based on the identified needs, the EDIH creates a comprehensive training programme that includes a diverse range of courses and workshops.

- The training programme is designed to cater to different skill levels and can encompass beginner, intermediate, and advanced levels of expertise.

#### **6.4.2 Participant Registration:**

- Startups/SMEs and individuals interested in enhancing their digital skills and knowledge express their interest in the training programme offered by the EDIH.
- The EDIH provides a user-friendly registration process, where participants can select the courses that align with their specific preferences, needs, and skill levels.
- During registration, participants may also indicate their preferred mode of training delivery, such as virtual or in-person sessions.

#### **6.4.3 Qualified Instructor-Led Training:**

- Once the registration process is complete, the EDIH organises and schedules the training sessions based on the preferences and availability of the participants.
- Qualified instructors, who possess expertise in the respective fields of AI, digitalisation, and soft skills, are selected to deliver the training sessions.
- The training sessions may take place in specialised training facilities, through webinars or e-learning platforms, or in collaboration with partner institutions.

#### **6.4.4 Feedback and Progress Monitoring:**

- Throughout the training programme, the EDIH actively collects feedback from participants to assess the quality, relevance, and effectiveness of the training sessions.
- Feedback forms, surveys, and post-training evaluations are utilised to gather insights on the participants' learning experiences and any areas that require improvement.

- The EDIH also monitors progress and tracks the development of participants' skills and knowledge over the course of the training programme.

#### **6.4.5 Continuous Improvement and Skill Enhancement:**

- Based on the feedback and progress monitoring data, the EDIH continuously improves and refines the training programme to meet the evolving needs of participants.
- The EDIH may introduce new courses, update existing content, or collaborate with additional experts to offer specialised training sessions.
- Participants who complete the training programme receive certificates of completion, recognising their efforts and accomplishments in advancing their digital skills.

Through this comprehensive backend process flow, the European Digital Innovation Hub ensures that SMEs, startups, and individuals have access to high-quality and tailored training opportunities. The training programme equips participants with advanced digital skills, enabling them to embrace AI, digitalisation, and soft skills effectively, and empowering them to drive innovation and remain competitive in the digital era.

# 7 MENTORSHIP & CONSULTANCY

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## 7.1 SERVICES

- **Mentorship Programme:** Connect SMEs and startups with experienced mentors for guidance and support.
- **Digital Innovation Consultancy:** Offer specialised consultancy services to address specific business challenges.
- **Entrepreneurship Guidance:** Provide guidance to entrepreneurs on business strategy, market research, and growth plans.

## 7.2 TARGET AUDIENCE

SMEs and startups seeking guidance and mentorship to overcome business challenges and accelerate their growth.

## 7.3 BENEFITS FOR YOU

- **Access to Expertise:** Mentorship and consultancy provide valuable insights and expertise.
- **Business Improvement:** Guidance on business strategy helps in making informed decisions.
- **Increased Success Rate:** Mentorship is linked to higher success rates for startups and SMEs.

## **7.4 BACKEND PROCESS FLOW FOR MENTORSHIP & CONSULTANCY**

### **7.4.1 Expression of Interest and Request Submission:**

- Startups/SMEs seeking mentorship or consultancy services from the European Digital Innovation Hub (EDIH) initiate the process by submitting a request-for-support form.
- The request form collects essential information about the company, its challenges or goals, and the specific areas where mentorship or consultancy is required.
- The EDIH acknowledges the receipt of the request and begins the process of matching the company with suitable mentors or consultants.

### **7.4.2 Matching with Expert Mentors or Consultants:**

- A dedicated team within the EDIH carefully reviews the requests and identifies mentors or consultants from its network who possess the relevant expertise and experience to address the specific needs of the applying company.
- The matching process considers factors such as the Startups/SMEs industry, size, stage of development, specific challenges, and the expertise of potential mentors or consultants.

### **7.4.3 Introduction and Agreement:**

- Once suitable mentors or consultants are identified, the EDIH organises introductory meetings between the company and the potential mentors or consultants.
- During these meetings, the company and the mentor or consultant can discuss their respective expectations, goals, and the scope of the mentorship or consultancy engagement.
- Based on the outcome of the introductory meetings, a schedule for regular mentorship or consultancy sessions is established. The frequency and format of the sessions are then

agreed upon, whether they are conducted in-person or through digital remote means.

#### **7.4.4 Ongoing Support and Monitoring:**

- Throughout the mentorship or consultancy engagement, the EDIH team closely monitors the progress and outcomes of the sessions.
- Regular follow-ups and feedback loops are implemented to assess the effectiveness of the support provided and ensure that the company's needs are being adequately addressed.
- Should the company encounter new challenges or require additional support beyond the original scope, the EDIH collaborates with the mentors or consultants to provide the necessary assistance.

#### **7.4.5 Continued Support and Impact Assessment:**

- The mentorship or consultancy engagement continues over the agreed-upon duration, ensuring ongoing support for the company's growth and digital transformation.
- The EDIH facilitates knowledge exchange and continuous learning between the company and the mentors or consultants, fostering a dynamic and productive relationship.
- At the conclusion of the mentorship or consultancy engagement, the EDIH assesses the impact and success of the support provided. The company is encouraged to provide feedback on the experience and outcomes of the mentorship or consultancy services.

Through this comprehensive backend process flow, the European Digital Innovation Hub aims to offer personalised and effective mentorship and consultancy services to SMEs and startups. The process ensures that Startups/SMEs receive expert guidance and support tailored to their specific needs, leading to enhanced business performance, improved digital strategies, and increased competitiveness in the market.

## 8 ENTREPRENEURSHIP PROGRAMME (PRE-ACCELERATOR, ACCELERATOR, INCUBATOR)

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### 8.1 SERVICES

- **Pre-accelerator Programme:** Identifies and nurtures promising startups with a structured programme focused on refining their business models and preparing for acceleration.
- **Accelerator Programme:** Supports startups with high-growth potential through intensive mentoring, funding, and market access opportunities.
- **Incubator Services:** Provides physical or virtual space and support services for early-stage startups to foster their growth.

### 8.2 TARGET AUDIENCE

Startups at various stages of development, from ideation to early growth, depending on the selected and approved programme.

### 8.3 BENEFITS FOR YOUR STARTUP

- **Startup Growth:** Pre-accelerator, accelerator, and incubator programmes provide tailored support for startups at different stages.
- **Access to Resources:** Startups receive mentoring, funding, and access to markets, increasing their chances of success.
- **Supportive Ecosystem:** Being part of an entrepreneurship programme fosters a network of like-minded entrepreneurs and industry experts.



## **8.4 BACKEND PROCESS FLOW FOR ENTREPRENEURSHIP PROGRAMME (PRE-ACCELERATOR, ACCELERATOR, INCUBATOR)**

### **8.4.1 Application and Eligibility Review**

- Startups interested in participating in the Entrepreneurship Programme offered by the European Digital Innovation Hub (EDIH) submit their applications for the specific programme they wish to join (Pre-accelerator, Accelerator, or Incubator).
- The EDIH team reviews the applications to ensure that the applicants are eligible for the chosen programme. Eligibility criteria may include factors such as the stage of development, industry focus, market potential, and alignment with the programme's objectives.

### **8.4.2 Onboarding and Mentorship Assignment**

- Startups that meet the eligibility criteria and demonstrate potential for growth and innovation are selected to join the relevant programme.
- Once selected, the EDIH facilitates an onboarding process, where the startups are provided with all necessary information, resources, and guidelines for their journey in the programme.
- Each participating startup is assigned dedicated mentors or coaches who possess expertise in the startup's industry or relevant domain. These mentors or coaches will guide and support the startups throughout their programme participation.

### **8.4.3 Structured Curriculum and Milestone Assessments**

- The Entrepreneurship Programme follows a well-defined and structured curriculum tailored to the specific needs of each programme (Pre-accelerator, Accelerator, or Incubator).
- The curriculum may include a series of workshops, seminars, and training sessions covering essential topics such as business development, marketing, finance, product development, and leadership skills.

- Regular mentoring sessions are conducted, these will consist of one-on-one interactions with assigned mentors or coaches to discuss progress, challenges, and strategy.
- Throughout the programme, startups are evaluated based on milestone assessments, which serve as checkpoints to gauge their progress and development.

#### **8.4.4 Graduation and Integration into the Ecosystem**

- At the successful completion of the programme, graduating startups receive recognition and certificates to acknowledge their achievements.
- The EDIH ensures a seamless transition for the graduating startups, offering ongoing support and guidance even after the programme's conclusion.
- Graduated startups are integrated into the broader innovation ecosystem cultivated by the EDIH, gaining access to networking events, investment opportunities, and appropriate available resources.

#### **8.4.5 Continued Support and Growth**

- The EDIH remains connected with the startups beyond the formal programme, nurturing a lasting relationship that promotes continuous growth and success.
- Alumni startups are encouraged to participate in alumni networks and events to facilitate peer-to-peer learning and collaboration.
- The EDIH continues to provide access to relevant resources, mentorship, and opportunities for the startups to thrive in their post-programme journey.

Through this comprehensive process flow, the EDIH fosters a supportive and nurturing environment for startups in the Entrepreneurship Programme. This structured approach helps startups advance their ideas, build strong foundations, and integrate into the broader innovation ecosystem, ultimately positioning them for success and growth in the competitive digital landscape.