

# B-hub

Blockchain  
for Europe

# B-hub for Europe

Blockchain hub for European startups acceleration and growth

# Track: Marketing & Internationalisation

Webinar	Workshop	Deep-dive & Support	1-on-1 mentoring
Introduction to internationalisation	Positioning Strategies	Support for the identification of target markets, information for market penetration, advice on market channels and tools	Market entry in [each region] mentoring
Positioning and branding	Go to market strategy preparation	Drafting a market entry strategy	Go-to-market mentoring
Cracking buzzwords: SEO, content marketing & growth hacking	Nailing value proposition (external mentor)	Support with entry into the [each region] market	Building marketing strategy
	From value proposition to business plan	Identifying the end user, value proposition and instruments to reach out	
		Localisation and translation of marketing and sales material into local language	

# Track: Growth Strategies

Webinar	Workshop	Deep-dive & Support	1-on-1 mentoring
Market sizing: overview	Generating and qualifying leads in the defined target audience	Customer acquisition : Participating in challenges with major players	Technical solution mentoring
Growth strategies overview	HR & recruiting and staffing for growth?	Technical Solution Engineering	Building sales processes (external mentor)
	Generic speed mentoring session	Customer selection	
	Building a selling plan	Sales funnel and automation support (external mentor)	

# Track: IPR Protection, Regulatory & Compliance

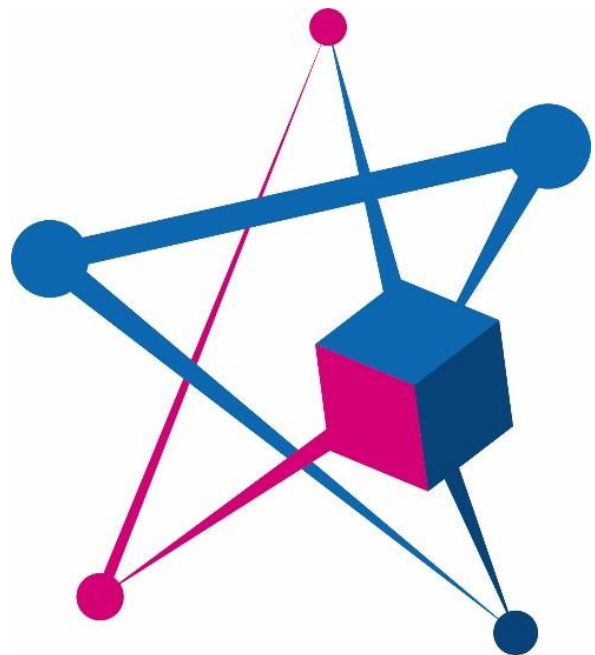
Webinar	Workshop	Deep-dive & Support	1-on-1 mentoring
IPR protection and patent landscape	IP protection workshop including introduction and case studies	Guidance towards IP protection of innovations	IP Protection mentoring
GDPR compliance for technology companies	AML compliance (fintech/crypto)	Specialised support to develop a suitable IPR strategy	
Blockchain regulations overview		IP strategy (external expert)	
		1-on-1 legal hours / advice	

# Track: Access to Public Funding

Webinar	Workshop	Deep-dive & Support	1-on-1 mentoring
Access to EU and national grants	Finance Strategy Workshop	Support for the definition of the governance and project financing strategy	Support for the definition of the governance and project financing strategy
Financing options webinar	Public Funding Workshop	Support with public grants	Acquiring French official labels to better access national funding schemes
	The EIC Accelerator Pilot: grant and equity investment opportunity for innovative SMEs	Accessing grants in [each region]	
		Drafting a grant application for funding from EC/national instruments	

# Track: Access to Investments

Webinar	Workshop	Deep-dive & Support	1-on-1 mentoring
How to pitch to make it stick?	Pitch deck boot camp	Support for the definition of the overall governance and project financing strategy	Support for the definition of the overall governance project financing strategy
Building a fundraising pitch	Finance Strategy Workshop	Support with crowdfunding	Pitch deck improvement coaching
Angel & seed funding: what is a good deal?		Support with private investments	Investment pitch preparation/ training
		Pitch deck review, feedback and improvement or drafting	Acquiring French official labels to better access private funding



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