

# BEYOND

## Deliverable 1.2 BEYOND Virtual Platform

31 August 2022





# D1.2 BEYOND Virtual Platform

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# Document Revision History

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# Abbreviations

**EIC:** European Innovation Council

**EU:** European Union

**VAM:** Virtual Accelerator Marketplace

**VC:** Venture Capital

**DoA:** Description of Action

**KPI:** Key Performance Indicator

**ACC:** Accelerace

**FBA:** FundingBox Accelerator

**ISDI:** ISDI

**OVK:** Overkill Ventures

**XLR:** XL Radar

**FBR:** FundingBox Research





# Executive Summary

*The deliverable aims at describing the activities taking place in WP1 task 1.4 the 'Virtual platform setting up' alongside highlighting and visualising the required elements and features on the platform itself*

*The deliverable is structured in several sections starting with describing the purpose of the platform itself, being the digital framework that will host the joint program of activities foreseen in WP3 and WP4 presenting respectively the 'Proof of Concept' and 'Proof of Sustainability'. The Customer Journeys are illustrated and described carefully to explain how entrepreneurs and investors uses and benefits from engaging with the platform.*

*Finally, the three modules that are the building blocks of the platform, being the Identity and Access Management, Academy and Dealroom module are all described and shown in pictures, to visualise how stakeholders will enter and move around from one place to the other. Each module has its own features and individual purpose and runs in a specifically dedicated application.*

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# 1 Purpose of the Platform

A crucial part of the BEYOND Project is the Virtual Platform, a common site to enter all the different areas and assets that the joint program offers. The goal of this deliverable is to highlight, explain and visualise the activities taking place in WP1 task 1.4 the 'Virtual platform setting up' and on the Platform itself.

The assembly of this platform is done by FBR, who will set up this virtual platform leveraging on the existing digital assets of project partners such as the Beyond Beta programme by ACC and the OnePass by FBR.

The platform presents the digital framework that will host the joint program of activities foreseen in WP3 and WP4 presenting respectively the 'Proof of Concept' and 'Proof of Sustainability' edition of the implementation of the joint programme. This means that the platform will act as the foundation for running the programme. It will comprise at least:

a) An Identity and Access Management module designed for sharing a pipeline of start-ups accordingly with GDPR and Privacy by Design principles.

b) An Academy module designed for allowing on-line onboarding and mentoring of start-ups.

c) A Dealroom module designed for allowing matchmaking between start-ups and investors.

These are all described thoroughly in this deliverable in wording as well as visually through screenshots from the actual platform.

The BEYOND Virtual Platform consists of the OnePass Platform, the BeyondBeta academy application and the Dealroom. Each one serves a different purpose within the Beyond project lifecycle as indicated in Figure 1. Both the BeyondBeta academy and the Dealroom can be accessed from within the OnePass application. This means that ideally you start by entering and signing up through the OnePass Platform that is the Identity and Access Management module. This is done by creating a single-sign on account in OnePass that you can use for entering the other applications/modules where everything is linked so you can go back and forth between them using the same account and credentials.

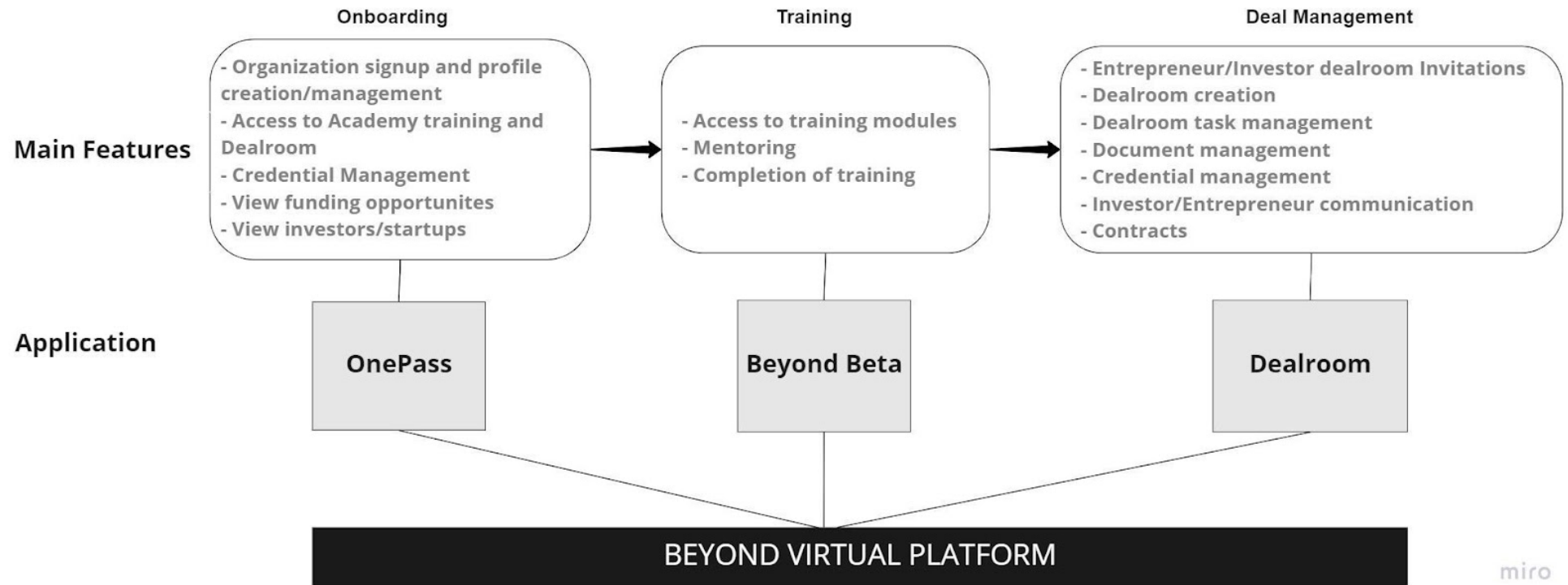


Figure 1 Beyond Virtual Platform



Connected to the BEYOND Virtual Platform, is the BEYOND Community, that can be found shortly in <https://spaces.fundingbox.com/>, hosted in FundingBox Spaces. This will not be an integrated part of the Virtual Platform though closely connected as many supplementary resources are present here. The community has the aim of shaping an on-line space for keeping the conversation going between project stakeholders. Additionally, the community will share among these stakeholders' regular calls to action for sharing experiences, updates, news, announcements as well as online keynote talks and posts in areas of common interest across the community of project stakeholders.

Also, the community will initially comprise several subsites concerning an overview of other acceleration programmes, financial resources, mentors and events in partner ecosystems as well as serve as a basis for engaging newcomer acceleration programs to the BEYOND consortium partners. Some of these may later on be implemented directly in the platform, where also the specific resources, mentors etc. will be visible for the specific available acceleration projects. The community will be described in much more detail in the deliverable D2.3 BEYOND Community Space.

## 2 BEYOND Virtual Platform User Journeys

The following diagrams explain the user journeys of the 2 main users of the Beyond Virtual Platform. The entrepreneur representing the startup and the Investor/accelerator looking to invest in a startup. Each diagram indicates where the user will start and end the process and which component they will interact with at each stage (OnePass, Beyond Academy, and Dealroom).

### Startup:

- The process starts with an invitation received by email from an investor/accelerator to join the Beyond programme.
- To accept the invitation, the user needs to click on the link within the invitation which opens the OnePass application.
- If the user already has a OnePass profile, they just need to login, if not, they can create their profile. Having created the profile, this will give them access to their dealroom. In addition, they can view other opportunities and investor profiles.
- Within the dealroom, they can communicate with the investor and will receive notifications to complete required tasks.
- If one of the tasks is to complete a training programme, they can access the Beyond academy via the OnePass application using the same credentials. Once the training is completed the, next task becomes active and they will also receive a completed training certificate from the training provider as a credential.
- If all steps are passed successfully, the startup will receive an investment and credential from the investor and will start the next phase which is follow up and reporting, and will become part of the investor portfolio



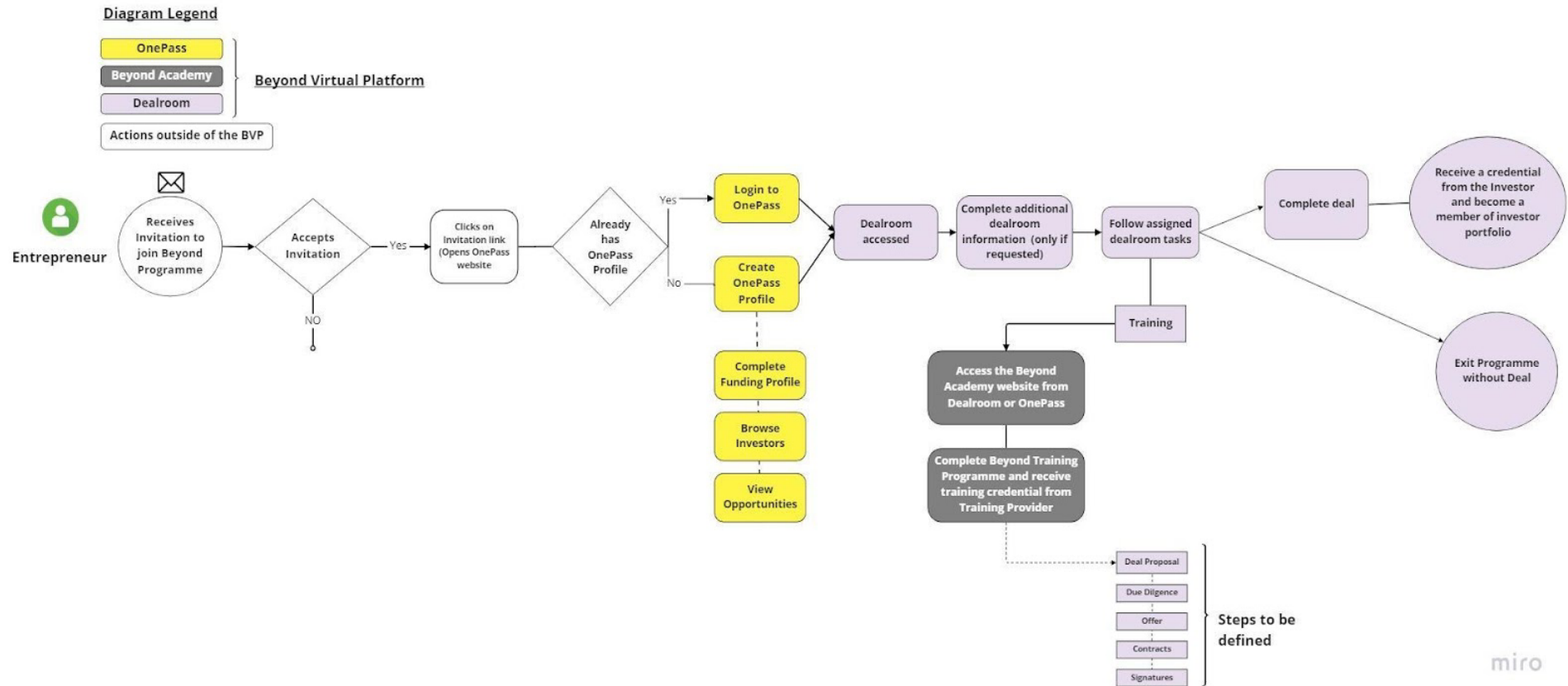


Figure 2: Startup user journey within the Beyond Virtual Platform.

**Investor/Accelerator:**

- The process starts with the investor creating their OnePass profile. The investor can either create an opportunity for any startup to apply to or they can create a dealroom and directly invite a startup or startups to join. The investor can have many 'deals' ongoing within their dealroom, so each deal represents a negotiation with one startup company.
- The investor can decide if the information required to start the deal is met with the basic information obtained as part of the startup onboarding in OnePass, or they can request additional information, if so, they can create a custom application form which the startup will need to fill out after accessing their dealroom space.
- The investor then sends the invitations to the startups by email including the dealroom link. If the startup accepts the invitation to join, the dealroom is created and the deal process starts from there.
- The investor can assign a deal owner (this may be a member of their team or another investor or co-investor) who will add all tasks required to complete the deal process.
- The deal owner can assign the responsible owners for each task. e.g. Legal for due diligence, a reviewer to review the deal proposal etc.
- During the due diligence process, credentials can be requested by issuing 3rd parties and a credential can be issued to the startup when the due diligence process has been completed. This can be requested by other potential investors in the future.
- If the deal process has been successful, the deal will close with the investor issuing a credential to prove the investment deal was successful and the startup will join the investors portfolio which can be shared with future potential investors. Otherwise, the process will end without an investment.

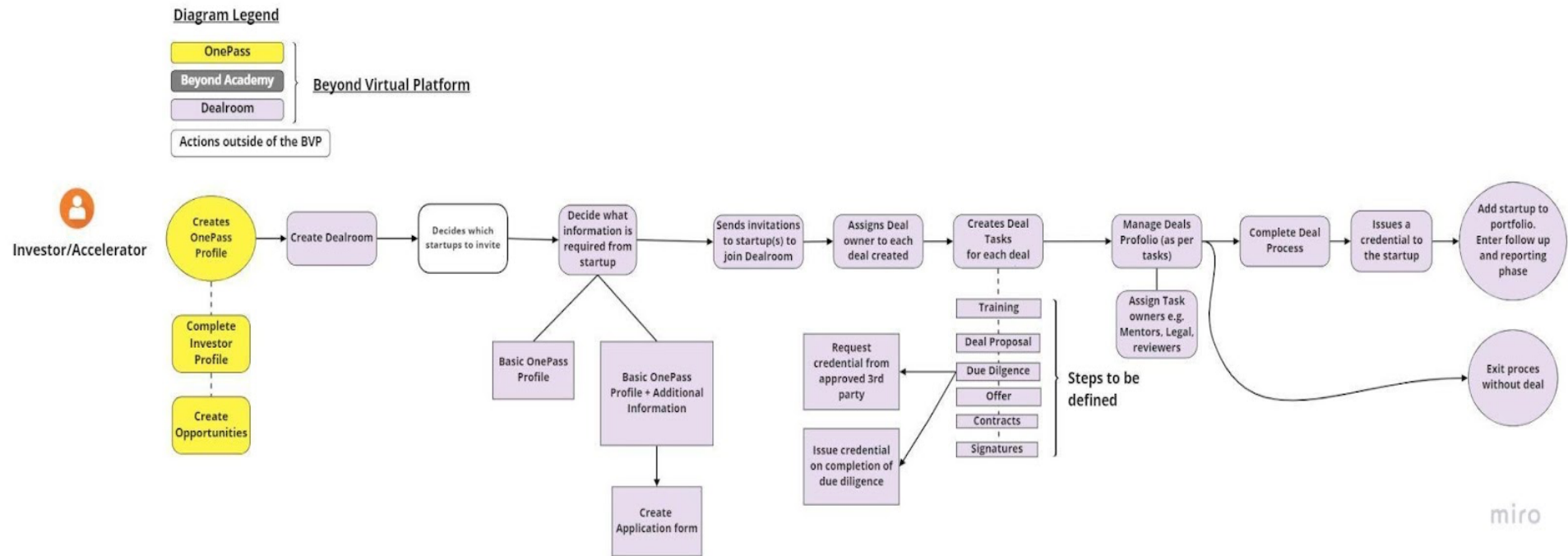


Figure 3: Investor user journey within the Beyond Virtual Platform.

**Cross Border Scenario**

- An entrepreneur from Bulgaria receives an email invitation to join a dealroom from an investor from Denmark
- The entrepreneur clicks on the link provided within the email. It opens up the OnePass website.
- The entrepreneur does not already have a OnePass account so they create one for their startup.
- Following the completion of the basic OnePass profile, they are prompted to complete additional information defined by the investor in order to have access to the dealroom dashboard within the OnePass application.
- Within their deal dashboard, they have a number of tasks to complete which have been defined by the Investor when creating the dealroom.
- They can send messages to the investor via the Dealroom if necessary.
- Their first task is to complete the required training within the Beyond Academy Platform. They access this platform from the OnePass website using their same login details created for OnePass.
- Once the training has been completed, they receive a certificate from the training provider which can be stored as a credential within OnePass.
- Within the dealroom dashboard, the next step in the process is now active and they need to prepare and send a presentation. The presentation can be shared via the Dealroom.
- The presentation is reviewed by the Investor and they are approved to move to the next step which is due diligence.
- During the due diligence process, they have to provide documents when requested by the Investor's legal team via the dealroom. These can be shared within the dealroom dashboard.
- Following a successful due diligence process, the startup receives an offer from the investor, contracts are drawn up, shared and signed within the Dealroom.
- The startup receives a credential provided by the investor proving they successfully completed the programme and received funding.
- The startup stores this credential in their OnePass profile which can be shared with other potential investors who join the programme in the future.



### 3 Identity and Access Management Module

URL: <https://app.getonepass.eu/>

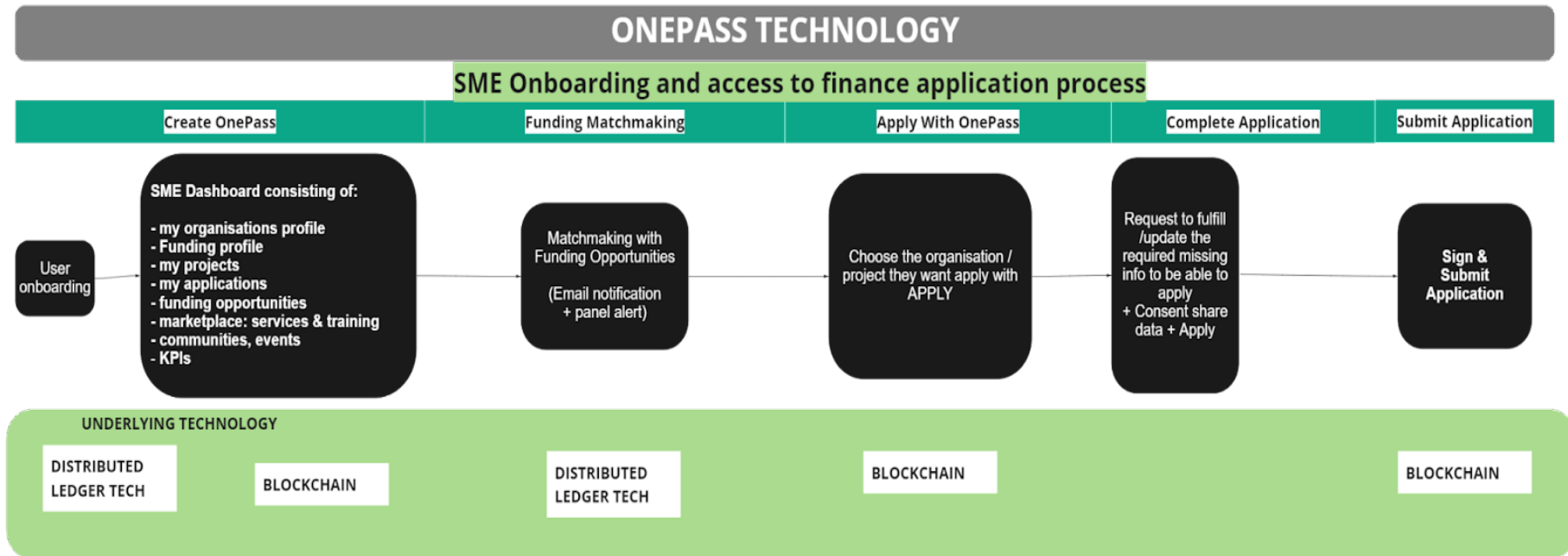


Figure 4: OnePass Technology: Startup/SME user journey.

The OnePass platform will be used for the startup onboarding process. The startup can create a profile by following the onboarding wizard which guides them through a number of steps to capture the required information to create a basic profile (See Figures 5 - 8 below). Once the basic profile is created, the startup can go directly to view available funding opportunities, or complete their profile, such as adding more information to the Organisation overview, adding the legal information, and fundraising profile (see Figures 9 - 12 below).

Even though it is not required within the context of the BEYOND project, completing the organisation profile as much as possible will allow the organisation to be matched with relevant funding opportunities in the future based on the content of their profile.

### Sign up for a OnePass Account


OR

I want to subscribe to the OnePass newsletter

Your OnePass Account information is used to allow you to sign in securely and access your data. Click "Sign up" above to accept our [Privacy Policy](#) and [Terms of Service](#)

Already have a OnePass Account? [Sign in](#)

Do you need help? [Contact our support team](#)



### Easy-peasy funding

Discover a faster and seamless way to apply for tech funding opportunities. No more filling in your data over and over again. OnePass will help you apply to open call in minutes, not in hours. We promise.

Figure 5: Startup onboarding, sign up page.

From here the user can create their single sign-on account which can be used throughout the BEYOND Virtual Platform.


### OnePass


Your Profile | Your Organization

First name \*  Last name \*

Headline

Bio

Profile picture 



### Stand out from the crowd

A well crafted headline and bio will help you and your application stand out.

Figure 6: Onboarding wizard (your profile).

This is step 1 of 2 of the onboarding wizard. The user first must give some information themselves, including their headline and bio if possible. This user will then automatically become the organisation administrator as they are the first to register the company on the platform but can later add new team members and can also change the company administrator if required. Having the administrator role allows the user to add/edit details about the organisation and add team members.

The screenshot shows the 'Your Organization' section of the OnePass onboarding wizard. The form is titled 'Your Organization' and contains the following fields and options:

- Organization name \***: Text input field containing 'Tech Startup'.
- Contact email \***: Text input field containing 'email@email.com'.
- Website**: Text input field containing 'www.test.com'.
- Country \***: Dropdown menu showing 'Spain'.
- Industries**: Tagged dropdown menu showing 'Artificial Intelligence'.
- Have you incorporated a legal entity? \***: Dropdown menu showing 'Yes'.
- Company type \***: Dropdown menu showing 'SME'.
- Legal formation \***: Text input field containing 'SSL'.
- What funding opportunities are you interested in?**: Radio button options for 'Public Funding' (unchecked) and 'Private Funding' (checked).

A 'Finish' button is located at the bottom right of the form. To the right of the form is an illustration of a woman in a yellow dress pointing at a screen displaying a bar chart, with the text 'Tell us a little about your organization' and a sub-note: 'Search for it or create a new profile. You can reuse this information when applying to different opportunities so you'll just complete it once now.'

Figure 7: Onboarding wizard (Organisation profile).

This is step 2 of 2 of the onboarding wizard. The startup can add some basic information about the organisation such as email address, industries, legal entity etc.

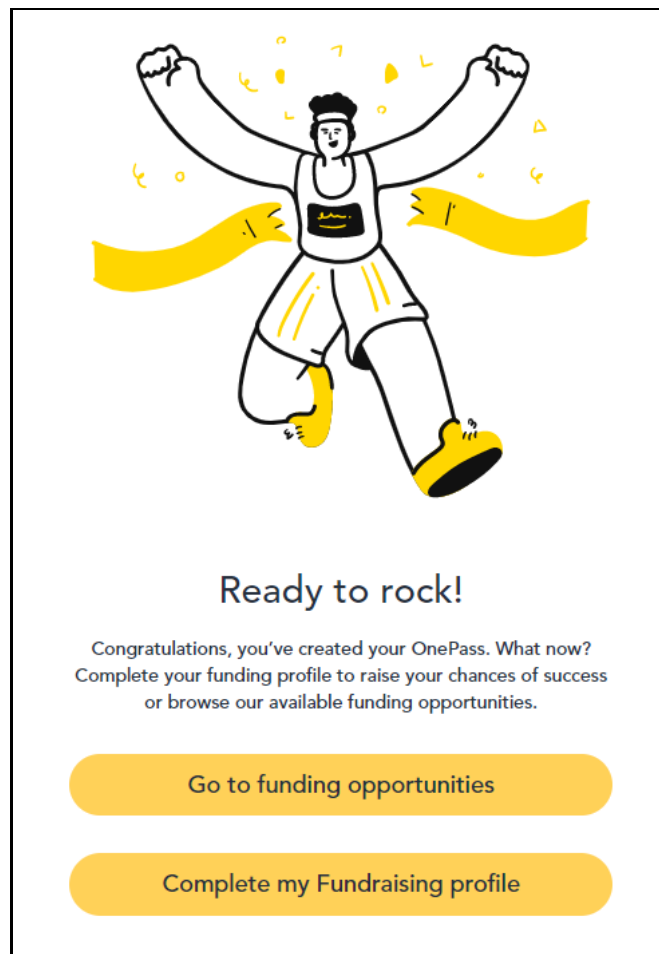


Figure 8: Completion of Onboarding wizard.

From this point, the startup can go directly to view the available funding opportunities or can complete their fundraising profile as in the screenshots below.



### Profile overview

All of the fields below are optional and can be deleted at any time, and by filling them out, you're giving us consent to use it to match your profile with funding opportunities and offerings. Please see our privacy statement to learn more about how we use this information.

**Organization name \***

**Contact email \***

**Tagline**

**Country \***

**Industries**

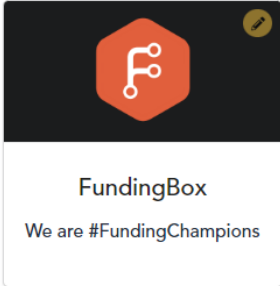
**Website**

**About us**

We champion entrepreneurs and innovators eager to ignite their growth to rewrite their future through easy-to-apply funding opportunities and tailor-made acceleration programmes.

We matchmake global brands and investors with promising startups to put on track profitable collaborations that will accelerate their innovation processes.

👁 This profile is visible



**FundingBox**  
We are #FundingChampions

📌 This is how your organization profile card will look like

Figure 9: The organisation profile overview.

This information has already been mostly filled in during the onboarding wizard but can be edited/updated here within the startup dashboard.

### Legal information

All of the fields below are optional and can be deleted at any time, and by filling them out, you're giving us consent to use it to match your profile with funding opportunities and offerings. Please see our privacy statement to learn more about how we use this information.

Stage  
Mature

Have you incorporated a legal entity? \*  
Yes

Legal name of the Organization  
FundingBox Accelerator

Company type  
SME

Legal formation  
SP Zoo

Company/Organization Registration Number  
B567659765

Year founded  
2018

Number of employees  
50-249

VAT number (if applicable)  
ESB68769876

Figure 10: Organisation legal information.

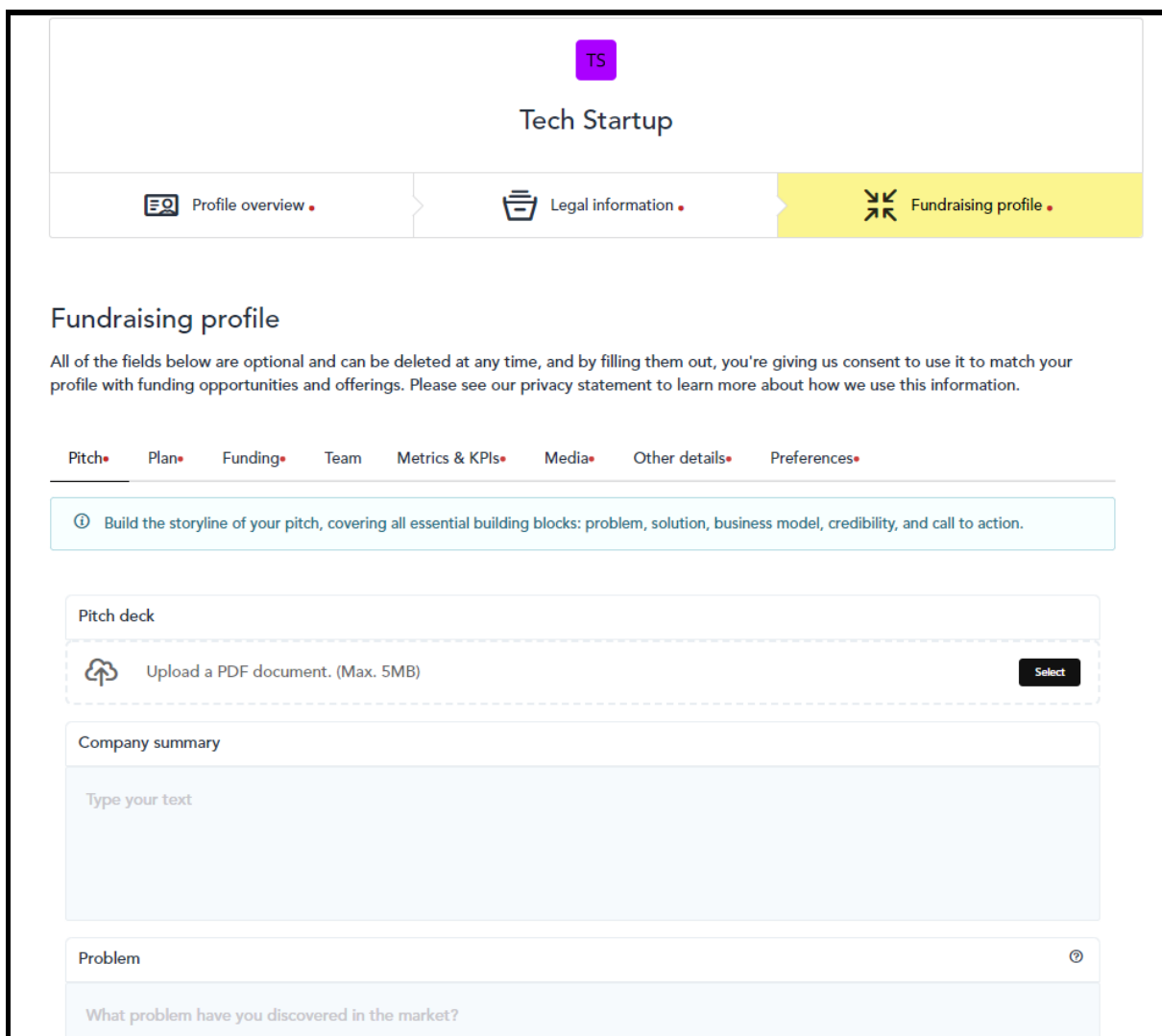


Figure 11: Organisation fundraising profile.

The information entered in the Fundraising profile can be used to apply to suitable opportunities and avail of the match-making to view other suitable opportunities and training.

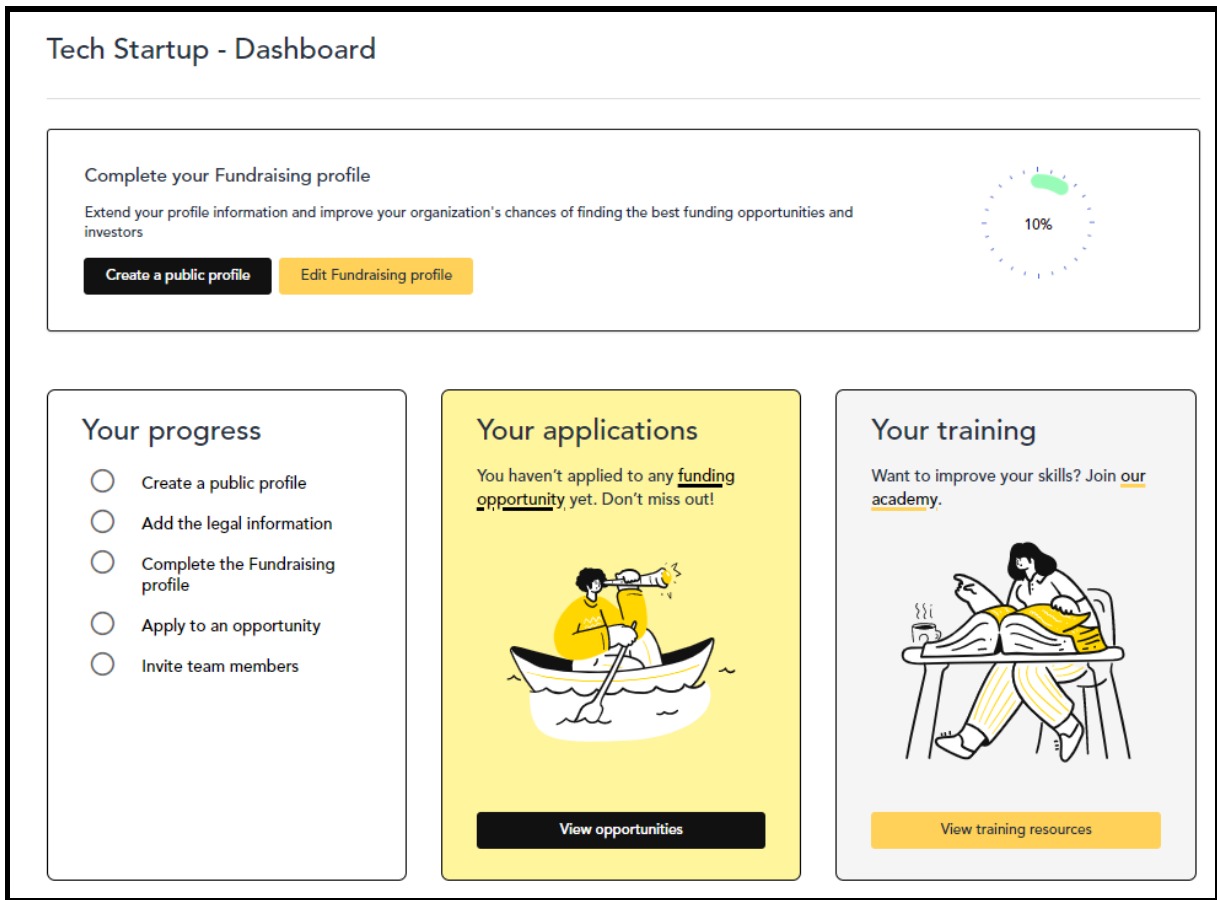


Figure 12: Startup dashboard.

The startup dashboard allows the entrepreneur to view their progress in completing the profile, view applications and training opportunities.



## 4 Academy Module

URL: <https://app.beyondbeta.dk/>

(This can also be accessed from within the OnePass application).

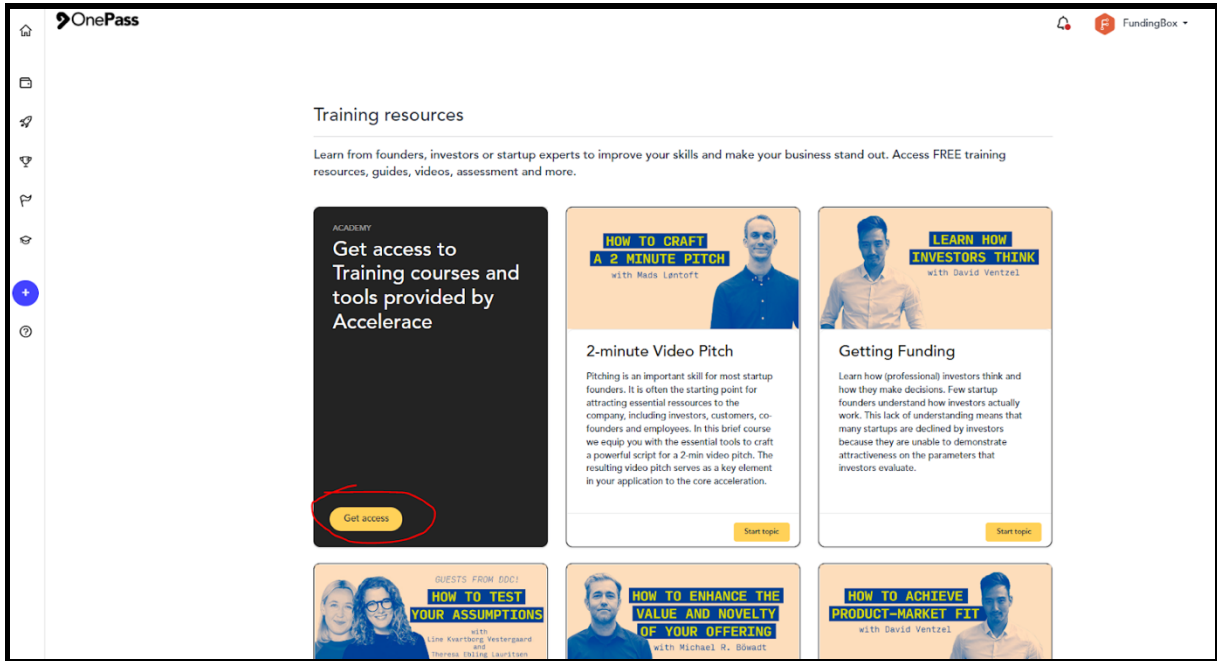


Figure 13: Academy access from within OnePass.

The entrepreneur can access the academy from within the OnePass application.

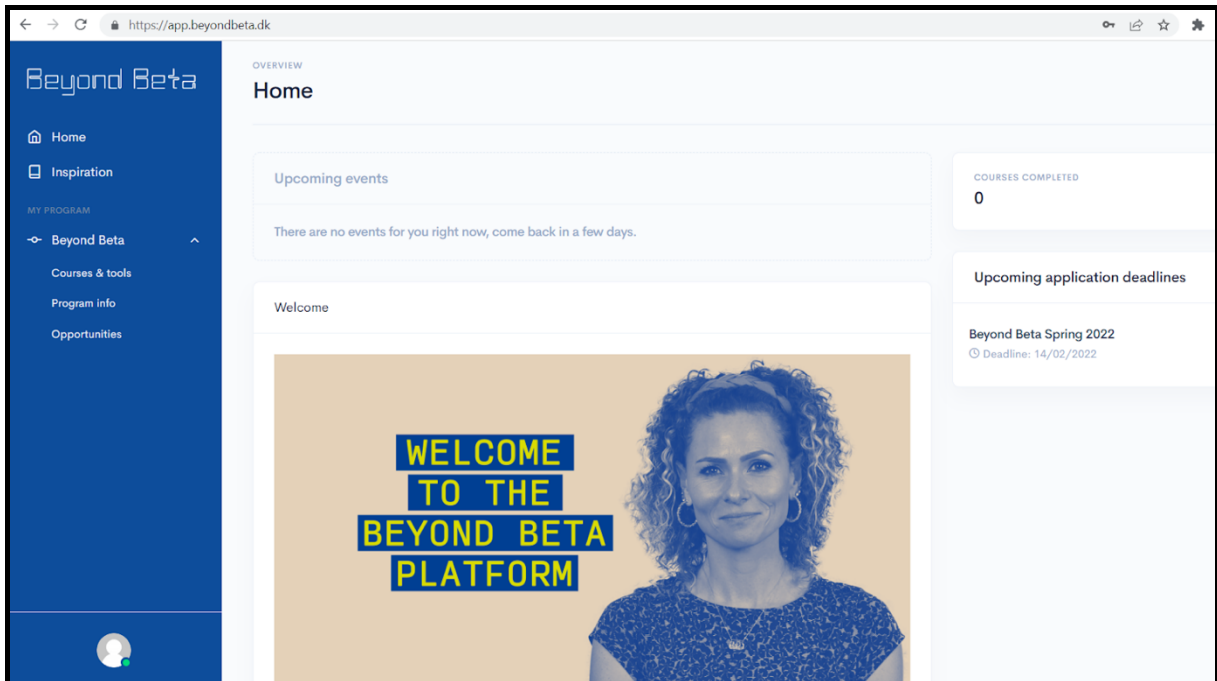


Figure 14: The Beyond Beta Academy platform.

Using the same single sign-on from OnePass, the entrepreneur is taken to the BeyondBeta application to complete the academy training course.

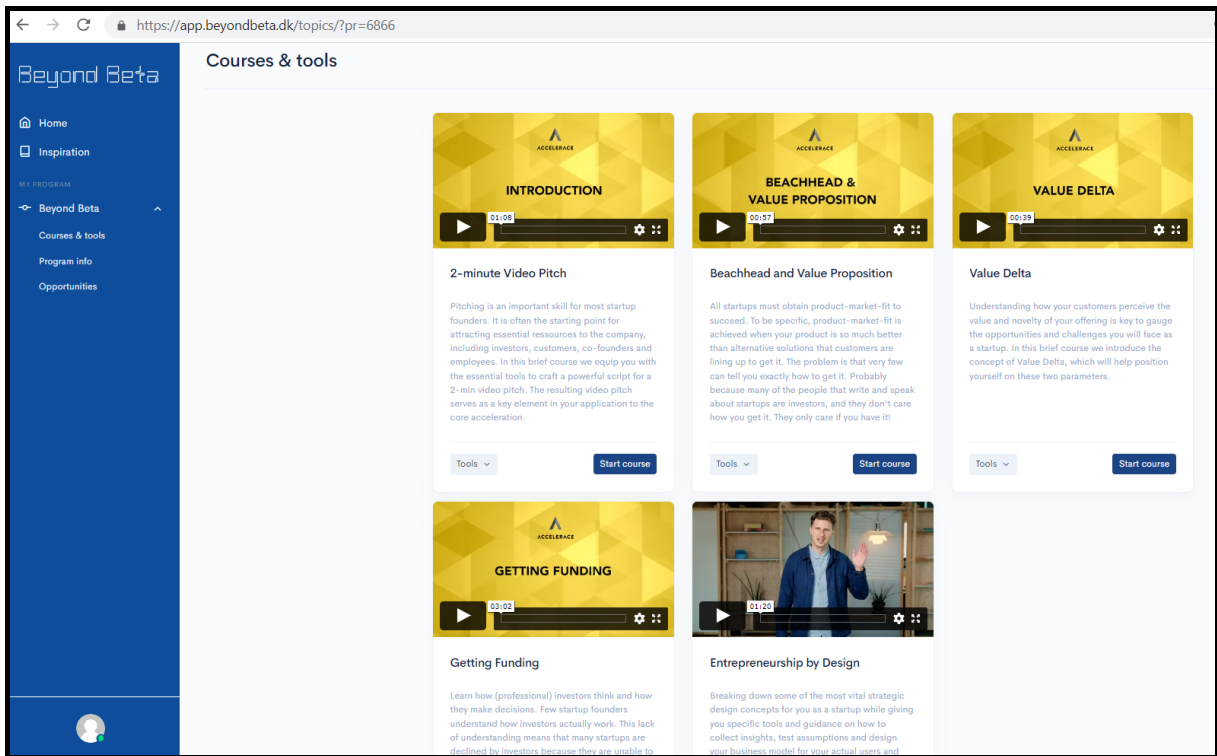


Figure 15: Beyond Beta courses.

These courses will be updated to suit the entrepreneur who can enter as many courses as available and that they find interesting.

Mentor Dashboard

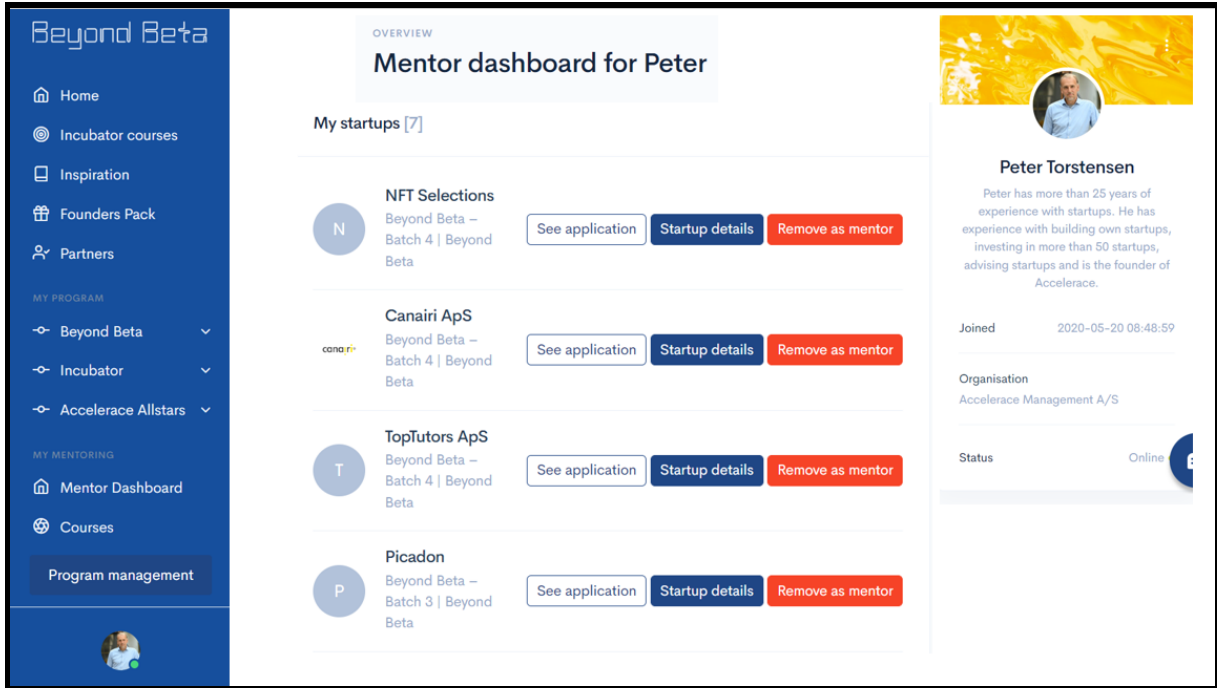


Figure 16: Beyond Beta Mentor dashboard (My startups).

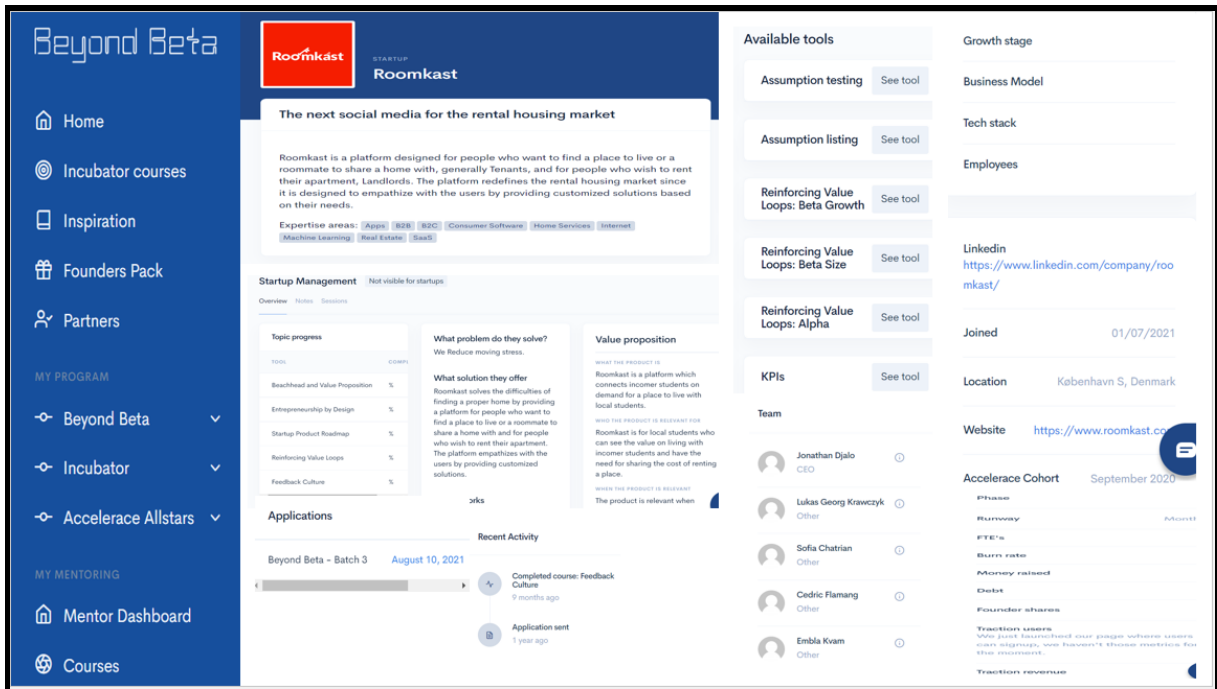


Figure 17: Beyond Beta Mentor dashboard (Startup management).

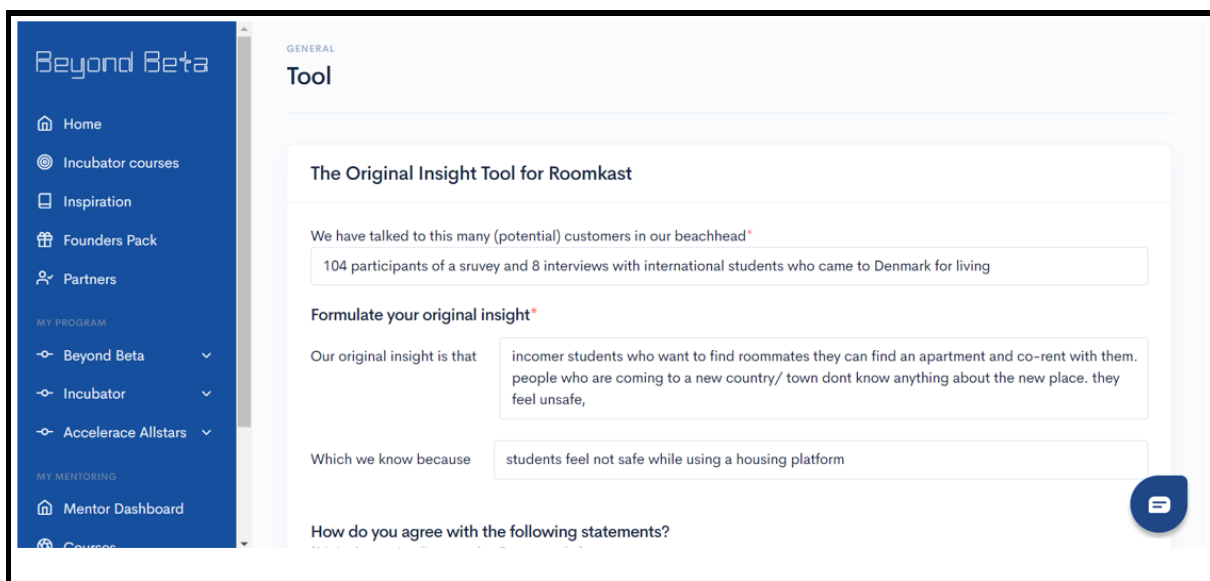


Figure 18: Beyond Beta Mentor dashboard (tools)



## 5 Dealroom Module

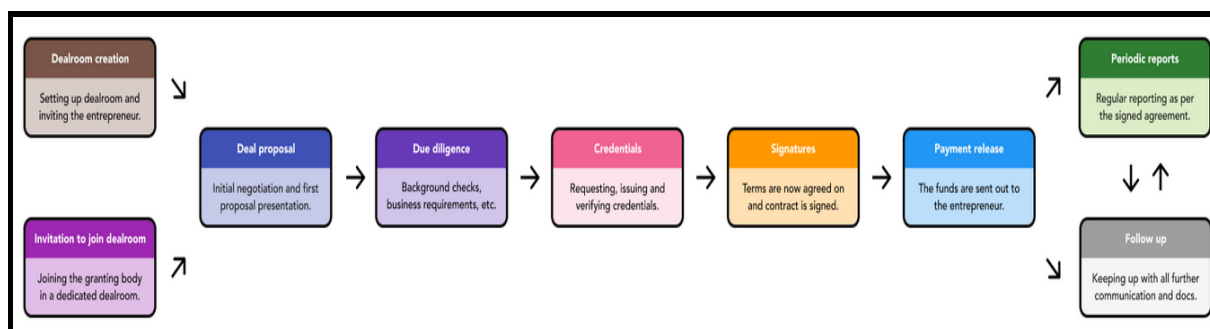


Figure 19: The Dealroom flow.

- The dealroom is created and then both the startup and the accelerator/investor are invited to the dealroom.
- The proposal and negotiation starts, and when agreed, the due diligence is completed. The startup and the investor can securely share documents within the dealroom.
- Credentials associated with the due diligence process can be requested, issued and verified.
- Contracts can be securely signed.
- Payments can then be released (this happens outside of the dealroom).
- Any followup and reporting can happen within the dealroom.

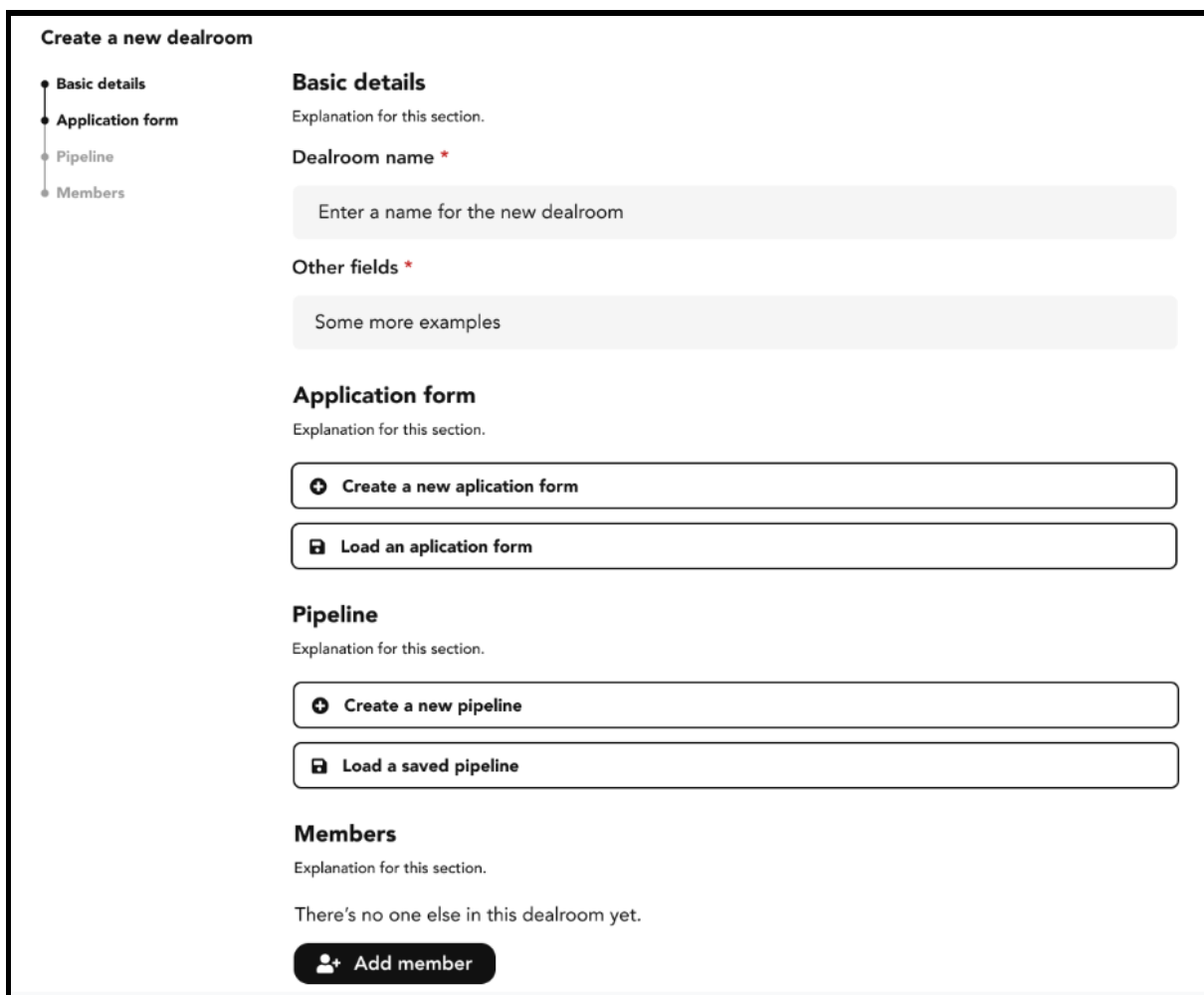


Figure 20: Creation of the dealroom.

Within the dealroom, a custom application form and pipeline can be created. Members can then be invited to join.

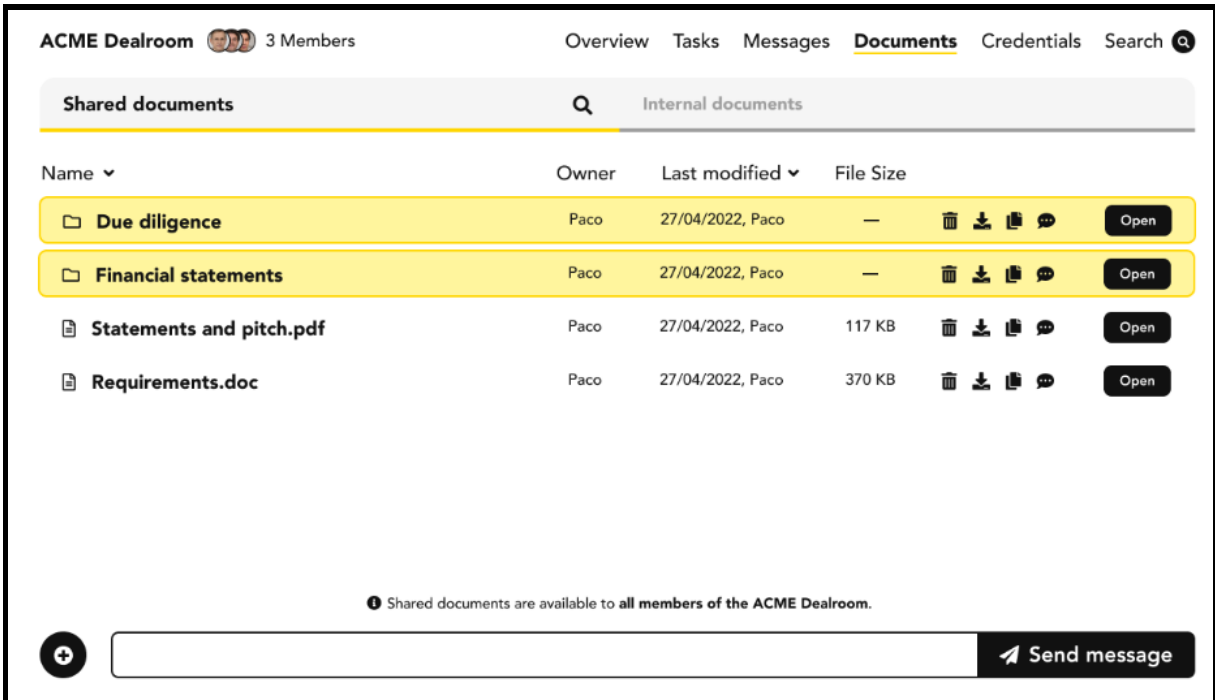


Figure 21: Dealroom documents

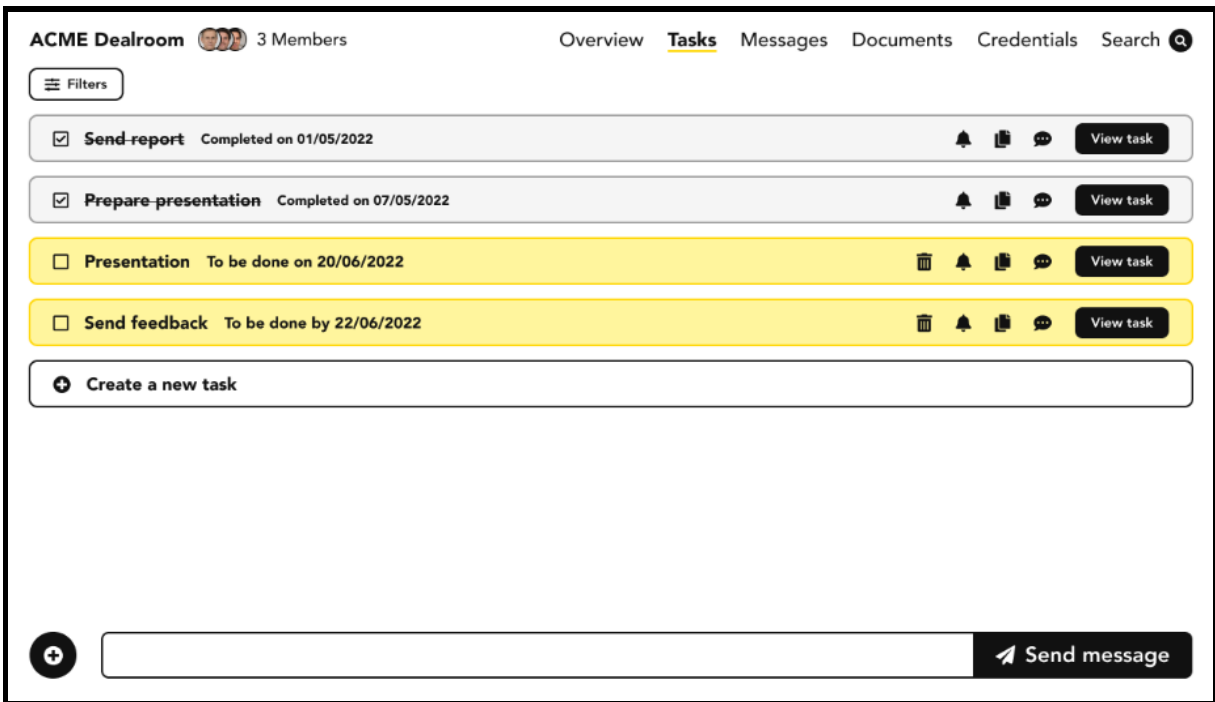


Figure 22: Dealroom tasks.

The investor can view all dealrooms in one place. They may have a dealroom ongoing with many different companies.

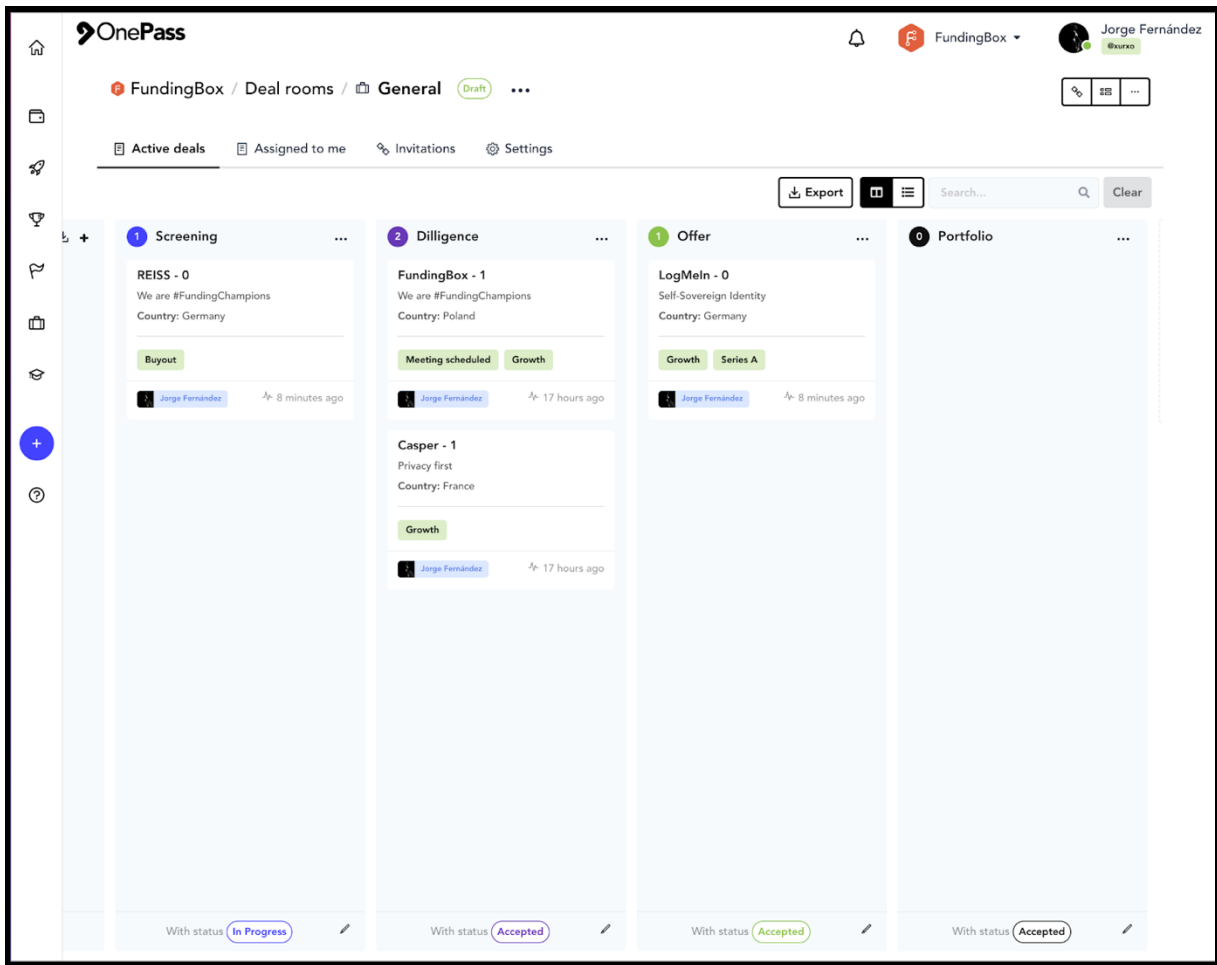


Figure 23: Dealroom stages overview.

Documents can be requested and securely stored.

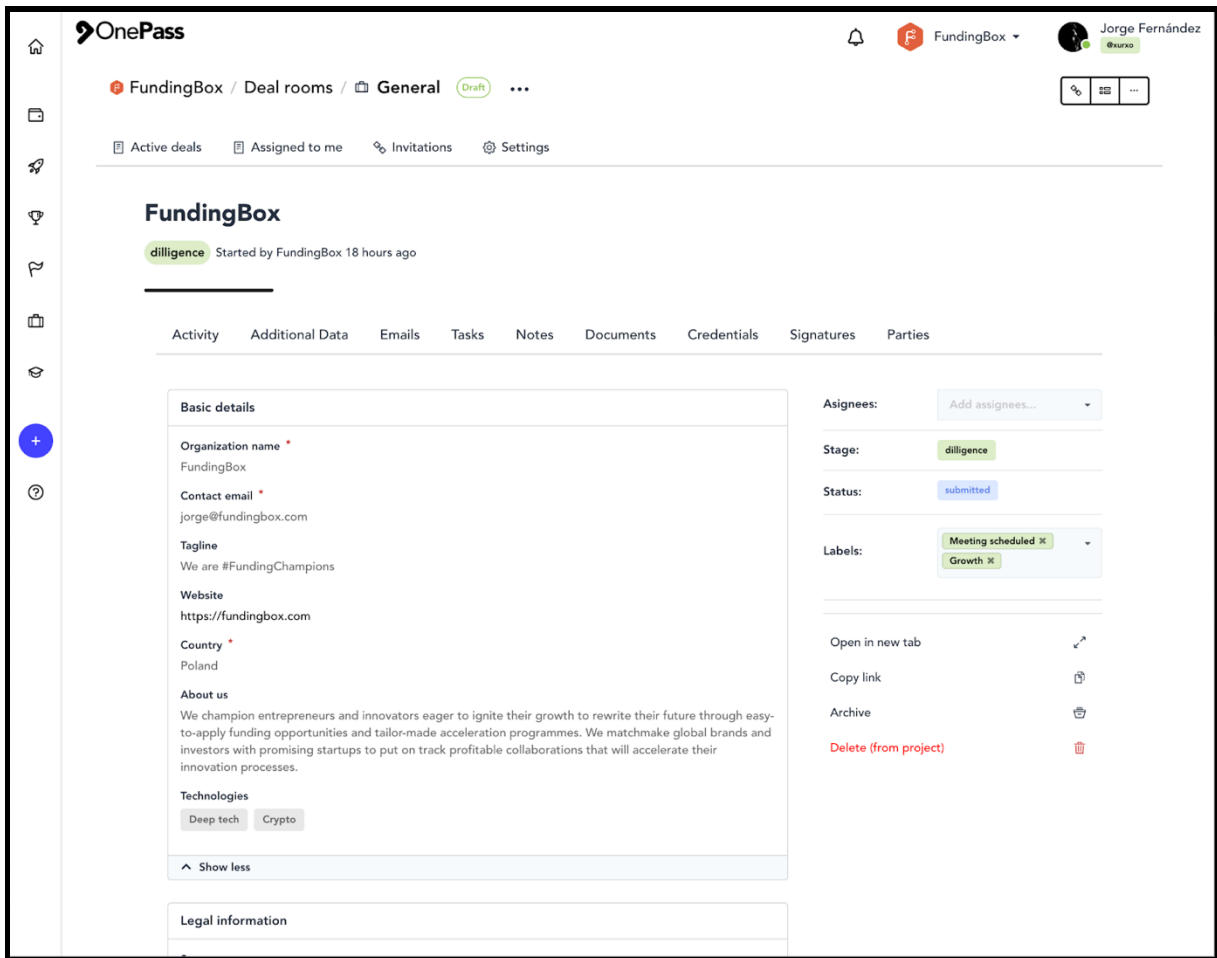


Figure 24: Dealroom details.

Tasks can be created based on the requirements of the deal.

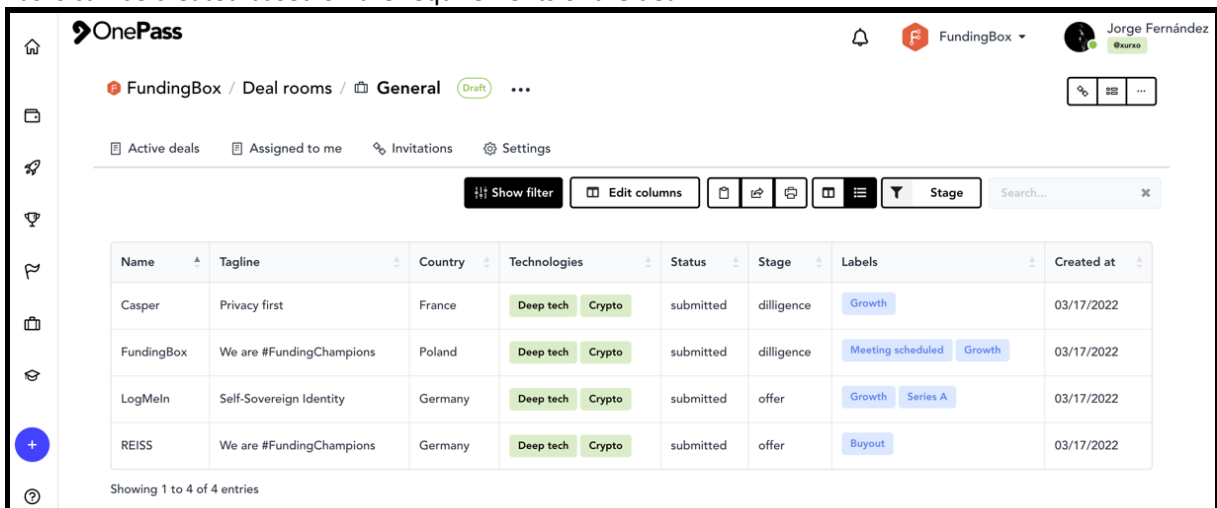


Figure 25: Dealrooms overview.

An investor can view at what stage each company is within their portfolio.

## 6 Related KPIs

Below some of the crucial and directly related KPIs are listed to show some of the expected outcomes that will emerge from the Virtual Platform.

**Project Community - 250 Registered Users**, being the many stakeholders of the project interacting in a thriving ecosystem build around BEYOND and the Virtual Platform.

**Supportive Partners - 20**, external stakeholders and partners that actively will support the project and use their channels for attraction of the project.

**Open Call for Startups - 1000 Startups reached**; the number of startups interested in the acceleration programme hosted on the Virtual Platform.

**VC Funds through Partners' Network, 20 funds registered in the Marketplace**, these funds will then be present in the dealroom and can be invited to join.

**Business Accelerators, 5 Beta testers registered in the Marketplace**, external testers that enter and use the platform for their programmes.

## 7 Conclusions

This deliverable comprises the first description and visualisation of the BEYOND Virtual Platform.

It highlights how the different modules built on existing frameworks from the consortium partners, such as OnePass Application and BeyondBeta work together and how each of the users (startups, investors, accelerators etc) will interact with them and also with newly established areas such as the BEYOND Community. Based on the feedback received in Phase 1 (Readiness) and Phase 2 (Proof of concept) of the project, the learnings and measurements will be translated into an upgraded version of the Beyond Virtual Platform and explained in the second version of the deliverable which will be submitted in M15.

At this point, the project will have reached Phase 3 and started expanding the impact beyond the consortium countries.