

BEYOND

Deliverable 5.3
Virtual Accelerator
Marketplace



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V1.0	20/12-23	Final Version	Andreas Dubourg Limkilde (FBR)

BEYOND PROJECT

BEYOND aims to achieve a more interconnected European business acceleration industry in between 'modest' or 'moderate' and 'strong' or 'leading' acceleration ecosystems in Europe, and therefore directly contribute to foster the rise of investment flows from net contributor regions (leaders) towards 'modest' and 'moderate' regions as net beneficiaries, which might provide one effective solution against the above referred undesired geographical gap.

BEYOND project will focus on:

1. Testing a Self-Sovereign Digital Identity scheme (funding passport) that start-ups get no matter what accelerator they join. Through the funding passport start-ups can document their journey and get access to additional funding.
2. Building a joint platform for the core acceleration enabling online acceleration and a joint framework for how start-ups are most efficiently developed;
3. Sharing specific offers from the different project participants and resources to increase the value for start-ups;
4. Developing an incentive structure where all partners benefit from providing high quality start-ups and develop their services;
5. Creating a cross-region marketplace for raising funding to start-ups so start-ups are not as dependent on the local investor landscape.

These 5 elements constitute the backbone of BEYOND's Virtual Accelerator Marketplace (VAM) a trust framework to support joint business acceleration activities that will contribute in a sustainable manner to enhance a balanced interconnectedness of private investment flows and thus, contribute to dramatically improve quality and outreach of business acceleration services in developing innovation ecosystems. The VAM will be tested through 2 editions of a joint acceleration program co-designed by 5 business accelerators backed on their own VC Funds, representing moderate (BG, LT, PL) and leading regions (DK, ES), that will select and support 2 cohorts of 20 Startups that will receive access to mentoring and VC investors.

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Abbreviations

EC: European Commission
DoA: Description of Action
GA: Grant Agreement
SME: Small and Medium Enterprise
AI: Artificial Intelligence
VAM: Virtual Accelerator Marketplace

ACC: Accelerace
FBA: FundingBox Accelerator
ISDI: ISDI
OVK: Overkill Ventures
XLR: XL Radar
FBR: FundingBox Research

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Executive Summary

BEYOND Virtual Accelerator Marketplace (BEYOND VAM) stands as a cutting-edge platform in the European startup landscape. Shaped as a trust framework to support joint business acceleration activities and backed by a platform and a mutually accepted incentive structure, the project contributes in a sustainable manner to enhance a balanced interconnectedness of private investment flows from net contributor regions to net beneficiary regions.

The marketplace's unique value proposition, emphasising continuous support, equity-free funding, and diverse networks, sets it apart. BEYOND VAM actively collaborates with accelerators, startups, mentors, investors, and innovation agencies. Consortium partners play a crucial role in shaping a dynamic and diverse ecosystem.

The onboarding process of 3rd parties, facilitated by a user-friendly wizard and supported by a dedicated helpdesk, ensures a seamless entry for participants.

Through strategic partnerships, success stories, and event participation, BEYOND VAM extends its reach. The commitment to long-term sustainability involves active involvement from key stakeholders beyond the project's duration.

In essence, BEYOND VAM is not just a marketplace but a thriving ecosystem, redefining how startups access resources. Its success lies in cultivating a collaborative community where stakeholders actively contribute to and benefit from the continuous growth of the European startup landscape.

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1 Introduction

The **BEYOND project mission** is to demonstrate that a Virtual Accelerator Marketplace (VAM), shaped as a trust framework to support joint business acceleration activities and backed by a platform and a mutually accepted incentive structure, may contribute in a sustainable manner to enhance a balanced interconnectedness of private investment flows from net contributor regions (strong and leading ones) to net beneficiary regions (modest and moderate), and thus, contribute to dramatically improve quality and outreach of business acceleration services in developing innovation ecosystems.

This deliverable builds on the existing deliverables D1.2 BEYOND Virtual Platform and D1.4 BEYOND Virtual Platform Upgrade submitted in respectively M4 and M15 and relates to two different phases of the project, namely the the 'Proof of Concept' and 'Proof of Sustainability'. Where these deliverables focus mainly on the platform modules and specific features the overall idea of this deliverable is the strategy behind how **the initial platform transforms into a marketplace** that includes not only the partners resources being acceleration program experiences, training courses, mentors and ecosystem investors, but also how to open up the platform for the external world attracting for instance accelerators or investors which identifies the platform as a useful marketplace for them to run their actual business.

This could be accelerators that by linking up with the BEYOND VAM can get access to additional trainings and thereby offer their startups more value or give them the opportunity to enter an online scenario, where they can connect with international players such as similar companies or renowned experts in their field, who may not exist in the local environment.

It could also be investors who previously operated locally, but see the potential in getting access to many more startups from all over Europe. By accessing a bigger pool of startups, the greater the chance of them finding the startups that fit with their criteria or expertise.

D5.3 Virtual Accelerator Marketplace is closely related to WP5 Expanding impact beyond the consortium countries. It builds on the sustainability strategy from Task 5.1 and pertaining dissemination & exploitation strategy formalised in D5.1 D&E Plan. Many of the ongoing activities such as the external accelerator outreach by all partners in Task 5.2. Expanding the network of accelerators and the specific strategy on how to awaken their interest through the engagement model and pitch deck emerging from Task 5.3. Policy learning plan and the related deliverable of the same name.

Despite all these connections and related activities, this deliverable is mostly rooted in the activities of Task 5.4. Virtual accelerator marketplace adoption. The BEYOND Virtual Platform powered by existing digital assets, owned by FBR and ACC, that are already integrated and customised for helping the purposes of the BEYOND project and continuously developed throughout the project to ensure correct required upgrades and adaptations needed to open and expand adoption of the features provided by the platform beyond the partners of the consortium.

The work ongoing will contribute to facilitating the adoption by 3rd parties such as mentors, investors and business accelerators beyond those already involved in WP3 and WP4. The related activities intend to provide the required technical support for adoption in the shape of both a help desk and onboarding training.

2 Transformation from Platform to Marketplace

As already mentioned, the previous deliverables, D1.2 BEYOND Virtual Platform and D1.4 BEYOND Virtual Platform Upgrade describe a Virtual Platform. A platform that consists of a list of different modules and features together creating the foundation for running an online acceleration program across the borders of the partners in the BEYOND consortium.

This deliverable intends to describe how to transform the existing platform into a thriving and sustainable marketplace attracting potential users such as accelerators, mentors and investors from outside the partners existing network and especially how to integrate them into the platform making it a marketplace. The core focus is on the online tools and features available for 3rd parties beyond the consortium to join. Starting with known players identified by partners and through them expand further and further into the areas outside of the partners' ecosystem.

A first step is, of course, to formalise the outcomes of the joint accelerator and participating beneficiaries showcasing that the intended cross-border investment and european online accelerator was successful. The activities are carefully planned and described in D5.2 Policy Learning Plan.

Following these outcomes that are to be presented to the proper stakeholders, that could be potential users or clients of such a marketplace. All these activities are part of other tasks within WP5, though when in place it is important that the platform is capable of onboarding.

Simultaneously with the ongoing activities of attracting users, the development of the platform focuses on the adaptation on how to make modules and features accessible and self explanatory, to be attractive and easy enough to use by externals immediately after being engaged and encouraged to connect with the project. Supporting and ensuring that the features are appealing and understandable for the first external users are crucial for the interpretation of the marketplace.

The early adopters are the first real external users and their feedback is crucial. Therefore, they are involved and supported carefully while the BEYOND project is still ongoing, to ensure more sustainability and hopefully organic growth of the marketplace, starting before the project ends in October 2024.

Deliverable D5.1 D&E Plan, concerns the dissemination and exploitation activities of BEYOND project and its outcomes. Moreover, the deliverable describes the strategy of attracting external stakeholders through the incentive structure and the overall vision of the project, namely making BEYOND's Virtual Accelerator Marketplace (VAM) the backbone of a trust framework supporting joint business acceleration activities.

Contributing in a sustainable manner to enhancing the balanced interconnectedness of private investment flows, thus significantly improving the quality and outreach of business acceleration services in developing innovation ecosystems.

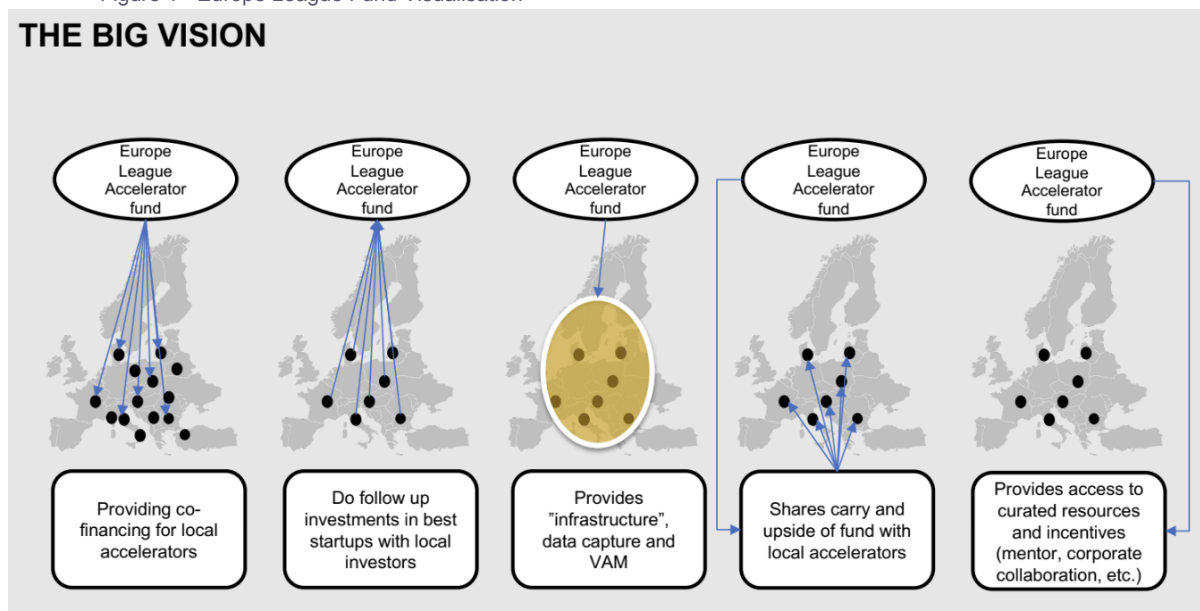
D5.1 D&E Plan delves into the development of an incentive structure. Inspired by the success of European football, BEYOND envisions a similar ecosystem for start-ups built

around coordinated competition. Drawing parallels with UEFA, proposing a Europe League Fund (ELF) to co-invest with local accelerators, providing follow-up funding and syndication opportunities. Certified mentors, akin to football coaches, would play a crucial role, with ELF offering a reward system using tokens exchangeable for mentoring services. This model encourages accelerators to strive for excellence and mentors to seek certification, creating a dynamic and competitive ecosystem.

By clearly highlighting the incentive for all the major stakeholders, it should be possible to attract them through the planned activities in WP4 and 5 and convince them that a fair and unified startup ecosystem in Europe would benefit all.

In figure 1 below the big vision of establishing a Europe League Fund is visualised.

Figure 1 - Europe League Fund Visualisation



A first step of succeeding in the coordinated activities D5.1 D&E Plan, D5.2 Policy Learning Plan and D5.3 Virtual Accelerator Marketplace is to ensure that the platform transforms correctly into a marketplace attractive for the stakeholders. This requires that the available online features are of good quality and easily accessible, only that way the stakeholders will understand the overall vision and play their part in establishing a unified European startup ecosystem.

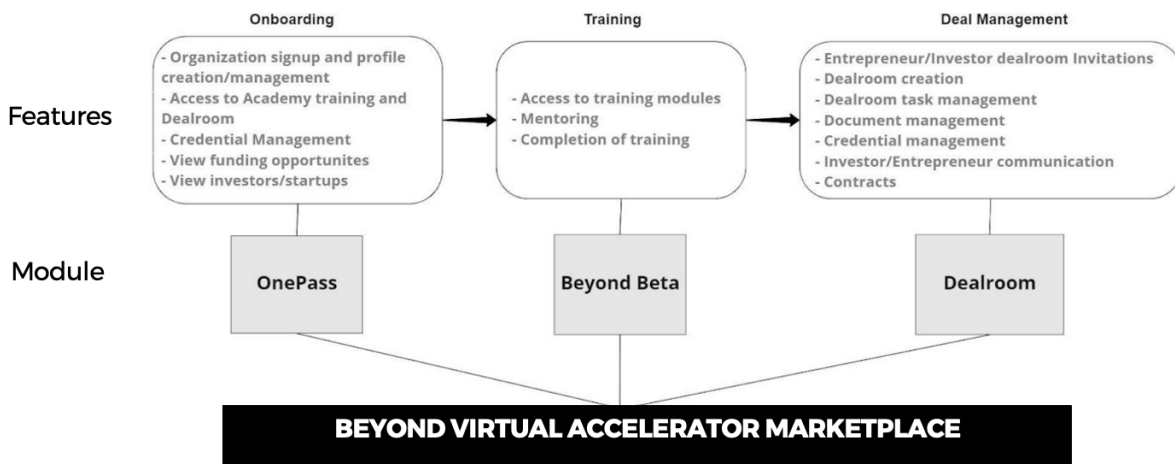
3 Access to the Marketplace

In the vibrant ecosystem of the BEYOND Virtual Accelerator Marketplace (BEYOND VAM), this section focuses on access to the marketplace. It delves into the dynamic interaction between third parties and the platform. This illuminates the avenues through which external entities, such as startups, mentors, investors, and collaborators, connect with BEYOND VAM.

Through a comprehensive exploration of the value proposition, specific channels, onboarding processes, engagement models, stakeholders involved, and outreach activities, this section serves as a gateway to understanding the multifaceted dimensions of access to the BEYOND VAM. Through the intricacies that define how third parties seamlessly integrate into this innovative marketplace designed to catalyse growth, collaboration, and success within the startup landscape.

As in the D1.2 BEYOND Virtual Platform third parties will gain access to all three modules of the BEYOND VAM once they sign up to OnePass. The three modules of OnePass, Academy and Dealroom, give access to additional funding opportunities, training courses and investor matchmaking, due diligence and investment. Below the modules that form BEYOND VAM and related features are presented.

Figure 2 - BEYOND VAM Modules & Features



3.1 Value Proposition

BEYOND Virtual Accelerator Marketplace. A marketplace for startups to continuously seek european funding opportunities, access training resources to obtain product-market fit, link with top mentors and pitch to european investors receiving funding and investments for further development and growth enabling additional resources and networks unlike traditional acceleration program.

The BEYOND Virtual Accelerator Marketplace offers a comprehensive and dynamic platform for startups, emphasising continuous engagement and support. The value proposition is designed to cater to the specific needs of startups seeking European funding opportunities while also providing access to essential resources for achieving product-market fit. Here's an overview of the background for this value proposition:

Continuous Engagement and Opportunities:

BEYOND positions itself as a marketplace that supports startups on an ongoing basis, fostering continuous engagement rather than a one-time interaction. This approach recognizes the evolving nature of startups and the need for sustained support throughout different stages of development.

European Funding Focus:

Similar to OnePass, the BEYOND Virtual Accelerator Marketplace focuses on European funding opportunities. This alignment reflects an understanding of the diverse funding landscape within the European market and aims to connect startups with relevant sources of financial support through the specific OnePass Module.

Training Resources for Product-Market Fit:

Beyond funding, the platform offers training resources to assist startups in achieving product-market fit. This signals a commitment to enhancing the viability and competitiveness of the startups in the marketplace by providing valuable insights, education, and guidance on optimizing their products or services for market success.

Top Mentorship Network:

The inclusion of top mentors distinguishes BEYOND from traditional acceleration programs. Access to experienced mentors can provide startups with valuable guidance, industry insights, and strategic advice, contributing to their overall growth and success.

Pitching to European Investors:

BEYOND facilitates connections between startups and European investors, offering a platform for startups to pitch their ideas through the dealroom module. This exposure to potential investors provides a direct avenue for securing investments to fuel further development and growth.

Funding and Investment Opportunities:

The ultimate goal of the BEYOND Virtual Accelerator Marketplace is to secure investments for startups. This financial support is not only aimed at enabling immediate growth but also at establishing a foundation for long-term success.

Additional Resources and Networks:

Beyond financial support, BEYOND recognizes the importance of additional resources and networks in the startup ecosystem. This can include access to partnerships, industry connections, and collaborative opportunities that extend beyond the scope of traditional acceleration programs.

Adaptability and Innovation:

The virtual nature of the accelerator marketplace suggests an emphasis on adaptability and innovation. By leveraging virtual technologies, BEYOND may offer a scalable and accessible platform that can cater to startups regardless of geographical location, fostering a global network of entrepreneurs, mentors, and investors.

In summary, the BEYOND Virtual Accelerator Marketplace value proposition is grounded in continuous support, a focus on European funding, training resources for product-market fit, top mentorship, direct pitching to investors, and the provision of additional resources and networks, setting it apart from traditional acceleration programs.

3.2 Channels

The BEYOND VAM strategically intends to use multiple channels to ensure accessibility for external entities, fostering a diverse and collaborative ecosystem. This approach begins with establishing strong partnerships and leveraging existing networks and communities among partners, extending later to online EC networks, such as EU initiatives like Enterprise Europe Network, linked projects like OnePass, and general project interest.

Partnerships and Network Collaborations

- Startups: By forging partnerships with incubators, accelerators, and industry organisations known by the consortium partners, BEYOND VAM taps into established networks. This ensures that startups gain entry to the marketplace encouraged by entities they are already connected to, causing a seamless transition into the BEYOND ecosystem.
- Mentors: Partnerships with experienced mentors and industry experts enable the recruitment of top talent. Existing networks of mentors can play a crucial role in attracting seasoned professionals to engage with startups within the marketplace.
- Investors: Collaborating with investment organisations broadens the reach to potential investors. The VAM facilitates matchmaking in between Investors and startups benefiting both.

Linked EC Projects and Larger Networks

- Startups: As BEYOND VAM expands, it aims to benefit from additional Horizon Europe programmes where startups can join the marketplace directly. This digital onboarding process allows startups to access the platform remotely, creating a more inclusive environment irrespective of geographical constraints.
- Mentors: Online networks enable mentors to contribute their expertise virtually, providing valuable guidance to startups from anywhere in the world. This flexibility enhances the mentorship network and ensures a diverse pool of mentors. The interconnected nature of linked projects allows mentors to engage with a variety of startups aligned with their expertise and interests. This increases the likelihood of mentors contributing meaningfully to projects they are passionate about.

- Investors: Allowing investors to explore and engage with a wide array of startups, broadening their investment portfolio. This online accessibility enhances the efficiency of the investment process. Investors benefit from a diverse pool of startups, enabling them to explore opportunities that align with their investment strategies and interests. The interconnectedness of projects enhances the overall appeal of the marketplace.

3.3 Onboarding Process & Engagement Model

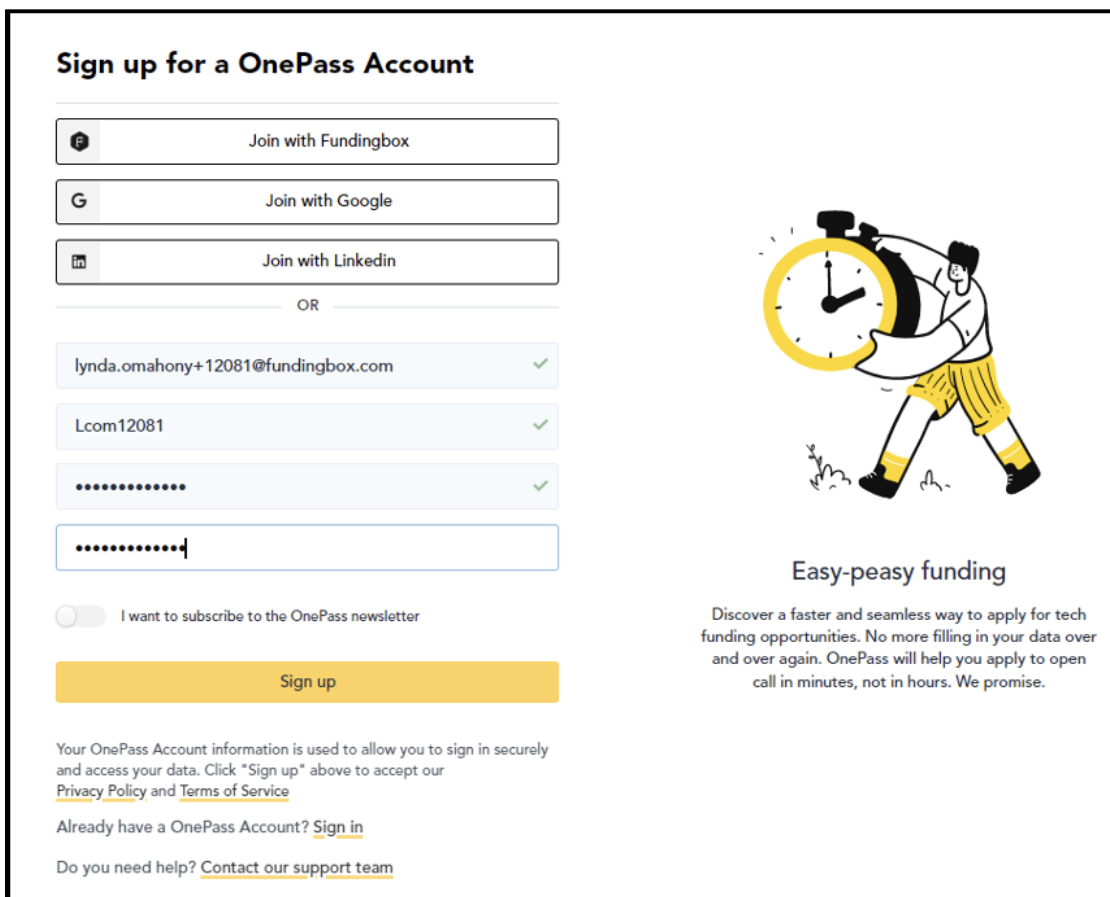
The onboarding process and engagement model are meticulously designed to ensure a seamless and supportive experience for external stakeholders.

The onboarding journey is guided through two primary channels: 1) the user-friendly onboarding wizard which has already been elaborated in Deliverable 1.2 BEYOND Virtual Platform. Giving access to the OnePass platform and ensuring an easy setup. Followingly, allowing the entity to enter all other parts and modules of the marketplace through the single-sign-on (SSO) allowing access to additional funding opportunities, the training courses and the dealroom to pitch and meet investors, and 2) The helpdesk addressing the IT team directly in case of any technical issues or questions related not only to the onboarding process but the entire platform.

Even though now addressing third parties, the onboarding and access to the platform and individual modules remain the same. Similarly, through the connected OnePass project (Described in section 4) any investor or startup can request to join the programme by going to the project website to sign up.

Regarding Innovation Agencies and other Accelerators, onboarding is more tailormade and depends on the level of commitment and type of collaboration. If intended to gain access to training courses the above mentioned onboarding can be used, though if another accelerator intends to whitelabel the platform, a dedicated session will be conducted to know everything from front to back-end.

Figure 3: Onboarding, sign up page



The engagement model follows the structure outlined in Deliverable D5.2 Policy Learning Plan, that emphasises steps and how to reach out to potential new stakeholders, with a specific focus on involving and reaching out to Innovation Agencies. The success of the engagement model is intricately tied to the active participation of consortium partners. Below are the 6 steps of the BEYOND engagement model from D5.2 Policy Learning Plan. Despite these steps being created to properly onboard Innovation Agencies the steps are replicable for other stakeholders, especially the accelerators, as these are more carefully sourced, addressed and encouraged to connect.

1. **Mapping Exercise:** Conduct a comprehensive mapping of the potential stakeholder in Denmark, Poland, Spain, Latvia, and Bulgaria through consortium partners.
2. **Initial Outreach:** Once identified, engage them with personalised communication to establish contact and set up initial meetings.

3. **Informational Meetings:** Organise meetings or calls to present a tailored Pitch Deck, illustrating the BEYOND Program's vision and objectives.
4. **Follow-Up and Relationship Building:** Maintain momentum through regular communications, follow-up meetings, and a feedback mechanism to deepen agency engagement.
5. **Formalising Cooperation:** Transitioning relationships into formal agreements, defining roles, responsibilities, and mutual benefits.
6. **Ongoing Support:** Provide continuous support via strategic consultations, resource sharing, and facilitating networking opportunities.

Finally, as already mentioned for startups, mentors and investors the easiest onboarding is directly through the [OnePass Website](#) or OnePass project.

3.4 Stakeholders

European Accelerators, serve as critical hubs in the startup ecosystem, providing essential industry expertise and serving as a network facilitator. Collaborating closely with BEYOND VAM, they actively introduce their diverse portfolio of startups to the marketplace, fostering connections and interactions between startups, mentors, and investors.

Tech Startups, are innovation-focused and possess an entrepreneurial spirit. Driven by a willingness to take calculated risks, the startups actively seek investments, funding opportunities and mentorship within the marketplace. They play a collaborative role, working closely with mentors and investors to refine strategies and drive growth.

Mentors, are committed to guiding startups through various challenges. Serving as advisors, mentors provide strategic guidance to startups, enhancing their chances of success. Additionally, mentors leverage their networking skills to facilitate connections between startups and potential investors, fostering a collaborative and supportive environment.

Investors, act as crucial capital providers and risk assessors. Seeking opportunities with high growth potential, investors play a role in identifying promising startups within the marketplace to invest in. Beyond providing capital across borders, they act as strategic advisors, offering valuable insights to startups and contributing to their overall business development and success.

Innovation Agencies, contribute to the diverse ecosystem with their focus on fostering and promoting innovation. They are characterized by their commitment to driving innovation within various industries. They often act as catalysts for novel ideas, helping startups refine and amplify their innovative solutions. They collaborate closely with other stakeholders, leveraging their expertise to introduce innovative startups to the marketplace.

3.5 Outreach Activities

Outreach activities are designed to maximise impact and engagement. Leveraging a multi-faceted approach, outreach efforts are orchestrated through partner networks, shared success stories, ecosystems of identified and addressed Innovation Agencies, potential event participation, newsletters, and other marketing campaigns.

Partner networks play a pivotal role in extending the reach of BEYOND VAM. Consortium partners actively collaborate to disseminate information and promote the marketplace within their respective networks. This collaborative approach ensures a broad and diverse audience, enriching the ecosystem with varied expertise and opportunities.

Shared success stories become powerful catalysts for outreach. Highlighting the achievements and positive experiences of startups, mentors, and investors within BEYOND VAM fosters credibility and attracts new participants. These success stories serve as testimonials, demonstrating the tangible benefits of engagement with the platform.

Engagement with Innovation Agencies is a focal point of outreach efforts. By identifying and addressing specific agencies within the innovation landscape, BEYOND VAM actively collaborates to integrate their expertise and support mechanisms. This targeted approach ensures that the platform aligns with the strategic goals of key players in innovation.

Participation in events is a dynamic venue for outreach. BEYOND VAM actively seeks opportunities to join relevant industry events, conferences, and forums. These engagements provide platforms for showcasing the marketplace's capabilities, networking with potential stakeholders, and creating awareness within the broader startup and innovation communities.

Regular newsletters serve as a consistent channel for communication. By providing updates on new features, success stories, and upcoming opportunities, newsletters maintain stakeholder engagement. This consistent flow of information keeps participants informed and engaged with the evolving dynamics of BEYOND VAM.

Strategic marketing campaigns create visibility and attract attention. BEYOND VAM employs targeted marketing initiatives to reach specific segments of its audience. These campaigns may include digital marketing, social media promotions, and other creative approaches to enhance brand recognition and draw interest.

4 Sustainability of the Virtual Accelerator Marketplace

The sustainability of BEYOND, comprising the VAM, is created through many different activities, which are described in more detail in D5.1 D&E Plan, such as the Incentive Structure and why the VAM is an interesting vehicle to use to enable crossborder investments.

It also highlights why all involved stakeholders will benefit from the use of the VAM being the core backbone in potentially establishing a European League Fund (ELF) to co-invest in European startups. Along with D5.2 Policy Learning Plan, that concerns how to engage Innovation Agencies and encourage them to commit to promote and use the VAM.

While these two above mentioned deliverables concern the many external stakeholders and users of the VAM. This section highlights how the platform and technical foundation on which it is built, secures the continuation and further development through other European projects, thereby contributing to taking the next necessary steps to becoming an organising and thriving marketplace.

OnePass Project

The work carried out in the BEYOND project will be further continued in the OnePass Project (101102657) which is the EBSI compliance SSI and Blockchain solution for 'SMEs Financing EBP's Use Case. The project started in September 2023 and will take advantage of the learnings and activities already completed in the BEYOND project but adding the EBSI-compliance-features.

OnePass will contribute to the 'EBSI SME Financing Use Case' by fostering SMEs to take control of how they manage, store and share verifiable credentials with financing bodies (public, semi-public or private). It will be done by running a Pilot Use Case, the 'SME financing - Acceleration of Innovative SMEs', where a trust framework will be created to connect -in an efficient and cost-saving way-, investable SMEs from modest innovation ecosystems (such as Bulgaria), with private sources of financing from leading countries in investment and capital. All these by leveraging on existing infrastructures provided by EBSI and backed on EBSI Team to ensure the integration in the 'SMEs Financing Use Case' BEYOND the project.

The implementation phase of the OnePass project will focus on the cross-border Pilot UC technological execution. The Pilot UC will consist, at implementation level, of connecting investable startups (data holders) with investors (verifiers) by relying on Verifiable Credentials issued by accelerators or similar entities (issuers). The learnings from the BEYOND project will be considered when building the trust framework and verifiable

credential schemas, in addition it will leverage the ecosystem already built as part of the BEYOND project to become early adopters within the OnePass project.

The Pilot UC will have 2 implementation phases. In the first phase, startups will be issued with a credential verifying their legal existence, called a Know your business (KYB) credential and the identity of the legal representatives will be verified using a Know your customer (KYC) procedure.

In the second phase of the project, the credential will verify the startup momentum (investability) based on the learnings from the BEYOND project. These credentials can be securely shared by the startup with a potential investor.

At the time of writing this deliverable, the user journeys were being developed, however, it is envisaged that during the first implementation phase, all of the startup participants from the BEYOND project (including other programmes where startups would have passed through a due diligence process) will be invited to receive their verifiable credential via the OnePass platform, both the legal existence (phase 1) and the momentum credential (phase 2). The company would appear as verified within the VRM and the credentials could be shared with potential investors via an EBSI compliant wallet.

Any investor or startup (outside of the existing programmes) can request to join the programme by going to the project website to sign up.

5 Conclusion

The BEYOND Virtual Accelerator Marketplace evolves from transformation of the BEYOND Virtual Platform. Once opening up to the outside world of externals, having organic growth in users, a business model and an incentive structure to foster actual business and investment flows across Europe involving various stakeholders such as accelerators, startups and investors, you do not only have a virtual platform of features anymore - you have a Marketplace.

Positioned as a dynamic and inclusive platform, fostering innovation, collaboration, and sustained growth within the European startup ecosystem. With a comprehensive value proposition centred on continuous support, equity-free funding, and a commitment to diverse networks, BEYOND VAM differentiates itself in the competitive landscape.

The engagement model, structured in alignment with a Policy Learning Plan, emphasises strategic collaboration and outreach, particularly with key stakeholders like European accelerators, tech startups, mentors, investors, and innovation agencies. The active involvement of consortium partners plays a pivotal role in driving the success of the engagement model, ensuring a rich and diverse ecosystem.

The onboarding process, guided by a user-friendly wizard and supported by a dedicated helpdesk, is designed to facilitate seamless entry for startups, mentors, investors, and other participants. The focus on engaging early adopters and beta testers of the marketplace is underscored by targeted outreach efforts for ongoing improvements.

Through strategic partnerships, shared success stories, and participation in events, BEYOND VAM actively extends its reach within the startup community. The sustained involvement of key stakeholders is not only sought during the project's duration but is integral to the platform's long-term sustainability.

In essence, BEYOND VAM is not just a marketplace; it is a dynamic and collaborative ecosystem that seeks to redefine the way startups access funding, mentors, and resources. The marketplace's success lies not only in its innovative features but in its ability to cultivate a thriving community where stakeholders actively contribute to and benefit from the continuous growth and success of the European startup landscape.