



# FET Briefing

## WP3 Research Communication and Business Training

### Sector Specific Mentoring Concept

D<sub>3.3</sub>





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## Sector Specific Mentoring Concept

### *Target group*

The sector specific mentoring supports FET researchers that have an interest in the entrepreneurial market-uptake. Besides generic business training provided by bwcon, they can get access to market specific coaching. This market specific coaching will be delivered by coaches having special knowledge in the sector that the future entrepreneur is targeting with his business. To that goal, the Briefing project has committed three subcontracting clusters with different sectoral focus. Coaches from the clusters will support researchers in gaining valuable knowledge relevant in order to succeed in the appropriate sector.

### *Customer Journey*

The BRIEFING project offers a number of trainings and tools that promote the market uptake of FET research projects (see Task 3.2). By participating in one of the provided business trainings (e.g. Business Training) FET researchers will get access to valuable knowledge about business planning, go to market strategies and financing opportunities. If during the business training, the bwcon trainer discovers that additionally to business training, specific advice on the target market (e.g. about IP issues, regulation, communication channels) would be needed, he will search for an appropriate coach amongst the three subcontracting clusters. The BRIEFING project partners will arrange the contact to the appropriate coach. The FET researcher can receive up to 5 hours of mentoring depending on the individual situation. Payment will happen directly from the Briefing coordinator towards the subcontracting cluster.

### *Sectors and topics*

The BRIEFING project collaborates with three clusters, each an expert for a specific sector.

1. ticbiomed (<https://ticbiomed.org/en/>)

ticbiomed is an expert in healthcare that promotes collaborative projects in digital health. With a profound expertise in the field of healthcare ticbiomed offers support in identifying business opportunities in the digital healthcare sector in order to link demand with supply. In addition to that, ticbiomed provides help with finding the perfect partner to ensure successful digital health solutions. The extensive ticbiomed network, covering organizations all over Europe, includes SMEs, startups, healthcare organizations, pharma, medtech, big IT, investors, legal and regulatory experts, academia, support organizations and other stakeholders.

2. Mov'eo (<https://pole-moveo.org/en/>)



As an expert in the mobility industry, Mov'eo fosters collaborative projects contributing innovation to the mobility and automotive sector. Mov'eo supports partners in overcoming various technical, scientific and social obstacles by means of a thorough knowledge of the industry. The company's large network enables its members to find the partners, clients and fundings they need to transform their ideas into projects, and their products into products or services, and bring them to the market.

3. Agro Business Park (<https://www.agropark.dk/>)

Specialising in knowledge based innovation and entrepreneurship within the agro-science sector Agro Business Park promotes start-up business in agriculture, bioenergy, environmental technologies and food processing. Dedicated support services and incubator facilities are provided to ensure that companies have the best chances of success.