

KATANA TRAINING SERVICES | THE PROCESS

IMPORTANT: ALL THE NECESSARY INFORMATION ON THE KATANA TRAINING PROCESS CAN BE FOUND IN THE KATANA ECOSYSTEM GROUP.

The screenshot displays the KATANA Ecosystem dashboard. At the top, there is a search bar with 'KATana' entered and navigation links for 'Dashboard', 'News', and 'Members'. The main content area is divided into several sections:

- Welcome to the KATANA Ecosystem:** A large green banner with the KATANA logo and three bullet points: 'Get information about upcoming KATANA activities', 'Check out online courses and business webinars on the platform', and 'Use this group as a place to connect to and exchange with other KATANA fellows. Get active!'.
- KATANA Process:** A list of three steps: 'Step 1: Matchmaking - Time to find your team members', 'Step 2: How to create your consortium', and 'Step 3: Make use of the Training Services'. Each step has a speaker icon and a 'View all' link at the bottom.
- About KATANA:** A section titled 'Welcome entrepreneurs!' with a paragraph about the group's purpose and a 'Great to have you aboard!' message.
- Next Steps:** A section with four icons and corresponding text: '#Lost&Found' (bell icon), '#BENEFICIARIES' (group of people icon), '#CREATE YOUR CONSORTIUM' (interlocking circles icon), and '#WATCH ENTREPRENEURSHIP WEBINARS' (video camera icon).
- KATANA Matchmaking Events:** A list of events with dates and locations: 'May 9th | GFIA Europe 2017 - Free b2b-matchmaking in Utrecht, Netherlands', 'May 15th | Agrob2B: Networking at International Agriculture Fair in Novi Sad, Serbia', 'May 31st | AgTech&FoodTech Meetup in Munich, Germany', 'June 6th | B2B AgTech/FoodTech Matchmaking Event in Madrid, Spain', and 'June 8th | Eco Innovation Night in Mannheim, Germany'. Each event has a clock icon and a 'View all' link at the bottom.

STEP 1: MATCHMAKING TIME

To proceed in the KATANA process participants will have to cooperate and form so called “consortia” consisting of up to 4 members and at least 1 chosen KATANA beneficiary.

To help them in the teambuilding process we will organize several **Matchmaking events** across Europe where they can meet other KATANA beneficiaries and/or other potential cooperation partners interested in joining them.

Important: Every SME within the scope of KATANA can join them at this stage, also those applicants who did not make it into the final 100.

1. Meetups

Beneficiaries can find a list of all Matchmaking events in our KATANA Meetup Group: https://www.meetup.com/ATFT_Matchmaking_by_KATANA/.

2. Beneficiaries

As soon as they have registered, KATANA beneficiaries can find a **List of the Top 100 beneficiaries** in the KATANA Ecosystem. Here they can check out videos and contact details from fellow participants or update their own profile.

They may also find the other participants on our KATANA website (www.katanaproject.eu) and on our KATANA YouTube Channel (https://www.youtube.com/channel/UC7I7ScWSwyu_KiJVLZs7KEg) as soon as we received feedback from all your fellow participants.

3. Lost&Found

Beneficiaries may contact potential partners directly via email or search for specific competencies via the Ecosystem group. In the section "Lost&Found" they can see what others are offering or searching for. Also, they can make an announcement themselves.

4. KATANA Pool

Beneficiaries may also source the KATANA Pool where interested parties from outside the KATANA Top100 can announce what they may offer to teams and what kind of ideas they would like to support. The respective form can be found here: <https://venture-dev.com/webform/65ARTB1Bwp5Qc9pN/>

STEP 2: HOW TO CREATE A CONSORTIUM

I found my team - what's next?

The matchmaking events as well as the list of beneficiaries, the KATANA Pool and the YouTube Channel shall support the KATANA teams in finding suitable team members for their KATANA project.

The final project teams - the so called "consortia" - need to be either cross-country [meaning: consisting of members from different countries] or cross-sectoral [meaning: consisting of members from different sectors]. Consortia shall include 2-4 members of which at least 1 member has got to be a selected KATANA beneficiary.

As soon as they have found their final project team, they may "create a consortium" in the Ecosystem group.

Beneficiaries will need to make sure to provide all the necessary information [e.g. who is their partner? Is he/she also a KATANA beneficiary? What are you planning to do?]. We will then generate a personal team group where the team can access all the training materials and work on their business model.

STEP 3: MAKE USE OF THE TRAINING SERVICES

Roll up your sleeves!

They found their partners and created a consortium? Then it is time to get the work started.

In their KATANA Team Group they can develop their idea and business model further. Also, they find helpful documents, such as the Business Model Canvas, and information on the training services.

KATANA Training Services include:

1. Business Webinars:

Via the KATANA Ecosystem and the KATANA Team group they have access to various webinars dealing with different entrepreneurship topics. In the first phase of KATANA, we recommend to watch the following webinars carefully:

- Customer needs
- Design Thinking
- Market
- Business Idea
- Effectuation
- Business Model Canvas
- Agile Development
- Why startups fail and how to avoid it
- Novel Food Technologies
- Internet of Things

2. Online Courses

Starting on Thursday, 1 June 2017 at 13:00, we will upload **lean launchpad online courses** to the KATANA Ecosystem on a bi-weekly basis. Each of the courses will cover one section of the business model canvas. Their homework will be to update their canvas accordingly. The updated version shall be uploaded to their KATANA Team Group within a week.

3. Online Discussions

Every other Friday, we will address questions and learnings in an **interactive online discussion via Skype**.

These sessions will not be mandatory but they will serve as a platform to discuss questions regarding the Business Model Canvas with the other participants and KATANA Coaches. Participants of the online sessions are cordially invited to **send questions** they want to see discussed to zimmermann@bwcon.de.

4. 1:1 Online Coaching

In case their questions are still not answered after the online discussion participants may request a **1:1 online consultation with our coaches**.

The online coaching will take place via Skype, registration will be possible via Doodle.

STEP 4: KATANA BOOTCAMP

B-B-B-Boootcamp

The KATANA Bootcamp will be a 3-day-event with a networking and teambuilding event on 7th July, the coaching day on 8th July and the pitching day on 9th July. During the coaching day, we will offer different workshops covering topics such as Marketing, Teambuilding, Agile Development, IP Rights etc. as well as an intensive Pitch Training as well as 3 hours of 1:1 Coaching Sessions in the afternoon.

Participation in the Bootcamp is mandatory for all KATANA beneficiaries. We will reserve up to 2 spots per team.

The next steps:

- Participants will receive an **info pack** with information regarding the course of action of the event, the venue and travelling details **via email**.
- They need to confirm their participation and fill in the online form as soon as possible after the reception of this email. The email will include the necessary **registration link**.
- They will need to prepare a presentation for their elevator pitch (2 Minutes) for the coaching and the pitching day on 9th July 2017. If they would like to use slides, we kindly ask you to send them to us before the coaching day until 5th July at the latest.

Important: The best teams from each KATANA track will be given the chance to pitch their ideas at the Heidelberg Innovation Forum in the afternoon of the 9th July.

- If they plan to attend the Heidelberg Innovation Forum 2017 as a visitor they will have to register separately.

STEP 5: CROWDFUNDING

Time to attract Early Adopters

After having the Bootcamp and Online Courses completed, we will ask the teams to prepare their Crowdfunding Campaigns.

Therefore, we will use our own Crowdfunding Platform which will be available for the teams by the end of May.

Hint:

Teams should use the Bootcamp and the respective workshops to gather knowledge on how to start their own crowdfunding campaigns. We will have several crowdfunding experts onsite!