

COSME  
European Cluster Excellence Programme

**CE4BIG**

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Innovation and Growth in the health sector**

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**D30 Short reports of short-term exchange success stories**

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## 1. Introduction

This deliverable aims to present the realization of the plan to collect short-term exchange success stories that happened in the scope of the ClusterXchange programme within the CE4BIG project. The ClusterXchange Success Story Kit, including the guidelines to fill in the success story template, was developed by the Support Office (SO). The instruction assumed that based on the feedback given by participants of exchanges, the most successful cases would be identified and collected with the view of sharing and promoting the programme.

The objectives for CXC involved fostering C2C learning and B2B partnering, thus helping SMEs to design and fine-tune their business models, develop new partnerships, seize new business opportunities abroad and secure funding for business and innovation to reach proof of technology and grow beyond.

To facilitate these exchanges, the CE4BIG partners planned to use the ClusterXchange IT tool. The partners were trained on the platform (D11 - IT Matching Tool training) and promoted it widely from September 2020 (see WP4: Awareness-raising on the project activities and results) when the platform was officially launched.

It was assumed that 52 exchanges would be achieved via the ClusterXchange scheme, of which:

- 50% would entail SMEs,
- 25% participants outside the consortium,
- 7% cluster staff for C2C learning.

Wide dissemination of CXC success stories would help to value the ClusterXchange scheme and give visibility to the participants and the partnership, therefore, encouraging other potential participants to join the programme.

## 2. Realisation

### A. The impact of the COVID-19 pandemic

The difficulties with the realization of the ClusterXchange scheme due to COVID-19 have been described in detail in D12 (List of participants registered for short-term exchange). The D12 report describes three major problem areas (change of SME priorities, conditions of the CXC scheme and difficulties with the IT platform), as well as proposed and applied solutions.

### B. Activities related to the ClusterXchange scheme

The ClusterXchange programme has been promoted since the very beginning of the project to raise the interest of partnering cluster's members. Activities aimed at the promotion of the CXC programme are described in deliverables:

- D25 Internet campaign reports;
- D26 Proceedings of regional Cluster Excellence Info-Day;
- D28 Proceedings of the annual partnering events of the EU Cluster Partnerships;
- D31 LinkedIn Group Alumni network of participants in the ClusterXchange scheme;

All these activities strongly supported the aim of spreading information about the ClusterXchange programme.

### 3. The success stories #1: Transnational missions (C2C exchanges)

The main success story to be told is about the Transnational Missions (C2C exchanges) accomplished in the scope of the CE4BIG project. Although it was impossible to follow the plan and realize these C2C exchanges in the way that was originally planned, the overall impact of the missions realized online during the CE4BIG project remains positive.

<p><b>Title*:</b></p>	<p><b>Transnational missions (C2C exchanges)</b></p>
<p><b>Body Text (description of the exchange) *:</b> 2,500 characters including spaces.</p>	<p><b>Introduction:</b></p> <p>The CE4BIG project (Cluster Excellence for Business, Innovation and Growth in the health sector), supported by the EU COSME Programme, involved four European healthcare clusters: Atlanpole Biotherapies from France, BioM from Germany, BioWin from Belgium and Klaster Life Science Krakow from Poland.</p> <p>The project aimed to build up cluster management excellence and to optimise cluster services for SMEs in the personalized medicine sector. Even though the CE4BIG project ran entirely throughout the COVID-19 pandemic – from February 2020 to February 2022 – it has nonetheless contributed to stimulating cluster management development and innovation, mainly through C2C and B2B virtual exchanges and SME trainings. The four health clusters benefited from upgrading their need-driven SME innovation and growth services as well as from evaluating and enhancing their cluster management strategies.</p> <p>One way to exchange the knowledge was to organise a transnational mission in each partner’s region, focused on topics of common interest for the partners and their SME members in order to foster C2C peer-learning, as well as SME business and innovation.</p> <p><b>Main content:</b></p> <p>Intending to support the development of advanced therapies for personalized medicine and related industries, the four clusters have created a European partnership in this field. Through four joint training programmes, two joint events and four transnational missions (online delegations), they were able to improve their cluster competencies and services for members. Thanks to lessons learned in joint activities and through sharing knowledge, cluster strategies and strategic processes were optimized. Together, these activities have led to each of the partners obtaining an ESCA label of Cluster Management Excellence, demonstrating the provision of top-quality and tailor-made support services for their members: Atlanpole Biotherapies received Bronze, KLSK and Biowin received Silver, and BioM received Gold.</p> <p>As regards the transnational missions, the following four events have been organized:</p>

- **European funding opportunities for innovative health SMEs** – working with European clusters from the project and the CELIS project, understanding this crucial topic for SMEs working in the health sector
- **BioEntrepreneurship summit 2021 | CE4BIG satellite session – Green transition in life sciences: a nice-to-have or a must-have for start-ups?** Partners and their members had the opportunity to attend BioM’s annual highly successful Bioentrepreneurship Summit, to meet potential collaboration partners and learn from one another. The partners also identified the green transition in life sciences as a crucial and upcoming topic, so organised a joint session on this topic
- **Life Science Open Space 2021 – Health technologies session**, partners and their members were invited to KLSK’s annual Life Science Open Space event, as an opportunity to meet potential collaboration partners and understand about the health sector in Poland
- **Roadshow on bioproduction & presentation of Atlanpole Business Innovation Centre (BIC)** The event took place digitally, leading to many B2B meetings between cluster members and some interesting exchanges between project partners!

#### **What is the value of C2C learning?**

The four cluster partners involved in the CE4BIG Project have generated a vibrant European network within the healthcare sector, and especially in the field of personalized medicine, including SMEs/start-ups, companies, academics (entrepreneurs-to-be) and policy and funding stakeholders. The nurturing of this ecosystem and meeting opportunities between these different actors are key to building trustful collaborations.

The cluster partners were able to deliver high-level services for their SMEs within their regional ecosystem and have today the ambition to improve them and deliver them at European level. Partners have built and reinforced trustful relations and close connections between cluster management teams. This is a key success factor to deploy a long-term relation, beyond the project lifetime within a Strategic Partnership. Thanks to the cluster benchmarking activities and the organisation of the transnational missions, the four partners have been able to learn in more detail about the different support services and internal know-how deployed. This is a very valuable asset to share best practices at EU level and to improve cluster support services. Each cluster has been able to lean on each other to support SMEs/start-ups.

	<p><b>Conclusion:</b></p> <p>The CE4BIG cluster partnership will continue to flourish and respond to European challenges in the field of personalized medicine and its future. Based on the learnings from the C2C exchanges, the joint strategy has been set up, focusing on the industry working in the field of 5P medicine, and ensuring our support to SMEs for access to public funding. The partnership hopes to expand to other European countries to become a competitive, world-class network of health clusters. Any health cluster or individual SME can connect with the partnership through its LinkedIn page: Health Clusters for SMEs.</p>
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### Metadata

<p><b>Abstract*:</b> 200 characters including spaces – <i>should mention the country</i></p>	<p><b>Transnational missions (C2C exchanges)</b></p> <p>To support the development of advanced therapies for personalized medicine, the four health clusters from France, Germany, Belgium and Poland engaged in C2C exchanges to build up cluster management excellence and to optimise cluster services for SMEs in the personalized medicine sector</p>
<p><b>Location</b> (country abbreviation of host country) *:</p>	<p>Nantes (Fr), Munich (Ger), Gosselies (Be), Krakow (PL)</p>
<p><b>Keywords*:</b> <i>Between 3-5 taking into account geography (by country), theme and target group</i></p>	<p>France, Germany, Belgium, Poland, personalized medicine, health clusters, SMEs</p>

## 4. The success story #2: Cluster-to-business knowledge transfer

Due to the COVID-19 limitations, the CE4BIG Partnership took the opportunity to organise a group ClusterXchange in the scope of a training, aimed at the essential needs of start-ups.

<b>Title*:</b>	<b>Cluster-to-business knowledge transfer</b>
<b>Body Text (description of the exchange)*:</b> 2,500 characters including spaces.	<p><b>Introduction:</b></p> <p>To strengthen SMEs and start-ups from partnering clusters, the Pitch Coaching Training was organised to expose SMEs to the specific type of knowledge used for pitching at international level. Representatives from the four health cluster management teams from the CE4BIG project and representatives of five start-ups from each partnering cluster were invited to the virtual event. The event took place online, 15-22 January 2021.</p> <p>The purpose of this exchange was for cluster staff to learn about pitching to support their cluster members in the best possible way to pitch internationally. The training took place in English, and each cluster organisation invited start-up companies from their network to participate in the training to provide a concrete example of a company's pitch during the training, and to provide them with valuable training.</p> <p>This grouped training activity was hosted by BioM and professional trainer Beth Susanne was the leader of the whole programme. Other clusters and invited SMEs created the visitor's group. This allowed the participants to share the costs and network amongst one another during and after the training.</p> <p>The participating SMEs have been carefully selected to ensure that the training is pertinent for them. The training provided participants with clear, focused feedback on what works well, what needs to improve and what won't work. By the end of the training, they learnt and experienced the tools, techniques and knowledge to prepare Pitch Decks with their clients to be better prepared to present to VCs, partners and clients. The agenda included opportunities for coaching and networking, so the participants benefited from the European scope of the training and the expertise and feedback not only from the designated trainer but also from the participating cluster organisations and the other start-ups.</p> <p><b>Main content:</b></p> <p>The agenda of this learning exercise was quite intensive:</p> <p>15 January 2021: All training participants meet to prepare their input for the training. They were briefed on the purpose and the content of the training and what was expected of them. The "Bethodology" method was presented and participants received the manual on how to produce a pitch. The participants (both start-ups and cluster organisations) were to prepare their first pitch to be given on the first day of the training.</p>

	<p>18 January 2021: The first session with the trainer has begun with each participant giving a one minute pitch, with direct feedback from Beth on how to make it more compelling by describing the problem and how the proposed solution is better, and to fine-tune the market focus. This one-minute pitch practice provided the group with a quick idea of what works, what doesn't and why, and provided Beth with an opportunity to quickly assess each individual's level of readiness to pitch powerfully.</p> <p>20 January 2021 (half-day). All 5 start-ups gave a 5-minute pitch with slides. In this session, Beth began the process of giving in-depth feedback, slide-by-slide, highlighting the appropriate script, and adapting the key messages and content, identifying what works well, what is missing, what needs to be improved and fine-tuning the pitch deck, script and delivery. Start-ups received feedback on all 5 parts of their pitch, from Beth as well as co-coaching messages from the 4 cluster organisations, based on notes they have taken, following the Methodology. Then Beth gave feedback on the co-coaching to the Cluster Managers.</p> <p>20 January 2021 (half-day). Wrap up of the first 2 days amongst cluster managers and SMEs, feedback to see how the training is going and what could still be covered in the remaining session with the professional trainer, experience exchange and Q&amp;A session. This was also a good opportunity for networking among the participants and the chance to see if there are any common areas for potential business partnerships.</p> <p>21 January 2021 (half-day). All 4 cluster organisations presented a 5-minute pitch and received feedback from Beth, and other participants, with 15 minutes of discussion using the same process as on Day 2. Also, all 5 start-ups presented their revised pitch, with feedback.</p> <p>22 January 2021 (half-day). The final feedback session between participants, aimed at creating an action plan and coming together to reflect on the final report. Participants also discussed possibilities for future synergies between their organisations.</p>
	<p><b>Conclusion:</b></p> <p>The objectives of the training were for cluster management staff to learn about pitching to support their cluster members in the best possible way to pitch internationally. This objective was fully achieved: the cluster staff received guides and support to help SMEs to pitch internationally, the cluster staff could practice pitching themselves to understand the process, and they also had many opportunities to provide feedback to the SMEs and to have their feedback reviewed by the coach.</p> <p>As planned, the training provided the start-ups with clear, focused feedback on what works well, what needs to improve and what won't work. They learnt and</p>



	<p>experienced the tools, techniques and knowledge to prepare Pitch Decks with their clients to be better prepared to present to VCs, partners and clients. The agenda included opportunities for coaching and networking, so the participants benefited from the European scope of the training and the expertise and feedback not only from the designated trainer but also from the participating cluster organisations and the other start-ups.</p> <p>The idea to organise this type of group exchange aimed at developing the skills was well-received by participants.</p> <p><i>The training was great, I learnt a lot about pitching. I made a lot of progress from the start to the end of the training and Beth was a good coach. It also helped to learn from the other SMEs and the cluster staff. (Sybille, KetoM+).</i></p> <p><i>The activities performed during the exchange were pertinent for all participants and everyone learnt something from the experience. The professional coach was highly qualified to train all participants about pitching internationally. The training was useful both for the SMEs, who received detailed feedback from the coach and the cluster management staff and for the clusters, who could pitch themselves and provide feedback to the SMEs. All partners had the chance to grow their networks. (Stephanie, BioM).</i></p> <p><i>This training is really useful for start-ups and SMEs. Anyone who wants to start a business should follow it (or a similar one) as early as possible. (Joëlle Gahimbare, BioWin).</i></p>
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### [Details table](#)

<b>Participants:</b>	<p><b>Visiting clusters:</b> Atlanpole Biotherapies (France), BIOWIN (Belgium) and LifeScience Krakow (Poland)</p> <p><b>Visiting SMEs:</b> KetoM+ (France) Melanos Sp. z o.o., Vianat Sp. z o.o. (Poland) Knowing01 (Germany) EpiQMAx GmbH (Germany)</p>
<b>Host Country*:</b>	Germany
<b>Host Organisation*:</b>	BioM Biotech Cluster Development GmbH Germany
<b>Area of activity for host*:</b>	Biotechnology

<b>Visitor Country*:</b>	Poland, Belgium, France
<b>Visiting organisation*:</b>	Atlanpole Biotherapies (France), BLOWIN (Belgium) and LifeScience Krakow (Poland) KetoM+ (France) Melanos Sp. z o.o., Vianat Sp. z o.o. (Poland) Knowing01 (Germany) EpiQMAx GmbH (Germany)
<b>Area of activity for visitor*:</b>	Health and biotechnology clusters LifeScience StartUps
<b>Partnership managing/ supporting the exchange*:</b>	<b>Cluster Excellence for Business, Innovation and Growth in the health sector (CE4BIG)</b>
<b>Exchange duration*:</b>	15-22 January 2021
<b>Quotes*:</b> (e.g., personal experiences by persons/beneficiaries)	<p><i>The exchange was an intensive training during which, practically, we could experience and learn the tools, techniques and knowledge, enabling us to prepare well for speeches in front of investors, partners, clients and acquire feedback skills. (Magdalena, VIANAT).</i></p> <p><i>The training was great, I learnt a lot about pitching. I made a lot of progress from the start to the end of the training and Beth was a good coach. It also helped to learn from the other SMEs and the cluster staff. (Sybille, KetoM+).</i></p> <p><i>The activities performed during the exchange were pertinent for all participants and everyone learnt something from the experience. The professional coach was highly qualified to train all participants about pitching internationally. The training was useful both for the SMEs, who received detailed feedback from the coach and the cluster management staff and for the clusters, who could pitch themselves and provide feedback to the SMEs. All partners had the chance to grow their networks. (Stephanie, BioM).</i></p> <p><i>This training is really useful for start-ups and SMEs. Anyone who wants to start a business should follow it (or a similar one) as early as possible. (Joëlle Gahimbare, BioWin).</i></p>
<b>Contact details (host and/or visiting organisation) (optional):</b>	Stephanie Wehnelt wehnelt@bio-m.org

<p><b>Contact details*:</b> Partnership managing the exchange:</p>	<p><b>Cluster Excellence for Business, Innovation and Growth in the health sector (CE4BIG)</b> Jessica Walker (European Project Manager) <a href="mailto:walker@atlanpole.fr">walker@atlanpole.fr</a></p> 
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### Metadata

<p><b>Abstract*:</b> 200 characters including spaces – <i>should mention the country</i></p>	<p>The Pitch Coaching Training for cluster managers and SMEs was organised as part of the ClusterXchange programme in the scope of the CE4BIG project. The purpose of this learning exchange was to upgrade pitching skills to support cluster members connect with VCs and Business Angels internationally. The event took place online, 15-22 January 2021.</p>
<p><b>Location</b> (country abbreviation of host country) *:</p>	<p>Munich (Ger)</p>
<p><b>Keywords*:</b> <i>Between 3-5 taking into account geography (by country), theme and target group</i></p>	<p>France, Germany, Belgium, Poland, SMEs Health Clusters, pitching, fundraising</p>