



## **TURN GOOD IDEAS INTO BUSINESS**

Making Offshore production and transport  
green, clean and sustainable

D4.1  
Framework for Delivery of  
Business Support Services to winner SMEs



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**Project Acronym** GreenOffshoreTech

**Project title**

Cross-border and Cross-sectoral collaboration to support SMEs and the development of innovative products, processes or services for Green Offshore Production and Transport

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**Project duration**

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**Deliverable**

**D4.1 Framework for Delivery of  
Business Support Services to winner SMEs**

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WP4

**Lead partner**

MAI Carbon

**Lead responsible**

Tjark von Reden

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Version reviewed	Date of review	Review result - Approved or Request for changes
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## Disclaimer

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# 1. Executive Summary

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Deliverable **D4.1 Framework for Delivery of Business Support Services to winner SMEs** is the Programme of Business Support Services to be delivered to the winner SMEs of the GreenOffshoreTech Call for Proposals.

This document will become a part of the official GreenOffshoreTech Call for Proposal documents.

The Business Support Services will be provided by the members of the GreenOffshoreTech Consortium.

In total, eight Business Support Services have been defined including its contents, its timing and the GreenOffshoreTech Consortium members responsible for its implementation and delivery to winner SMEs.

The following eight Business Support Services have been defined:

- #1 Business & Tech Academy
- #2 Brokerage & B2B matchmaking events
- #3 Access to Finance
- #4 One-to-One Mentoring and Coaching
- #5 Branding
- #6 Internationalisation
- #7 Investor pitching
- #8 Investor rounds

Three Business Support Services (#1- #3) will be provided to the TOP 100 ranked winner SME-driven Innovation Projects and another five (#4- #8) to the TOP 50 ranked.

## 2. About this document

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### 2.1 Purpose of this document

The purpose of this document is to present the deliverable **D4.1 Framework for Delivery of Business Support Services to winner SMEs** of the GreenOffshoreTech project.

### 2.2. Document structure

This document covers:

- Section 3: Framework of eight Business Support Services to be delivered to the winner SMEs of the GreenOffshoreTech Call for Proposals

### 2.3 Audience

This document is classified as **public**, means it will be publicly available for downloading on GreenOffshoreTech's website and on EC's Funding and Tender portal after its release for publication.

## 3. Eight Business Support Services to winner SMEs

In addition to the financial support, the winner SMEs of the Call for Proposals will be offered a framework of eight Business Support Services (free of charge) The Business Support Services are intended to strengthen the business opportunities of SMEs and to enable access to markets and further external resources and financing.

The Business Support Services will be provided by the members of the GreenOffshoreTech Consortium. Three Business Support Services (#1- #3) will be provided to the TOP 100 ranked winner SME-driven Innovation Projects and another five to the TOP 50 ranked.

The Business Support Services offered are:

<b>Business Support Service</b>	<b>Services Scope</b>	<b>Services Providers</b>	<b>winner SMEs</b>
<b>#1 Business &amp; Tech Academy</b>	Webinar on GreenOffshoreTech's accelerator program, webinar on initial business plan making; webinar on tech support through cluster's own tech academies; B2B to mature project idea.	MAI Carbon (DE) & Cluster Mechatronik & Automation (DE)	TOP 100
<b>#2 Brokerage &amp; B2B matchmaking events</b>	Face-to-face events to connect with potential users/customers and technology partners within the cluster/regional ecosystem.	Cluster Mechatronik & Automation (DE) & Forum Oceano (PT)	TOP 100
<b>#3 Access to Finance</b>	Webinar & individual Support on public funding opportunities	Highlands and Islands (UK)	TOP 100
<b>#4 One-to-One Mentoring and Coaching</b>	3-days tailored business coaching and mentoring for each winner SME	Scaberia AS (NO)	TOP 50
<b>#5 Branding</b>	Group & individual Training on branding	Forum Oceano (PT)	TOP 50
<b>#6 Internationalisation</b>	Group & individual Support on internationalisation	Maritimes Cluster Norddeutschland (DE)	TOP 50
<b>#7 Investor pitching</b>	Group & individual Investor pitching training	CLEANTECH LATVIA (LV)	TOP 50
<b>#8 Investor rounds</b>	Two live Investor Pitching Events where all TOP 50 winner SMEs Projects can present their ideas to real private investors	Mosseregionens Naeringsutvkling (NO) & Maritimes Cluster Norddeutschland (DE)	TOP 50

Table 1. Overview of eight Business Support Services offered to winner SMEs.





### 3.1 #1 Business & Tech Academy

Responsible Organisation:	<b>MAI CARBON (DE)</b> CLUSTER MECHATRONIK & AUTOMATION (DE)
Partner Organisation:	BAL (DE), CTLV (LV), CKR (PL), FOC (PT), HIE (UK), IOC (IS), MCN (DE) MEERI (PL), MNU (NO), SCA (NO)
Time slot:	1 <sup>st</sup> cut-off deadline: Oct-Nov 2022 2 <sup>nd</sup> cut-off deadline: Jun-Jul 2023
Duration:	Session 1, webinar: ca. 1,5 hours Session 2, webinar: ca. 1 hour Session 3, webinar: ca. 1 hour Session 4, one-to-one: ca. 1.5 hours per winner SME
Type :	Webinars & Individual B2B meetings to mature project idea.
Number of possible participants:	Ca. 100 (2 per winner SME)
Target group:	TOP 100

Table 2. Overview #1 Business & Tech Academy

#### Description:

**Session 1:** Kick-off webinar introducing briefly the GreenOffshoreTech project, ambition, and expectations; summarizing the winner SMEs obligations regarding deliverables, reporting, conditions for payments and promotion of the GreenOffshoreTech project; introducing the GreenOffshoreTech Business Support Services programmes (Business Support Services #1-#8), Virtual Matchmaking platform, Support Desk, and the GreenOffshoreTech Delivery Support Team.

**Session 2:** Webinar on Initial Business Plan, that shall be developed by all TOP 100 winner SMEs in PHASE 1 and guidance on how to make a good Initial Business plan.

**Session 3:** Webinar on Tech Support available within the GreenOffshoreTech cluster/region ecosystem. This includes an introduction to cluster's own tech academies (Mechatronic Academy, Mittelstand 4.0 Academy, CU TechAcademy, Carbon Connected, etc.) and RTD partners (MEERI, BAL, SCA), but also clusters member R&D organisations that might give valuable guidance.

**Session 4:** B2B meetings with each of the TOP 100 winner SMEs Projects to mature their project ideas. This service will be delivered in online webinars and online B2B meetings though a GoToMeeting platform or similar.

### 3.2 #2 Brokerage B2B matchmaking events

Responsible Organisation:	<b>CLUSTER MECHATRONIK &amp; AUTOMATION (DE)</b> FORUM OCEANO (PT)
Partner Organisation:	BAL (DE), CTLV (LV), CKR (PL), HIE (UK), IOC (IS), MAI (DE), MCN (DE) MEERI (PL), MNU (NO), SCA (NO)
Time slot:	1 <sup>st</sup> cut-off deadline: Oct-Nov 2022 2 <sup>nd</sup> cut-off deadline: Jun-Jul 2023
Duration:	½ day event
Type :	Brokerage event
Number of possible participants:	Ca. 100 (2 per winner SME)
Target group:	TOP 100

Table 3. Overview #2 Brokerage B2B matchmaking events.

#### Description:

SME will have the opportunity to present shortly their SMEs Project idea, and to connect with established companies and industry leaders operating within the GreenOffshoreTech cluster/regional ecosystem and to meet the GreenOffshoreTech team. The brokerage events shall give the winner SMEs a real opportunity to make contact with potential users/customers and or partners for the proposed cross-sectoral/-border innovation. After successful matches, B2B meetings (partner & winner SME) will be organised.

The aim is to provide this service in the form of two face-to-face brokerage and matchmaking events; one event in the Norte region of Portugal for the winning SME projects of the first tender period and one event in the Schwaben region of Southern Germany for the winning SME projects of the second tender period. Portugal is a hotspot for the offshore industry and Southern Germany is a hotspot for cutting-edge technology developments.

### 3.3 #3 Access to Finance

Responsible Organisation:	HIGHLANDS & ISLANDS ENTERPRISE (UK)
Partner Organisation:	CTLV (LV), CKR (PL), CMAB (DE), FOC (PT), IOC (IS), MAI (DE), MCN (DE), MNU (NO).
Time slot:	1 <sup>st</sup> cut-off deadline: Oct-Nov 2022 2 <sup>nd</sup> cut-off deadline: Jun-Jul 2023
Duration:	Webinar: ca. 3 hours One-to-one: ca. 1.5 hours per winner SME
Type :	Group & Individual Support
Number of possible participants:	Webinar: ca. 100 (2 per winner SME)
Target group:	TOP 100

Table 4. Overview #3 Access to Finance.

#### Description:

The training shall support winner SMEs to access opportunities for public funding and to facilitate financing of the continuation on the product development work.

The workshop will be done in two stages:

##### Stage 1:

A webinar on most relevant public funding schemes for SMEs and links to local support for all TOP 100 winner SME Projects

##### Stage 2:

Each of the TOP 100 winner SMEs Projects will have the opportunity to get guidance by their local cluster organization how to access public funding opportunities. This will be an individual support for each of the TOP 100 winner SMEs Projects

##### Additional Service:

A GreenOffshoreTech Public Funding Catalogue with a description and link to the most relevant funding schemes (European, international, national, and regional) for SMEs in the GreenOffshoreTech community and related to the GreenOffshoreTech Topics.

### 3.4 #4 One-to-One Mentoring and Coaching

Responsible Organisation:	SCABERIA AS (NO)
Partner Organisation:	-
Time slot:	1 <sup>st</sup> cut-off deadline: Feb-Jun 2023 2 <sup>nd</sup> cut-off deadline: Oct 2023-Feb 2024
Duration:	Up to 3 days per winner SME
Type:	Individual coaching/mentoring
Number of possible participants:	One-to-one with each winner SME
Target group:	TOP 50

Table 5. Overview #4 One-to-One Mentoring and Coaching.

#### Description:

The business innovation coaching shall empower the winner SMEs toward successful commercialisation of their innovation. This includes strengthening the capability to deal with growth, and aspects such as strategy, organisation, management, financing to reach go-to-market, and resource development.

The business innovation coaching will be tailored to the needs of the winner SMEs. Therefore, it will start with an analysis and systematic mapping of the winner SMEs' need in order to identify business bottlenecks and the demand for coaching. This includes to analyse the SMEs context in terms of current and targeted position in the business life cycle (e.g. seed stage, upscaling stage, expansion stage, etc.) and its business innovation challenges (e.g. strategy, organisation, management, financing, resource development).

Based on this information, the winner SME's individual need and demand for coaching will be mapped and a tailored coaching scheme will be produced. The winner SMEs and coach will decide together which challenges shall be addressed within the frame of this mentoring and coaching service. The coach will 'sense' the need of the company and will provide guidance based on experience to identify solutions unique to the SME and to develop the relevant capability of the company in the long-term.

### 3.5 #5 Branding

Responsible Organisation:	FORUM OCEANO - ASSOCIACAO DA ECONOMIA DO MAR (PT)
Partner Organisation:	-
Time slot:	1 <sup>st</sup> cut-off deadline: Jun-Aug. 2023 2 <sup>nd</sup> cut-off deadline: Feb-Apr 2024
Duration:	Webinar: ca. 2 hours One-to-one: ca. 1.5 hours per winner SME
Type:	Group & Individual Training
Number of possible participants:	Webinar: ca. 50 (2 per winner SME) Individual Training: B2B with each winner SME
Target group:	TOP 50

Table 6. Overview #5 Branding.

#### Description:

The training on branding shall empower the winner SMEs to generate awareness about the benefits of their innovation towards potential users, customers, or investors and to prepare market uptake. A good branding is the basic to develop a good investor pitch. The workshop will be done in two stages:

##### Stage 1: a webinar

A webinar on how to build a brand. This includes to develop a product and brand strategy both towards customers and internally to employees, to develop a brand identity and to develop a brand marketing through a strategic communication strategy.

##### Stage 2: individual training on branding

Each of the TOP 50 winner SMEs Projects will be asked to develop an own brand ID and strategy communication plan that will be reviewed by the branding trainer. This service will be delivered in form of an online webinar and online B2B meetings between trainer and winner SME.

### 3.6 #6 Internationalisation

Responsible Organisation:	MARITIMES CLUSTER NORDDEUTSCHLAND (DE)
Partner Organisation:	CTLV (LV), CKR (PL), CMAB (DE), HIE (UK), IOC (IS), MAI (DE), MCN (DE), MNU (NO)
Time slot:	1 <sup>st</sup> cut-off deadline: Jun-Aug. 2023 2 <sup>nd</sup> cut-off deadline: Feb-Apr. 2024
Duration:	Webinar: ca. 3 hours One-to-one: ca. 1.5 hours per winner SME
Type:	Group & Individual Support
Number of possible participants:	Webinar: ca. 50 (2 per winner SME) Individual Support: B2B with each winner SME
Target group:	TOP 50

Table 7. Overview #6 Internationalisation.

#### Description:

The training on internationalisation shall support winner SMEs to access opportunities for internationalisation in terms of participation to events within the GreenOffshoreTech community and beyond (e.g. international trade fairs, etc). The workshop will be done in two stages:

##### Stage 1:

A webinar on most relevant events for collaborations and to reach out to potential users and customers for each of the TOP 50 winner SMEs

##### Stage 2:

Each of the TOP 50 winner SMEs Projects will have the opportunity to get support by their local cluster organization to participate in one of the relevant events. Note, the support does not cover the actual event fee.

##### Additional Service:

A GreenOffshoreTech Event Catalogue with a description and link to the most relevant events (international, national, and regional) related to the GreenOffshoreTech Topics.

### 3.7 #7 Investor pitching

Responsible Organisation:	CLEANTECH LATVIA (LV)
Partner Organisation:	HIE (UK), MNU (NO), SCA (NO).
Time slot:	1 <sup>st</sup> cut-off deadline: Jun-Aug. 2023 2 <sup>nd</sup> cut-off deadline: Feb-Apr. 2024
Duration:	Stage 1: One day Stage 2: One-to-one: ca. 1.5 hours Stage 3: One-to-one: ca. 1.5 hours
Type :	Group & Individual Training
Number of possible participants:	Group Training: ca. 50 (2 per winner SME) Individual Training: B2B with each winner SME
Target group:	TOP 50

Table 8. Overview #7 Investor pitching.

#### Description:

The investor pitching training shall empower the winner SMEs to raise external finance from private investors, venture capital or corporate funds in our planned Investor rounds (Task 4.9) and beyond GreenOffshoreTech. This includes strengthening their understanding of investor's interest and communication skills to get investor's confidence. The investor pitching training will focus on how to pitch the SMEs Projects to get investors, angels, partners, or customers interested in the brilliant idea. It will comprises both group and individual training and will be executed in three stages:

Stage 1: A webinar on how to perfect investor pitches. In the webinar winner SMEs will learn more about how investors identify an investment opportunity, the must-haves to get investors' confidence, how to prepare a pitch, and valuable tips on how to make the pitch from good to amazing. Must-haves include are: ability to recruit, a skilled team, underlying market growth, a scalable business model, a solid financial plan and long-term value. Key questions when preparing a pitch are: what are you selling, what are your customers, why should the pay for it. Key to win pitches are: great communication skills to engage with the investors

Stage 2: Preparation of pitches: Each winner SME will be asked and guided to prepare an own investor pitch training.

Stage 3: Live pitching of SMEs Projects: Each winner SME will live present its pitch to a small jury consistent of pitch trainer, business coach and two more experts of the GreenOffshoreTech consortium. The winner will receive feedback to her/his pitch and guidance for further improvements.



### 3.8 #8 Investor rounds

Responsible Organisation:	<b>MOSSERREGIONENS NAERINGSUTVIKLING (NO)</b> <b>MARITIMES CLUSTER NORDDEUTSCHLAND (DE)</b>
Partner Organisation:	BAL (DE), CTLV (LV), CKR (PL), CMAB (DE), HIE (UK), IOC (IS), MAI (DE), MEERI (PL), MNU (NO), SCA (NO).
Time slot:	1 <sup>st</sup> cut-off deadline: Aug 2023 2 <sup>nd</sup> cut-off deadline: Apr. 2024
Duration:	One day
Type:	Investor Pitching Event
Number of possible participants:	Ca. 50 (2 per winner SME)
Target group:	TOP 50

Table 9. Overview #8 Investor rounds.

#### Description:

The winner SMEs can present their investor pitches to real private investors. The investment rounds shall give the winner SMEs a real opportunity to raise external finance from private investors, venture capital or corporate investors. The investor pitches will also be published on the GreenOffshoreTech Cluster Collaboration Platform.

Potential investors will be invited to the platform by the clusters and their members based on their investment profile. This allows a continuous presentation of different business cases and networking with potential private investors. After successful matches, B2B meetings (investor & winner SME) will be organised.