Capacity and skills-building training for business innovation leaders, support practitioners and incubation experts.
Since many years, EBN in collaboration with the EU|BIC community teaches a series of training for business innovation leaders interested in strengthening their contribution to the development of their regional innovation ecosystems. The goal of our hands-on learning journeys is to provide a step-by-step overview of the tools, resources and best-practices boosting business continuity and the delivery of the highest-quality support services.

The benefits

World-class expertise
Learn from top experts within the EU|BIC community, EBN, and the global innovation ecosystem.

Network building
Connect with peers, practitioners, and institutional actors enabling growth long after training completion.

Ready-to-use content
Real-life cases enable easy-implementation of the latest tools and practices.
EU|BIC Training Tracks

EU|BIC Training Tracks is a training series, organised by EBN and the EU|BIC community. It empowers those who seek to lead their organisation through the growth trajectory offered via the EU|BIC Certification and its membership services. The complete Training Track programme allows participants to build their skills and capacities in topics covering the full spectrum of the incubation chain.

The training programme is designed for practitioners who want to find out more about the processes and values that underpin the global EU|BIC community, and who seek to access the foundational knowledge and resources necessary to improve and expand your client service offering portfolio.

Each track connects you with innovation ecosystem partners and focuses on increasing capacity to deliver on what matters for your region, sector expertise and specialisation.

TRAINING TRACKS 2020 - 2021

1. EU|BIC Essentials Track
   - February 2021
2. EU Project Essentials Track
   - April 2021
3. IP Rights Track
   - June 2021
4. Access to Finance Track
   - April 2021
5. Internationalisation Track
   - November 2021

What is included

Exclusive live sessions | Learn about the benefits of the EU|BIC Certification and the community, find out what certified organisations do to leverage them the most and how to build and boost your growth process. The online sessions host a limited number of applicants to guarantee interaction and sufficient space to address the specific context of each participant.

Access helpful resources | EU|BIC Training Tracks offers all the train-the-trainer programme materials in a virtual library, it also stimulates peer-to-peer exchanges and provides a unique growing repository of helpful presentations and training videos.

Learn from others | Each Training Track sees the community of excellent innovation support leaders grow. On completing training, participants can connect and learn from a network of experienced individuals using innovative business for regional (economic) development.
Learning objectives

- **Module 1:** Discover the values, missions and standards that underpin the global Certified EU|BIC community
- **Module 2:** Implement key entrepreneurship stimulation/ lead generation and innovation ecosystem partnerships development strategies
- **Module 3:** Master startup selection services implementation
- **Module 4:** Integrate tailored startup incubation service offers
- **Module 5:** Leverage scale-up opportunities for client companies available in the international network

Pricing

The EU|BIC Essentials Track is **free for Certified EU|BIC and EU|BIC Associate members.**

Enrollment for non-members is priced at **€649,- (excl VAT)** which allows access for two members per organisation. Non-members enrolled in the training, can apply for full reimbursement of the admission costs if the organisation applies for a membership (Certified EU|BIC or EU|BIC Associate) within six months from the start date of the training.

Training schedule

The training will be delivered **online in five sessions of 2.5 hours.**

The modules are offered in order on 5, 9, 12, 16 and 19 February 2021.

See the training website for **detailed information on the content of each module.**

Admissions

Members who would like to enrol can **register at www.ebn.eu before 1 February 2021.**

Non-members are welcomed to contact Luca Maini (EBN) via luca.maini@ebn.eu to complete their registration.

www.ebn.eu
EU|BIC Essentials Track

This five-module training provides a comprehensive guide in all segments of the incubation chain and offers the latest trends in ecosystem building and business innovation support techniques.

For who

Business innovation executives and technical staff aiming to develop their skills in business incubation management.

Business incubation/acceleration experts who are looking to acquire first-hand knowledge on the building blocks of incubation business support.

The training is open to existing Certified EU|BICs, EU|BIC Associates and non-member organisations who consider becoming certified or joining as an EU|BIC Associate.

Takeaways

In this key training track, participants increase their knowledge and hands-on skills in:

- Promotion of the organisation’s activities in the catchment area and lead-generation activities ensuring a high-quality deal flow.
- Strategising for reduced failure risk for your client startups/SMEs.
- Offering tailored startup services to the needs of innovative entrepreneurs in your region.
- Essential services to support internationalisation and scale-up activities.

Training details

The EU|BIC Essentials Track increases the capacity of business incubation managers and equips you with the best possible actions to create vibrant, thriving startups and SMEs.

Applying the lessons learned, best practices in business support delivery from more than 29 countries and the extensive experience within the EU|BIC community, we put knowledge into practice, taking participants through the innovation-based incubation journey.

Each of the five interactive modules provides the opportunity to interact with expert practitioners and to build new connections with peers within the community.
Pricing

The EU Projects Essentials Track is **free for Certified EU|BIC and EU|BIC Associate members.**

Enrollment for **non-members is priced at €349,- (excl VAT)** which allows access for two members per organisation. Non-members enrolled in the training, can apply for full reimbursement of the admission costs if the organisation applies for a membership (Certified EU|BIC or EU|BIC Associate) within six months from the start date of the training.

Training schedule

The training will be delivered **online. The track consists of three modules of two-hours each and is offered in April 2021.**

Exact dates are to be confirmed. For the latest updates see the information online at [www.ebn.eu](http://www.ebn.eu).

See the [training website](http://www.ebn.eu) for detailed information on the content of each module.

Admissions

Members who would like to enrol can register at [www.ebn.eu](http://www.ebn.eu) before 1 March 2021.

Non-members are welcomed to contact Chiara Davalli (EBN) via [chiara.davalli@ebn.eu](mailto:chiara.davalli@ebn.eu) to complete their registration.
EU Projects Essentials Track

In three modules the expert trainers leverage their extensive hands-on experience in project collaboration to provide participants with access to practical tools, pools of expert practitioners, connection to EU stakeholders, and valuable insights into the novel EU funding instrument Horizon Europe.

For who

For project-, admin-, and financial officers and managers aiming to gain a basic understanding of Horizon Europe and to increase their knowledge on EU-funded project management.

No previous experience in and knowledge of EU-funded project management is required.

Takeaways

In this key training track, participants increase their knowledge and hands-on skills in:

• Leveraging project implementation for the offering and financing of new support services and activities.
• Finding and applying to new EU-funded proposals.
• Project proposal writing and budget design.
• Understanding of upcoming calls in the EC Horizon Europe funding instrument.

With the participation of
Pricing

The IP Rights Track is free for Certified EU|BIC and EU|BIC Associate members.

Enrollment for non-members is priced at €149,- (excl VAT) which allows access for two members per organisation. Non-members enrolled in the training, can apply for full reimbursement of the admission costs if the organisation applies for a membership (Certified EU|BIC or EU|BIC Associate) within six months from the start date of the training.

Training schedule

The training will be delivered online. The track consists of nine modules of 2-hours each and is offered in June 2021.

Exact dates are to be confirmed. For the latest updates see the information online at www.ebn.eu.

See the training website for detailed information on the content of each module.

Admissions

Members who would like to enrol can register at www.ebn.eu before 1 May 2021.

Non-members are welcomed to contact Raffaele Buompane (EBN) via raffaele.buompane@ebn.eu to complete their registration.

Learning objectives

- Training 1: Master how to defend innovation and understand the legal framework of IP and the various types and characteristics
- Training 2: Gain hands-on experience to provide support on business planning around IP, valuation and financing of IP, and the use of patents and trademarks
- Training 3: Obtain case-specific experience in IP licensing and commercialisation, enforcement of IP rights, and the use of the patent database Espacenet
- Specialisation: Understand sensitivities for IP deals in China, Latin America and India

Content partners

www.ebn.eu
Managing intangible assets: an introduction to Intellectual Property Rights. A three-fold train-the-trainer series providing a full introduction on all the various aspects of IP rights, the latest business support methods aimed at both early-stage startups and scaling entrepreneurs, and country-specific specialisation modules.

For who

For business incubation managers, technical support providers, and business coaches who seek to increase their general understanding on IP Rights and who aim to build and update their specific business counselling and mentoring skills on IP Rights and innovation management.

Takeaways

In this training track, participants increase their knowledge and hands-on skills in:

- Understanding the importance of effective IP protection for entrepreneurs operating in a competitive-intensive environment.
- Managing various factors impacting the market effectiveness of stakeholders in the EU and worldwide (e.g. patent, utility models, and Copyright & Related Rights).

Training details

With three sets of training modules, the first part of this training track prepares participants to create foundational knowledge enabling straightforward guidance on IP Rights to their client companies.

The second series of modules equips participants to provide support to early-stage startups with a deeper understanding of the more advanced concepts and ways to utilise IP.

The final set of modules focuses on incubation managers and coaches dealing with scaling enterprises, equipping you with the ability to handle sophisticated, complex use of intangible assets on different markets worldwide.
Pricing

The Access to Finance Track is free for Certified EU|BIC and EU|BIC Associate members.

Enrollment for non-members is valued at €149,- (excl VAT) which allows access for two members per organisation. Non-members enrolled in the training, can apply for full reimbursement of the admission costs if the organisation applies for a membership (Certified EU|BIC or EU|BIC Associate) within six months from the start date of the training.

Training details

Investment readiness experts from EU|BICs Westbic and Upperion, and EBN exchange with the participants in a practice-oriented way allowing dynamic interactions with the trainers specialised. Participants will “graduate” from this training with key tools and methods which can be put into practice straight away with their clients.

- Module 1: Pre-investor meeting preparations, offering practical tools and methods, stress-tested for different scenarios
- Module 2: Managing and meeting investor expectations, including practical advice from experienced investors
- Module 3: Fundraising for European BSOs

Training schedule

The training will be delivered online. The track consists of 3 modules of 2-hours each and is offered in September 2021.

Exact dates are to be confirmed. For the latest updates see the information online at www.ebn.eu.

See the training website for detailed information on the content of each module.

Admissions

Members who would like to enrol can register at www.ebn.eu before 1 August 2021.

Non-members are welcomed to contact Edouard Leonet (EBN) via edouard.leonet@ebn.eu or Perrine Harmon via perrine.harmon@ebn.eu to complete their registration.
Access to Finance Track

Three modules designed to give business support leaders and practitioners the necessary knowledge on key trends, tools, and methods available to access the financial solutions required to scale and grow both their own EU|BIC, BSO, and client companies.

For who

EU|BIC executives and managers seeking to attract public and private funding.

Acceleration/ incubation support professionals looking to reinforce their knowledge on how to get their client companies investment ready and achieve their next growth phase.

Takeaways

In this key training track, participants increase their knowledge and hands-on skills in:

- Public/private fundraising and financial modelling for business innovation organisations
- Due-diligence, accounting, business- and financial planning targeted to potential investors
- Meeting investor expectations in different phases of fundraising
- Accessing and leveraging available fundraising networks.

Content partners

[Logos of ebn, WestBIC, and UPPERION]

Modular online learning supporting your growth trajectory
Pricing

The Internationalisation Track is **free for Certified EU|BIC and EU|BIC Associate members**.

Enrollment for **non-members is priced at €149,- (excl VAT)** which allows access for two members per organisation. Non-members enrolled in the training, can apply for full reimbursement of the admission costs if the organisation applies for a membership (Certified EU|BIC or EU|BIC Associate) within six months from the start date of the training.

Training schedule

The training will be delivered **online. The track consists of three modules of two-hours each and is offered in November 2021.**

Exact dates are to be confirmed. For the latest updates see the information online at www.ebn.eu.

See the training website for **detailed information on the content of each module**.

Admissions

Members who would like to enrol can register at [www.ebn.eu](http://www.ebn.eu) before 1 October 2021.

Non-members are welcomed to contact Edouard Leonet (EBN) via edouard.leonet@ebn.eu to complete their registration.

[www.ebn.eu](http://www.ebn.eu)
Internationalisation Track

This track provides business support actors with the latest know-how and resources on how to navigate SMEs seeking to scale and expand to foreign markets. It acknowledges the key benefits and critical hurdles in stimulating and guiding the internationalisation of European companies.

For who

Business incubation/acceleration professionals looking to reinforce their knowledge on supporting their early-stage and scaleup client companies in their mission to scale their operation by expanding to new markets abroad.

The training is open to Certified EU|BICs, EU|BIC Associates and non-members.

Takeaways

In this key training track, participants increase their knowledge and hands-on skills in:

- Internationalisation methods and tools to prepare scaling startups for their next step
- Go-to-market assessment strategies
- Market-specific knowledge and concrete steps on how to access markets in China, US, Latin America, and Africa
- Negotiation tactics for potential new business partners

Training details

In today’s global economy, companies of all sizes are establishing their operations in foreign markets. With the global market as an important source of growth for companies, stimulating the internationalisation of European companies is critical. Especially support for SMEs in market assessment, R&D capacities, regulatory environments, and partnership building topics are high demand support needs.

The training track is tailored to the specific needs in internationalisation support among EU|BICs. It leverages the diversity of the EU|BIC community and the ecosystems they operate in and covers the broad-range of internationalisation activities among EU|BICs.