

Horizon Results Platform (HRP) & Partners: a Value Proposition

30 January 2024

DG Research & Innovation,
Unit G.H.6 - Common Knowledge and Data Management Centre

MAKING RESULTS MATTER



Agenda

- Welcome and introduction
- HRP Partners: the benefits each partner offers to accelerate the valorisation of your results and success stories with results on HRP
- Useful links and conclusions

This webinar is recorded and will be published on HRP TV after the event.



MAKING RESULTS MATTER







... A place where EU Research project results can flourish into innovations that contribute to our society and economy and to a sustainable future!

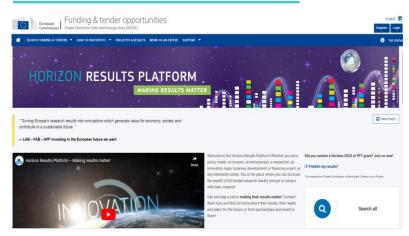




MAKING RESULTS MATTER



Horizon Results Platform



- ✓ Access to investor e-pitching events for certain startups
- ✓ Access to matchmaking opportunities
 - ✓ 2024 Startup Initiative
- ✓ Dedicated webinars with experts
- ✓ Initiatives to support EU Policy Priorities, ex.: EU Missions
- ✓ Promoting the free EC services available
- ✓ New Programmes on HRP
- ✓ Revamp of the portal front end to make your life easier.
 - ✓ Find out more on HRP TV!



MAKING RESULTS MATTER



Horizon Results Platform: Building Bridges with our Partners to Promote You



HRP & Partners: A Value Proposition

HRP yearly convention webinar 30 January 2024

Tailored support by Enterprise Europe Network Nadir case

Marco Gorini Veneto Innovazione - Enterprise Europe Network









Who We are...



54 countries

#EENCanHelp









Romania

Slovakia

Sweden

...and what we do



Sustainability

We guide companies in their transition to more sustainable business models



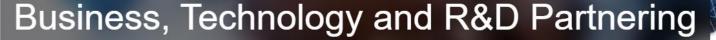
EU Single market

We help businesses navigate EU legislations, policies and benefit from the opportunities offered by the Single Market



Digitalisation

We help companies tailor digital solutions to their business needs



Helping SMEs find the right business partners



Innovation

We enhance businesses' potential to innovate, grow and develop disruptive products



Business, Technology and R&D Partnering

We match companies with the right business partners and to promote new technologies globally



Resilience

We empower businesses by building up their business agility and resilience to future challenges



The Network has the reach and expertise to find the right partner(s) for you to, for example:

- manufacture or distribute your products
- access new markets and promote new technologies globally
- find the technology you need to drive innovation in your business
- cooperate in research and development projects



Internationalisation

We support businesses to enter international markets and to seize new commercial opportunities



Access to finance

We help you identify sources of finance and ensure your business is investor ready



Access to EU funding

We identify EU funding opportunities that suit your business' needs and help you





Horizon Results Platform



Hybrid 3D bioprinting system including quasi in-situ solventless surface coating

FAST - Functionally graded Additive Manufacturing scaffolds by hybrid manufacturing

We need

- . To raise awareness and possibly influence policy
- · Grants and Subsidies
- · Other blended financing
 - + more needs expressed
- 4 9 contributors
- Sectors
- · Public health
- · Research and innovation

Result Maturity

4 - R&D Technology Demonstration (TRL 5-6)

We have

✓IPR



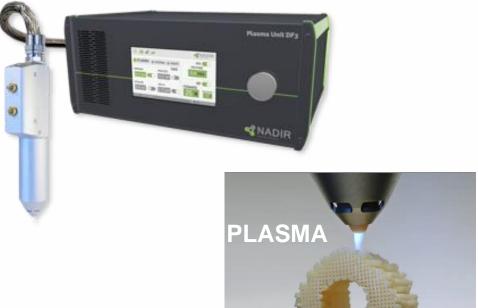






DEEP TECH INNOVATIONS

Plasma jet for surface functionalization of scaffolds, and devices



Active composites to be used in new scaffolds and medical devices











DEEP TECH INNOVATIONS

easily transferred from bioprinting to different applications



Biomedical - for surface functionalization of devices

Manufacturing – adhesion improvement between dissimilar materials



Cultural heritage – cleaning of works of art and restoring

3D printing -

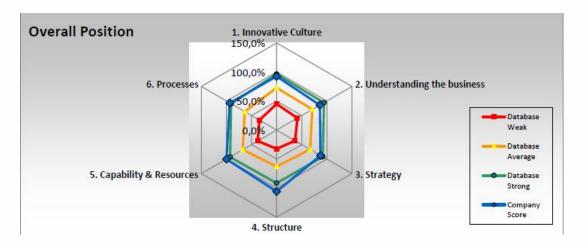
Academic research -





State of the activities and first achivements

 Innovation management capability assessment and the financial analysis allowed to underline the strengths and the innovation strategy for a compelling revision of business plan



- NADIR has been selected by ArianeGroup among the participants of its Open Innovation Challenge
- NADIR has been introduced to some investors and it is in the negotiation phase





Contacts:

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Network Partner | Enterprise Europe Network

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HRP Yearly convention webinar



Riánsares LópezChair of the ATM SG – EEN CATCIM consortium



Open Innovation Challenges: Objectives

To promote internationally innovation and technological events taking place in Catalonia.

To promote Catalan companies internationally and promote the partner agreements with international companies.

Challenge owners and Tech providers

- To contribute to find solutions to the needs of the Catalan corporations/enities with open innovation challenges
- To accelerate the adoption of advanced technologies
- To promote the internationalization of Catalan Technology suppliers through collaboration with foreign entities and companies
- To facilitate the scaling of start-ups and spinoffs through the collaboration with Catalan and International corporations/entities.
- To raise innovation and technology collaborations between the Catalan and foreign ecosystems.





Open innovation challenges:

The Open Innovation Challenges are events that facilitate meetings between corporates and companies with an open innovation challenge with start-ups and other technological providers that can offer a solution. The OICs are held within different sectorial landmark events which take place in Barcelona.

· Corporations

Entities



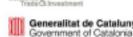
- Startups
- Tech providers

HOW IT WORKS

- The Challenge Owners (corporates/companies) publish their open innovation challenges in an ad-hoc matchmaking platform.
- Dissemination is done through ACCIÓ Catalan ecosystem, EEN International network and ACCIÓ's offices network worldwide.
- Scouting of potential technology providers. All start-ups and tech providers' profiles applying for a challenge are carefully assessed to ensure the suitability and are validated following each challenge owner criteria.
- Personalised B2B agenda for each corporation/company with the chosen technology providers.
- Afterwards, if both parties agree to collaborate, there are financing opportunities, revision of contract services (EEN) and support during the entire project execution.

















Brokerage Event

Start networking!

S country of the





Video











Smart City Congres

SMARTCITY

EXPO WORLD CONGRESS

7 - 9 NOVEMBER 2023

BARCELONA & ONLINE



- Libertas VA (VivaLexis)
- Acceleralia SL
- Chuo University
- Cactus
- Trend Smart Cities
- Fraunhofer IAO
- RufusAl BV

Open Innovation Challenges: 2024

- ISE: Audio-visual technologies
- MWC: Mobile technologies
- Alimentària: Food sector
- AF: 4.0 Industry and advanced manufacturing
- Health Revolution: Digital Health
- SCWC: Sustainability and Smart Cities.
 Future Mobility, Future Building, Blue Economy.

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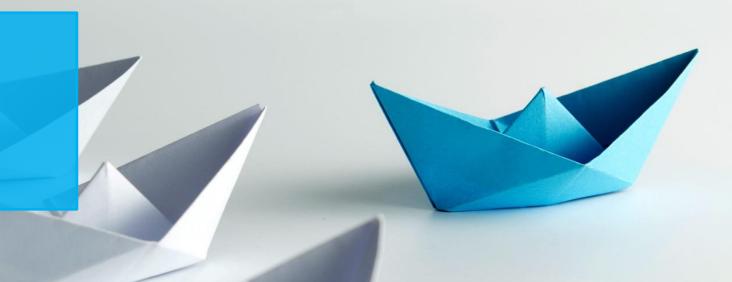


European IP Helpdesk

Stay ahead of the innovation game.

HRP & Partners: A Value Proposition
Introducing the European IP Helpdesk

Eugene Sweeney & Stephanie Weber Online Convention, 30 January 2024





Intellectual Assets

Products of the mind

Assets which value

KEY assets in any project Project Inputs & Outputs

KEY assets in any company Company USPs





Protecting Intellectual and Intangible Assets

Intellectual Property Rights (IPR)

Patents

Copyright

Design Rights

Database Rights

Trade marks

Plant Breeders Rights

Utility Models/petty patents

Plant varieties

etc

IP is an IA for which a legal right (IPR) exists

Contractual Agreements

Non-Disclosure/Confidentiality

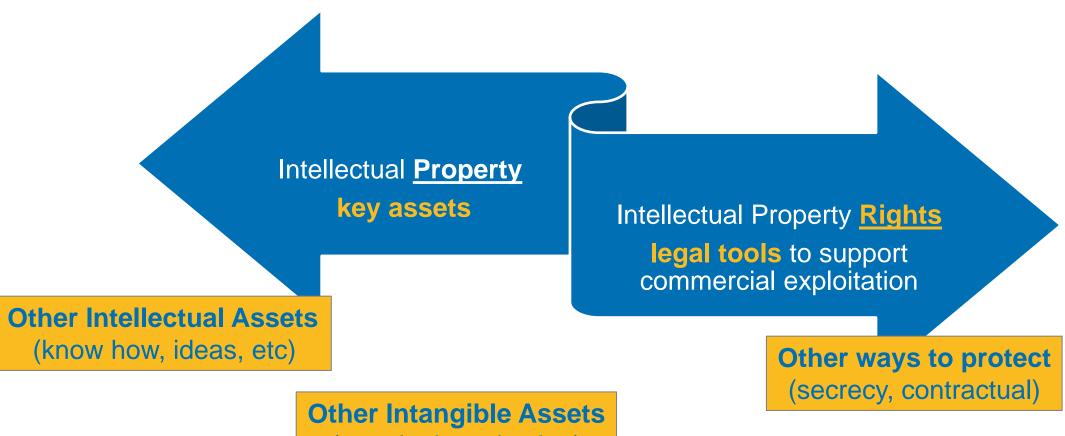
Employment contracts

(Sub)-contracting terms

Trade Secrets



Protection is a strategic commercial decision



(people, brand value)



These KEY assets must be:

Properly managed

Used strategically in research projects and companies

Protected (or not) as appropriate

Used to generate value

The
EU IP
Helpdesk
can help
along the
value chain

Idea → Invention → Innovation → Impact



We are family: the IP Helpdesks





European IP Helpdesk

- New service period just started: 2024-2026
- Addressing current and potential beneficiaries of EUfunded projects, researchers and EU SMEs
- Free-of-charge first-line support on intellectual property
 (IP) → Hands-on IP and innovation management support
- IP in the context of knowledge valorisation processes
 → strengthening capacities in EU-13 member states
- Unique cooperation scheme with the Enterprise Europe
 Network: 43 ambassadors from 26 EU countries









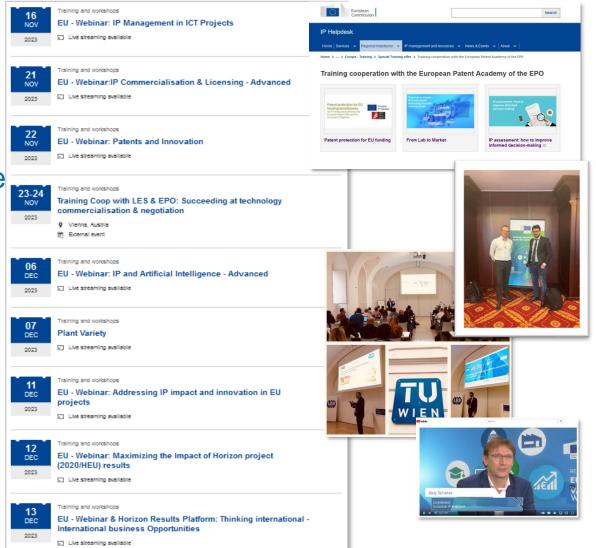






Training

- Online & On-site training events
- International pool of experts with expertise in specific thematic areas
- Extensive online training calendar
 - Regular webinar schedule 2024 soon to be published on the European IP Helpdesk website
 - Different levels of expertise
 - Broad variety of topics (R&I/HEU, IP in business, sectors)
 - Specific training cooperations (e.g. EEN, EPO, LESI, ASTP, EIC, HRP)



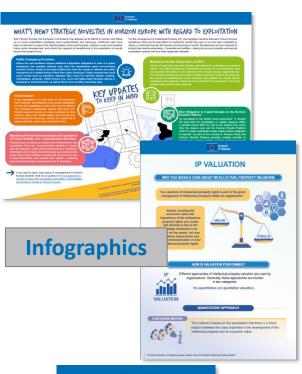


Training Cooperation with HRP

- Successful training series with more than 1,200 participants
 - IP Assessment
 - IP Commercialisation & Licensing
 - IP in Business Collaboration for SMEs & Start-ups
 - Thinking International: International Business Opportunities
- To be continued this year















Case Study Collaboration with HRP

- Interesting case: PeptiCHIP
 - → Prof. Vincenzo Cerullo, Helsinki University
 - → Otto Kari, ValoTx
 - → Alexander Lagerman, Helsinki Innovation Services
- Briefing & interviews
- Manuscript drafting, editing & final case study design
- Communication, awareness raising & training



Thank you!

Get in touch

- helpline@iprhelpdesk.eu
- training@iprhelpdesk.eu

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DISCLAIMER

The European IP Helpdesk provides free-of-charge first-line support on IP-related issues aiming to help current and potential beneficiaries of EU-funded projects, as well as EU SMEs, manage their Intellectual Property assets.

The European IP Helpdesk is managed by the European Commission's European Innovation Council and SMEs Executive Agency (EISMEA), with policy guidance provided by the European Commission's Directorate-General for Research and Innovation (DG RTD).

The information provided by the European IP Helpdesk is not of a legal or advisory nature and no responsibility is accepted for the results of any actions made on its basis. Moreover, it cannot be considered as the official position of EISMEA or the European Commission. Neither EISMEA nor the European Commission is responsible for the use which might be made of this information.

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Horizon Results Booster

30th of January 2024

Alessia Melasecche Germini and Rosellina di Santo, HRB Management Team







Partners





The Initiative



The Horizon Results Booster (HRB) is the initiative of DG RTD which aims to maximise the impact of research funded by FP7, H2020 and Horizon Europe.

Projects can be closed or ongoing and can be directly funded by the EC or indirectly funded (by EIT, Joint Undertakings, and similar)



The Horizon Results Booster



HRB services delivered to **eligible projects are free-of-charge** and fully supported by the EC.

Services can be requested by applicants "à la carte" from the list when completing the application form.

HRB provides beneficiaries with tools and methodologies. **Experts act as facilitators**. Service delivery happens remotely and virtually.





Service 1

Portfolio Dissemination & Exploitation Strategy







Service 2

Business Plan Development

Service 3

Go To Market



S1: Portfolio Dissemination & Exploitation Strategy

Module A: Identifying and creating the portfolio of R&I project results

Creation of a PG (if not already there since the application phase) followed by the creation of a portfolio of results for joint dissemination.

- Guidance to identify similar ongoing projects from any other EU, national and regional funding initiatives.
- Mapping of the relevant stakeholders/target audience for each portfolio.
- Opportunity to identify who is doing similar or complementary activities to create critical mass.





S1: Portfolio Dissemination & Exploitation Strategy

Module B: Helping projects from the portfolio to design and execute a portfolio dissemination plan

Supporting project groups (PGs) to design a common dissemination plan and to carry out the dissemination of the portfolio results.

- The service delivery includes the visual identity and a short video presenting the PGs' results.
- Capacity building exercise. Beneficiaries must pick 2 out of 6 Dissemination Experts Packages
 - DEP 1: On-tap strategic guidance
 - DEP 2: Copywriting and content creation
 - DEP 3: Communicating to policy makers and decision makers
 - DEP 4: Event support
 - DEP 5: Social media presence
 - DEP 6: Customised Package





S1: Portfolio Dissemination & Exploitation Strategy

Module C: Assisting projects to improve their existing exploitation strategy

Guidance and training to improve the existing strategies for the exploitation of 3 Key Exploitable Results.

- ✓ Review of the key exploitable results of the project
- Revise, complement and clarify existing exploitation plans and/or outline exploitation paths of results
- Identify all relevant stakeholders in the exploitation value chain
- Support to perform a risk analysis related to the exploitation of results





S2: Business Plan Development

Assist beneficiaries in bringing their results closer to the market by developing an effective business plan for 1 Key Exploitable Result.

Beneficiaries will receive tailor-made training and support to develop a **business plan which will include**:

- Market analysis
- Business strategy
- Operations plan
- Competitor identification and analysis
- A clear action plan to be implemented by the project and an estimation of time-to-market





S3: Go-to-Market Support

For single and groups of projects







For a single project









Service Eligibility and Requirements

Service 1 - Portfolio Dissemination & Exploitation Strategy (PDES)

Module A

Identification and creation of the portfolio of R&I project results



Single projects



Project groups (PGs)

Module B

Portfolio Dissemination Plan (design & execution)



Project groups (PGs)



Portfolio of results

Dissemination services and Exploitation services can run in parallel and are delivered by different experts.

Service 1 - Portfolio Dissemination & Exploitation Strategy (PDES)

Module C

Assisting projects to improve existing exploitation strategy



Single projects



Exploitation plan optional



Focus on 3 KERs

Service 2 – Business Plan Development (BPD)



e

W

Single projects



Focus on 1 KER only



Exploitation plan / Business plan required

Service 3 – Go-To-Market Support (G2M)





Single projects & PGs



6 packages available*



Focus on 1 KER only

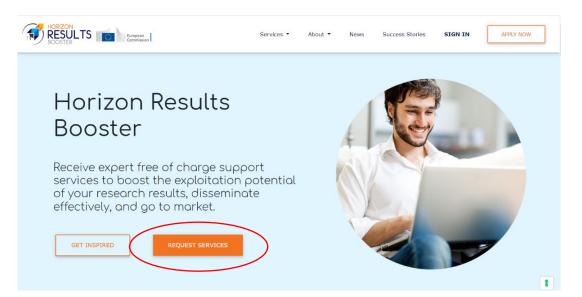


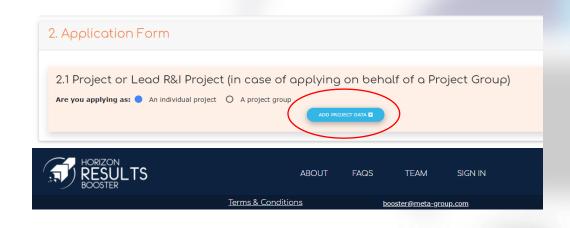
Business plan required



How Can Projects Apply?

- Application is public and open to anyone eligible
- Request for services: click on the "request services" button on the website
- Fill out the application form direct access through: https://www.horizonresultsbooster.eu/HRBApplications/ApplicationForm)
- It is possible to apply until the 7th of May 2024, services implementation will be completed by 7th of November 2024.







HRB in Numbers as of January 2024 (1/2)

225

Experts involved

1.403

Projects

1.718

Assignments

3.760

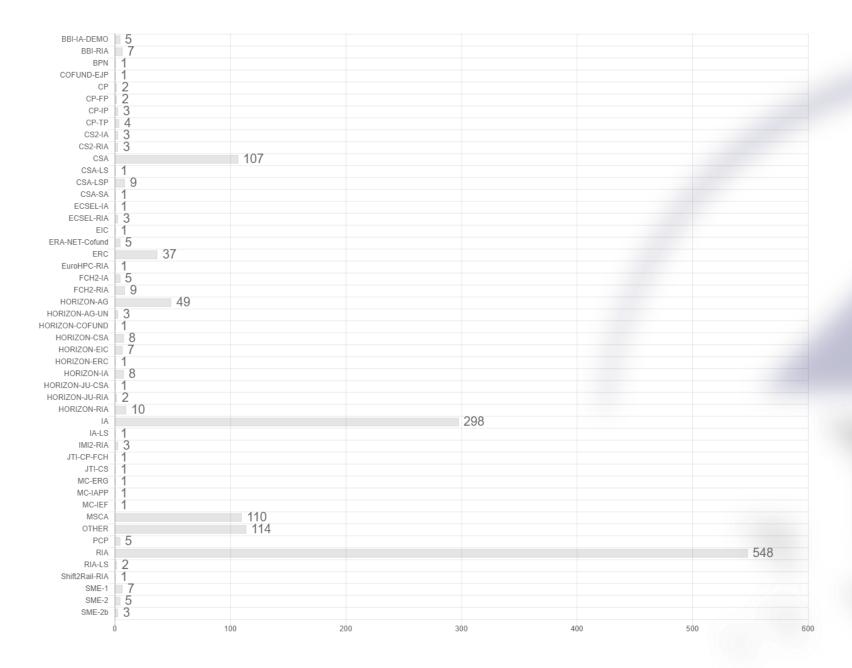
Beneficiaries

9.325

Organisations



HRB in Numbers as of January 2024 (2/2)





Use Case: OCEAN_2G

Project

OCEAN_2G: Second Generation technologies in ocean Energy

Funded under: Horizon 2020

Framework Programme

Coordinated by: SAGRES SL (Portugal)

www.horizonresultsbooster.eu

HRB Services

- Portfolio Dissemination & Exploitation Strategy
- Business Plan Development
- Go-To-Market

HRP Services

- One-to-one pitch review: 1hour one-to-one session to review the deck and the speech to better fit Business Angels expectations
- "Pitch test" session: an interactive 2,5-hour session in which each startup presented in front of peers and experts to receive live feedback.
- Prepared the exploitation and commercialization stages
- >>> Recently signed equity

What they say

"We always thought that once we had the technology, we would have the business, of course. But what kind of business, what type would be best? What type of company do we want to be? Do we want to be an energy producer or a technology developer? It was a whole process in which we evolved and came from just focusing on technology to also focusing on the market. We learned how to market the technology and we gained a better understanding of our strengths. It was very useful to have this guidance from Horizon Results Booster on how to get this done."

> **Alejandro Marques** - Magallanes Renovables



Use Case: WATEREYE

Project

WATEREYE 851207:

Organisation&Maintainance tools integrating accurate structural health in offshore energy

Funded under: Horizon 2020 Framework Programme

Coordinated by: ASOCIACION CENTRO TECNOLOGICO CEIT (Spain)

www. horizon results booster. eu

HRB Services

- Portfolio Dissemination & Exploitation Strategy
- Business Plan Development
- Go-To-Market

- >>> Prepared the exploitation and commercialization stages
- >>> Prepared to validate the system in an operational wind farm before going to the market

What they say

"One of the most valuable aspects of the service was the business opportunity assessment tool that provides the context for thinking about the market, the competitors, the customers, the team. There are a lot of things that, as researchers, we are not used to thinking about. We need to change our minds a little bit to go beyond the technologies and solutions we develop. Once you have the solution or even before that, you need to analyse if it is in line with the needs of the target market. The service helped us in this regard".

Ainhoa Cortés - CEIT





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WHO WE ARE



- Established in 1999
 Based in Brussels-Belgium
 120+ members and 7000+ angels
 50+ countries
- Enable early stage investors and business angel groups to make more and smarter investments,
- The voice of angel investing towards all EU institutions,

Represents a market which invests over 1.5 billion Euros/year in innovative and technology driven startups and SME's.



Supporting Startups to Reach Early Stage Investors

A PAN EUROPEAN COMMUNITY

Connect with a community that has no borders.

- + 120 BANs and Other Early Stage Investors as Members
- 50 Countries in Europe and Beyond
- Investing +400M Euros a year on average

PITCHING COMPETITIONS

- Many (online) Pitching sessions a year i.e. EBAN's Scaleup of the Month – and others hosted in partnership (I.e. HRP, EIC, others) done throughout the year (1 every 2 months on average)
- Innovation showcases at each EBAN Congress and Summits

ANNUAL EVENTS

Meet our Community at our flagship events

- 2 Annual Events Congress and European Angel Investment Summit – 23 annual editions organized
- 1000+ Attendees per year angels and VCs (60%), startups (20%), ecosystem players (15%) policy makers (5%)

MENTORING FOUNDERS

Supporting entrepreneurs in achieving their dreams

- 20+ webinars and workshops on investment readiness organized each year
- One to One mentoring program Ask an Angel



Our Collaboration with Horizon Results Platform

Over the last years, EBAN and HRP have been working together on:

- Educating deeptech founders on investment readiness topics.

Examples are our online and in person workshops that help to understand the fundraising landscape and how to raise investment effectively from business angels.

- Giving startups visibility and access to relevant investor audiences

For example through our online and in person pitching competitions, or by giving access to EBAN and EBAN partner events where founders can meet investors.

HRP is also a partner of our European Angel Investment Summit event in Brussels.

EBAN is also proud to have contributed in the design of the HRP platform several years ago, in particular for the investor – startup profiling and matchmaking features.

SAVE THESE DATES!



EBAN Congress 2024 – Tallinn, Estonia 20-22 May



EAIS 2024 – Brussels, Belgium 15-16 October

Calls for startups to apply will be coming out soon!

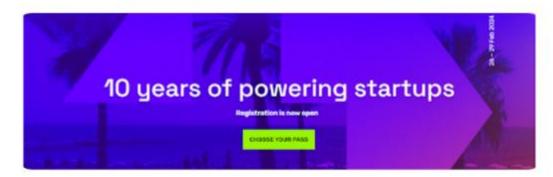
Sign up to receive the newsletters https://www.eban.org/subscribe-to-ebans-angel-observer/

Or follow EBAN on Socialmedia

SAVE THESE DATES – MORE GREAT EVENTS!

Visit: https://www.eban.org/events/

4YFN Event in Barcelona on February 26-29



ChangeNOW 2024 in Paris on March 25-27



Scale Up with Wolves and European CVC Awards in Berlin on March 29



Podim in Maribor on May 13- 15





THE EUROPEAN VOICE OF ANGEL INVESTING

www.eban.org

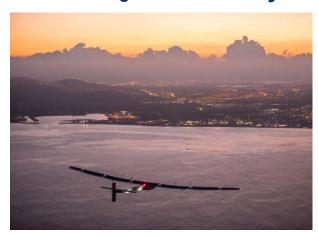
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Avenue des Arts 56 | 1000 Brussels | Belgium +32 (0)2 48 64 115 | www.eban.org

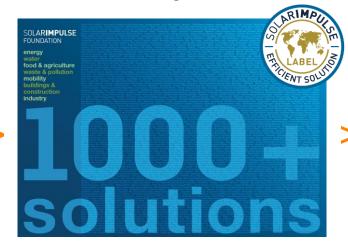
The Solar Impulse Foundation

Accelerating the adoption of clean and profitable solutions

An adventure proving that Technologies exist **today!**



Which are **clean and profitable**



Ambition 2030, a strategy to accelerate adoption



2016

First round-the-world flight in a solar aircraft

2021

1000+ clean & profitable solutions identified

NOW

Implementing these solutions while combating inefficiencies



Strategic business streams to deliver on the mission

How to accelerate the adoption of efficient solutions"?



> Advocacy Influence, inspire and educate

Influencing decisionmakers to modernize legislative and regulatory frameworks Communicating
a positive narrative to
the General Public &
Media



> Implementation FACILITATING THE ADOPTION PROCESS

Matchmaking support & Coalitions of Impact to bring solutions to the adopters & investors







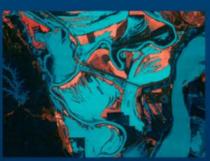
"WHEN THE CLIMATE CHANGES, SO MUST THE LAWS"





RUNWAY WHERE CLEANTECH FINANCE TAKES OFF









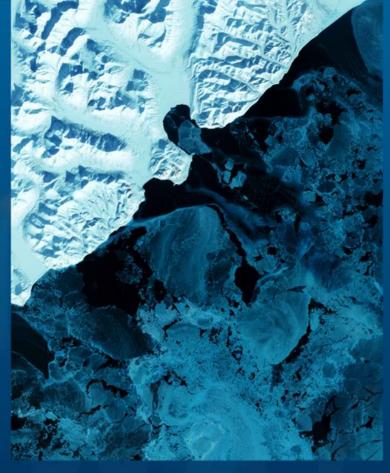
For Innovators

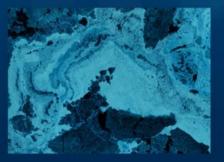
Secure funding through the Solar Impulse Network

- Exposure to SIF's global network of verified investors
- Share your fundraising efficiently with the right investors
- Input and tips from SIF team on financial profile

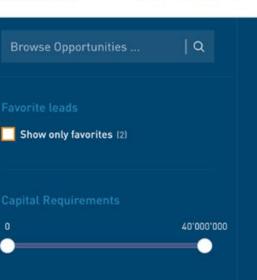








New opportunities ✓ 24 results per page ✓





- Series A (32)
- Seed (27)
- Pre-Seed (8)
- Series B (7)
- Other [3]
- Project Finance (2)
- Series C (1)

- Q1 2024 [13]
- Q1 2025 (1)
- Q2 2024 [6]

81 Investment opportunities











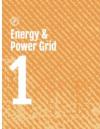












SIF & HRP



Together With HRP we are accelerating the adoption and deployment of EU-funded projects





e-pitch

+200 investors audience













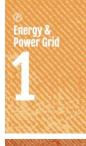
Introductions

Interested investors

Visibility

- Articles
- Funding Round monthly newsletter
- Runway



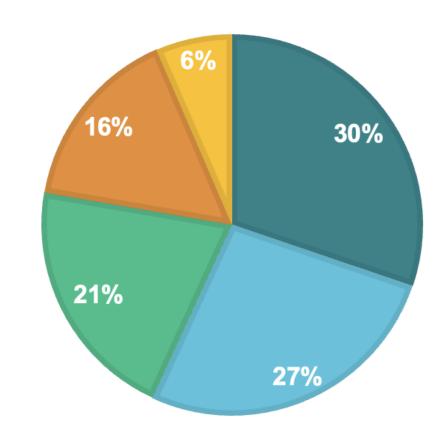


A collaboration

----- With concrete benefice

+200 solutions that received EC funds are Labeled

- Visibility
- Tailored introductions
- Matchmaking Events
- External Events Invitations
- Coaching session



Call to action

—— Create an account & submit your Solution



The Solar Impulse Foundation ecosystem has different account types. Check the one that fits your needs.













MAKING RESULTS MATTER



Horizon Results Platform: Useful Input and Closing





Wrap-Up: Tips in Using HRP

- ✓ Keep your profiles updated!
- ✓ Correct any incoherencies e.g., clearly indicate your target investments
- ✓ Indicate **right contact** point

- ✓ Clearly indicate your startup/ company (if relevant)
- ✓ Indicate owner for exploitation and technical expertise contact
- ✓ Consider your target audience and create your profile accordingly!



MAKING RESULTS MATTER



Useful Links

Horizon Results Platform

HRP TV

How to upload your result on Horizon Results Platform:

- Go to "My projects," enter your EU Login credentials. Select "upload results" option for the project you wish to draft a result.
- Use the <u>IT "How To"</u> guide, created to assist you in uploading content.
- Contact HRP if questions: <u>EC-HORIZON-RESULTS-PLATFORM@ec.europa.eu</u>.



MAKING RESULTS MATTER



HRP Partner Links

- The Enterprise Europe Network (EEN)
- Horizon Results Booster (HRB)
- European IP Helpdesk
- <u>European Business Angels Network</u> (EBAN)
- Solar Impulse Foundation (SIF)



MAKING RESULTS MATTER



Thank you, we look forward to hearing from you!

- Georgios LYSSANDRIDES, Team Leader, Horizon Results Platform, and the Horizon Results Platform Team

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