



EUROPEAN UNION



Atlantic
Digital
Startup
Academy

"Atlantic Digital Startup Academy / ADSA 3rd Study Visit – Online

FOR BUSINESS SUPPORT PROFESSIONALS

Acceleration Programmes and New opportunities for Digital Startups in the Atlantic Area

24th / March / 2021



EUROPEAN UNION



Atlantic
Digital
Startup
Academy

Organised in the framework of

ADSA Project Atlantic Digital Startup Academy

Supporting Digital Startups to go International

ADSA supports DIGITAL STARTUPS to develop and launch their offer in **INTERNATIONAL** markets.

DIGITAL STARTUPS

Through a **support programme** including:

- mentoring,
- training,
- networking and events, etc.

The Academy companies research new markets, test their products, develop know-how and form partnerships that will be fundamental to successful selling in overseas markets.

The **Atlantic Area** is seen as a first step for startups to discover new markets, to benefit from training to test their offer, and to start doing business.

BUSINESS SUPPORT ORGANIZATIONS

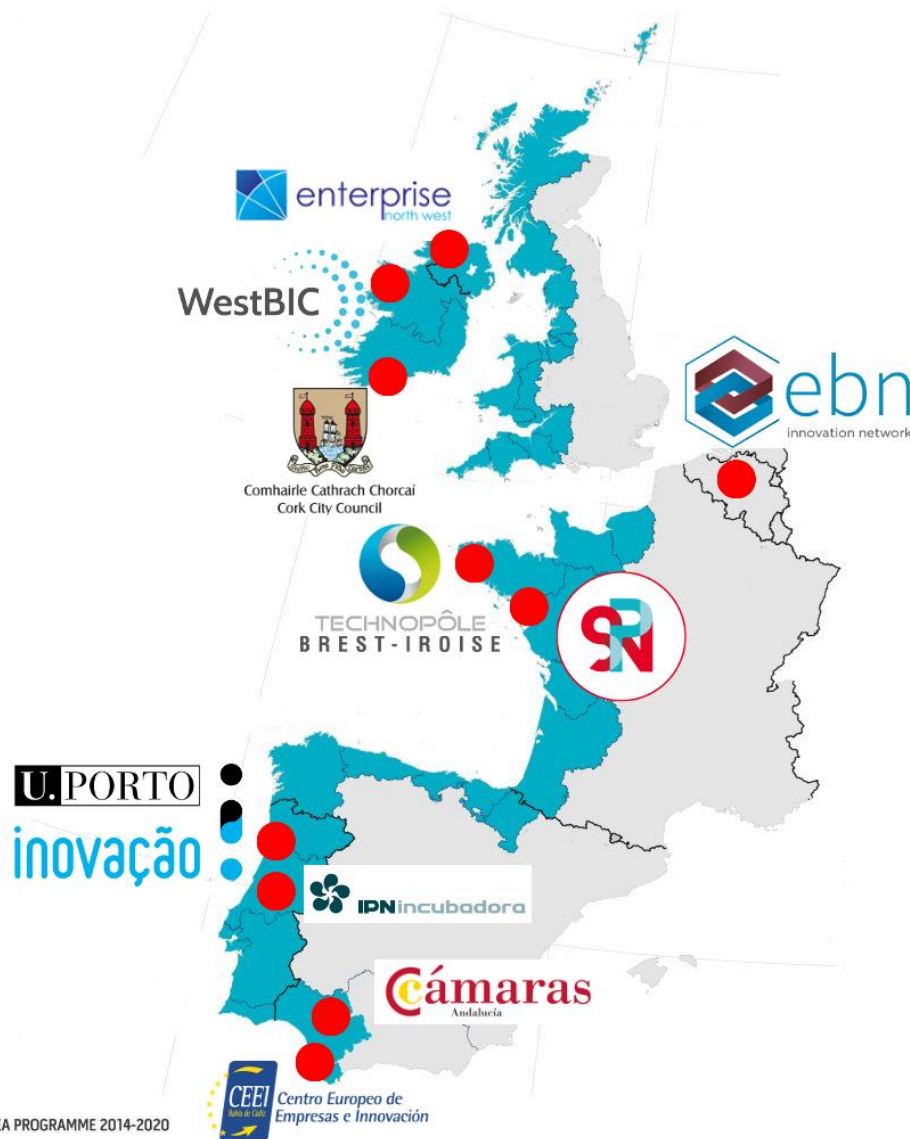
ADSA also involve the BUSINESS SUPPORT ORGANIZATIONS from ADSA Partner's Startup Ecosystems, to share their know how and increase their own capacity to provide services to **DIGITAL STARTUPS**.

With ADSA Business Support Professionals can learn and implement methodologies and tools adapted to the needs of the fast growing sector of DIGITAL STARTUPS

They can also build relationships with other organizations across countries to facilitate the access of Digital Startups to new international markets.

ADSA Project – Supporting Digital Startups to Go International

ADSA PARTNERS



ADSA is 75% funded by the European Union through the Atlantic Area Interreg Programme

www.atlanticdigitalstartup.eu

ADSA Project – Supporting Digital Startups to Go International

ADSA PROGRAMME FOR BUSINESS SUPPORT ORGANIZATIONS IN 2020:

| Time | ADSA Programme Study Visit |
|-----------------|---|
| 10:00 – 10:10 | Welcome |
| 10 :10 – 10 :20 | Presentation of ADSA Project Best Practices Rubén Carrandi – Project Manager at EBN |
| 10 :20 – 10 :50 | Presentation of the Acceleration Programme “MINERVA” Minerva is a technology based Business Accelerator supported by the Andalusian Regional Government and Vodafone. They work to boost ICT entrepreneurship and to Support startups to consolidate their business in Andalusia. Gracia Catalina Piñero, Director of "Minerva Programme" |
| 10:50 – 11:20 | Enrich Network (USA-China-Brazil-Africa). ENRICH is the European Network of Research and Innovation Centres and Hubs. Funded by the EU Commission under the H-2020 programme the ENRICH Network offers services to connect European research, technology and business organisations with four global innovation markets: Brazil (ENRICH in Brazil), China (ENRICH in China), US (ENRICH in the USA) and Africa (ENRICH Africa). Robert Sanders. Senior Advisor for International Projects at EBN (European Business Innovation Centre Network). |

| Time | ADSA Programme Study Visit |
|---------------|--|
| 11:30 -12:00 | Presentation of The House of Startups “Luxembourg”. The House of Startups is a campus integrating innovation hubs, incubators, business accelerators, experts, startup consulting services and corporates, all under one roof, where startups can find all the support needed. Philippe Linster – CEO of The House of Startups |
| 12:00 – 12:45 | Motivations and Experience of Startups participating in Acceleration Programmes: - Patrick McDermott - DigiTally (Godigitally.io) – Ireland - José Federico García Pérez – Mykeys (mykeys.es) – Spain - José Manuel Avelino Ríos – Vestigia (www.vestigia.io) – Spain |
| 12:45 -13:15 | New Opportunities for Digital Startups in the new EU funding framework Digital Innovation Hubs / European Digital Innovation Hubs Anna Puig Centelles. Programme Officer. Unit A4 Digital Transformation of Industrial Ecosystems. DG-CONNECT at European Commission |

Thank you and Enjoy it!!!



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