



Factsheet – Europeana Creative spin-off incubation support

v1.0

6th May, 2014

Europeana Creative spin-off projects

The winner of each Europeana Creative Challenge will become a “spin-off” project. Each spin-off project will be provided with hands-on incubation support for a period of three months, which will be supplemented by materials made available on Europeana Labs¹ over the duration of the project. The incubation support offered will be tailored to each spin-off project’s business needs and agreed upon during a collaborative process.

Spin-off project incubation support

Part of the process of tailoring the incubation support to be offered is to define holistic documentation of all the incubation support that can be made available by Europeana Creative. This factsheet outlines an *à la carte* menu of incubation support, which is the basis from which to select the most appropriate support for each spin-off project. A tailored sub-set of this incubation support menu will be selected for each spin-off project, determined according to business needs.

The support described in this factsheet is detailed as being standard or premium support. **Standard support** will be integrated with Europeana Labs and shall address everyone interested in re-using digital cultural heritage for new product ideas. **Premium support** will only be offered to spin-off projects and will comprise of direct access to consultancy by experts in the following categories.

Business Support

In order to assist the development of the spin-off projects, Europeana Creative will provide a business support package. When setting up a successful business, it is important to elaborate at an early stage how to transfer a vision into a sustainable business plan that underpins the product.

The business support offer will cover the following topics:

- ✓ *Translating a vision into a business idea*
- ✓ *Conversion of a business idea into a business model*
- ✓ *Market scoping*
- ✓ *Refinement of the business model*
- ✓ *Financial analysis and planning*
- ✓ *Developing a business plan*
- ✓ *Sales and growth strategy*

¹ <http://labs.europeana.eu>

Standard support will consist of a set of advice and guidance published on the Europeana Labs website (beta April 2014), covering each of the above-mentioned topics at an introductory level.

Spin-off projects will be given privileged access to the following **premium support**:

- ❖ *Mentoring and coaching* – from experienced business coaches and entrepreneurs, including Leo van Loon, developer of Buzinezzclub, a major entrepreneurship training programme in the Netherlands, in the following topics:
 - *Strategic analysis and development*: Using established analytical frameworks such as Five Forces, SWOT or Scenario Planning.
 - *Market scoping and research*: Assess your own added value, the competitors and your market positioning; customer or user research and segmentation to inform product development or communications plan; soft and hard market testing.
 - *Developing business infrastructure*: Understand and develop a resource plan to establish what resources you need to buy or hire now to realise a business; guidance on operational structures.
 - *Financial analysis and planning*: Understand pricing and implications for costs; develop and refine financial forecasts for the business; assess cash flow and critical financial issues.
 - *Sales and growth*: Plan for sales; understand and use the marketing funnel; develop a communications strategy; define the phases of growth for your business and a potential outcome.
 - *Entrepreneurship skills*: Understand the personal requirements needed to become an entrepreneur and prepare to develop them, such as networking training, resilience training, owning the room.
- ❖ *Online support by business modelling experts* – such as e-mail and Skype for one-to-one assistance.

Technical Support

The Europeana Creative technical support offer consists of a number of different technical services and components. We will provide each spin-off project with a support package comprising of a range of services to help improve product development cycles.

The following technical models/services/components will be supported:

- ✓ *Europeana Data Model (EDM)* – a structured data model used by Europeana as a basis to ingest, manage and publish its data (<http://pro.europeana.eu/edm-documentation>).
- ✓ *Europeana Content Re-use Framework (CRF)* – a filtering framework for Europeana content that meets technical quality and commercial re-use standards (coming mid-2014).
- ✓ *Europeana API service* – a web service providing access to Europeana collections (<http://www.europeana.eu/portal/api-introduction.html>).
- ✓ *Europeana Linked Data service* – a SPARQL endpoint for accessing the Europeana dataset (<http://data.europeana.eu>).
- ✓ *Europeana Client for Java* – a library for Java programming language providing an interface for remote invocation of the Europeana API (<https://github.com/europeana/europeana-client>).
- ✓ *Europeana OAI-PMH (Beta)* – a web service providing an OAI-PMH compliant interface for harvesting Europeana collections (meta-)data (coming this April 2014).
- ✓ *Image-Similarity Tool* – a web service supporting retrieval of image content basing on visual similarities (<http://image-similarity.ait.ac.at/imagdemo/>).
- ✓ *Geo-Mapping Service* – a demo application providing assessment for cultural tourists or tour guides; it supports creation of map routes and aggregation of rich contextual information from Wikipedia and Europeana related to given points of interest (<http://62.218.164.177:8080/geomapping/>).

The following **standard support** infrastructures will be used to provide developer support regarding the models/services/components listed above:

- ✓ *Europeana Labs website*
- ✓ *Europeana's API developer forum*
(<https://groups.google.com/forum/?pli=1#!forum/europeanaapi>).
- ✓ *Europeana Creative's bug and issue reporting service*
(<https://www.assembla.com/spaces/europeana-creative/>).
- ✓ *Service demonstrators and sample codes*

Spin-off projects will be given privileged access to the following **premium support** services:

- ❖ *Direct support lines* – to the core development teams behind each of the products and services supported, such as e-mail and Skype for one-to-one assistance.
- ❖ *Bespoke technical support sessions* – from technical experts on specific implementation aspects.

- ❖ *Priority ticket resolution* – for any bug and issues raised within the reporting service.

Marketing and Promotion

In order to introduce a product successfully to the market, certain marketing and promotional activities have to be pursued. The spin-off projects will receive assistance in marketing and promotional activities. This comprises:

- ✓ *Product promotion* – using the Europeana infrastructure (Europeana Labs, Europeana Pro, etc.) and project partner networks to introduce the products.
- ✓ *Marketing support* – such as introduction to the marketing mix² and start-up marketing (e.g., niche strategy, “free rider” strategy, alliance strategy, guerrilla marketing).

The **standard support** will cover the documented trainings and introductory information on both topics.

Spin-off projects will be given privileged access to the following **premium support** services:

- ❖ *Online communication trainings.*
- ❖ *Advice in collaboration strategies* – linking creative industries to cultural institutions.
- ❖ *Online trainings in the social media usage.*
- ❖ *Spin-off projects will be featured on the labkultur.tv website.*
- ❖ *Direct one-to-one e-mail and Skype contact with experts.*
- ❖ *Presenting the spin-offs in public events* – to increase visibility and chances to gain funding.

Access to Finance

Spin-off projects will be offered a range of hands-on advice, guidance and introductions all facilitated by the Europeana Creative team, covering a variety of topics relating to access to finance. These topics will include:

- ✓ *Choosing the right funding for your business* – including assessment of alternative approaches such as crowdfunding.
- ✓ *Access to financial mechanisms for raising initial funding* – such as crowdfunding, loans, venture capital and business angels.
- ✓ *Planning, creating and delivering the pitch to funders or investors* – including presentations, product demos, videos and abstracts.

² See <http://www.graphics.com/article-old/marketing-using-4ps-product-price-place-and-promotion> accessed December 22, 2013.

- ✓ Planning, creating and delivering campaigns to raise funding.
- ✓ Identifying and connecting with investor/funder communities and initiatives.

Standard support will consist of a set of advice and guidance published on the Europeana Labs website, covering each of the above topics at an introductory level.

Spin-off projects will be given privileged access to the following **premium support** services:

- ❖ *Bespoke online tutorials.*
- ❖ *Tailored group sessions delivered online by experts.*
- ❖ *Direct one-to-one e-mail and Skype contact with experts.*
- ❖ *Personal introductions to potential investors/funders and communities.*

Additional Specialised Topics

Hands-on advice and guidance will also be offered in a range of additional specialised topics. The objective for each specialised support topic will be to capitalise upon Europeana Creative's professional knowledge, expertise and contacts to directly benefit the spin-off projects.

The following specialised topics will be included:

- ✓ *Identifying and selecting content from Europeana* – finding the most relevant and useful content for the product/service.
- ✓ *Facilitating partnerships* – identifying and connecting with the most appropriate individuals and organisations to support business growth.
- ✓ *Access to living labs* – for product/service development and specialised testing environments.
- ✓ *Testing, validation and evaluation* – bespoke testing, validation and evaluation support for the product/service.

Standard support will consist of a set of advice and guidance published on the Europeana Labs website covering each of the above-mentioned topics at an introductory level.

Spin-off projects will be given privileged access to the following **premium support** services:

- ❖ *Direct support from Europeana content experts* – such as e-mail and Skype for one-to-one hands-on assistance.
- ❖ *Facilitating access to thematic sector experts* – identification of and introduction to knowledgeable individuals that can help inspire and offer critical sector-led opinions.
- ❖ *Facilitating access to and cooperation with key partner international networks* – including personal introductions to members of the Europeana Network, European Business & Innovation Centre Network (EBN) and European Network of Living Labs (ENoLL).

- ❖ *Facilitating access to cross-border incubation support* – providing access to the Soft Landing Club³ and ACE programme⁴.
- ❖ *Privileged access to and partnering with thematically specialised living labs* – including:
 - Future Classroom Lab⁵ in Brussels is a fully equipped, reconfigurable, teaching and learning space supporting Ministries of Education and leading educational technology providers.
 - YOUCOOP⁶ CoLaboratory in Palma focuses on ICT applications for creative and social uses specialising in methodologies for collaborative creation, testing and fostering innovation in cultural and social projects.
 - Aalto FabLab⁷ in Helsinki is a small-scale workshop for digital fabrication with machines such as laser cutter, vinyl cutter, desktop CNC milling machine and 3-D printer and electronic prototyping equipment.
 - i-Matériel.Lab⁸ in Paris is a user-driven innovation platform dedicated to cultural heritage and tourism, specialised in mobile products and services.
- ❖ *Focus group planning and member recruitment* – assistance for planning, identifying and recruiting thematically appropriate focus group members for product/service testing and evaluation.
- ❖ *Direct support from testing, validation and evaluation specialists* – such as e-mail and Skype for collaborative review, including the sharing of guidelines used for Europeana Creative's Pilot development phase.

³ See <http://www.ebn.be/DisplayPage.aspx?pid=128>; accessed January 30, 2014.

⁴ See <http://www.europeanace.eu>; accessed March 18, 2014.

⁵ See <http://fcl.eun.org>; accessed February 4, 2014.

⁶ See <http://www.youcoop.org>; accessed February 4, 2014.

⁷ See <http://fablab.aalto.fi/site/>; accessed February 4, 2014.

⁸ See <http://imateriel.eu>; accessed February 4, 2014.