

Blockstart SME Support Services

Individual support to develop your Business

Short assessment of where the gaps are in your business by business expert

- 2 hour Balanced Start-up Session
- 2-4 hour Quick-scan on BMC and logistics process analysis

Series of 10 half day workshops and student intern support

- Feasibility Studies on implementing Blockchain
- Data-analysis and logistic process analysis studies
- Proof of concept study on Blockchain idea

Series of tailored training sessions and workshops on Blockchain for Healthcare SMEs

Group Support

EDUCATE

Introduction to Blockchain workshops

- 2 hour non-technical introduction session
- 1 day Blockchain introduction with demonstrations
- 2 hour technical introduction to Blockchain for IT teams
- 1 day technical introduction to Blockchain with demos
- 1 day technical session on Blockchain with IoT
- ½ day Digital Hub technical Blockchain training sessions (BioRegio STERN only)

Blockchain related keynote presentations

Start-up focused 2 day Business Model Canvas workshop for up to 30 early stage companies

DEVELOP

Business skill workshops (half day and full day options) all addressing how to assess the impact and apply a Blockchain solution on areas of your business, creating a business growth opportunity.

- Sales
- Customer Acquisition
- Team
- Investor readiness / Funding
- Supply Chain scenarios
- Business modelling
- Growth Strategy
- Vision and problem discovery / Problem solution fit
- Design Thinking

Support Services Detail

Individual Support

	Description	Duration	Delivery Partner	Location	Restrictions
Balanced Start-up Session	<p>All aspects of a business are explored using a tool with a series of questions and statements that cover the 4 main quadrants of business growth – Value creation, Growth, Value Delivery and Management. The experienced business advisor uses the information provided to score the level of business competence in each area, relative to the stage of development. A visual web diagram is produced that helps the Business to see where their strengths and weaknesses are.</p> <p>Recommended for businesses in their first 1 -5 years of growth.</p>	2 hrs	SETsquared Surrey	Guildford, Surrey or over video conference	1 -2 Business Directors to attend.
Quick Scan Session	<p>Intensive work session to identify the (old/new) Business model Canvas, Actor Analysis, (short) logistics process analysis to sketch the opportunities of using Blockchain. A supervised group of Students will work with the business to do a Quick Feasibility study. Based on the quick analysis a short report (2-3 pages) will provide insight in the potential value of using Blockchain in the Businesses operational processes.</p>	2 – 4 hrs	Windesheim University	Windesheim University, Zwolle, Netherlands	A number of senior stakeholders for the company and their supply-chain to attend.

<p>Blockchain feasibility workshops and Student intern support</p>	<p>A student works on a feasibility study, Data-analysis and logistic process analysis study, or proof of concept study on by making a process analysis (interaction between the information flows and the logistics (management) activities in the supply chain). Also the student specifies what information could be kept in the Blockchain and appoints the cost and benefits. Stakeholder analysis and Business Model Canvas will be used as an input for different scenarios. The scenario-analysis will be carried out (likely to be combined with some kind of multicriteria evaluation) to rank the best alternative for each scenario.</p>	<p>5 months (starting Feb or September)</p>	<p>Windesheim University</p>	<p>10 workshops to held at the business premises</p>	
<p>Blockchain Proof of Concept investigation</p>	<p>A student works on a proof of concept of an identified use case from an executed feasibility study. The proof of concept focusses on delivering functional designs explaining the customer journey of the concept and shows the added value in supply chain visibility (e.g.) by using Blockchain technology.</p>	<p>5 months (starting Feb or September)</p>	<p>Windesheim University</p>	<p>10 workshops to held at the business premises</p>	<p>Need to complete a feasibility workshop series first.</p>
<p>Blockchain in Healthcare training</p>	<p>Training tailored to the need of the SME to increase their knowledge and understanding of how Blockchain can be applied in healthcare applications. Sessions cover Ideation, Use case identification, market analysis, benchmark analysis, feasibility assessments, business development support, and regulatory affairs.</p>	<p>1 day per session, (with limits of between 6 and 18 sessions applied to topics)</p>	<p>Medicen, France</p>	<p>Held at business premises or Medicen facilities</p>	

Group Support

<p>Blockchain Non-technical introduction</p>	<p>An introduction to small businesses about what Blockchain is, how it can be used and what business value it can deliver. The focus is on alignment with business concepts rather than technical training.</p> <p>Delivered by teachers and Professors of Blockchain by Weineshiem or by Supplychain innovation experts at Chainpoint B.V. or by experts from Medicen France</p>	<p>2 hrs</p> <p>2 hrs</p> <p>½ day or 1 day options</p>	<p>Windesheim University</p> <p>Chainpoint B.V</p> <p>Medicen France</p>	<p>Windesheim University, Netherlands</p> <p>Chainpoint offices, Arnham, Netherlands</p> <p>Locations in Paris region, France</p>	
<p>Introduction to Blockchain technologies with demonstrations</p>	<p>An introduction to the different Blockchain technologies. This course is dedicated to a non-developer audience: SME CEO, technical management (e.g. logistics) without deep Blockchain knowledge.</p> <p>Not sector oriented but finance aspects (bitcoins...) will not be covered.</p> <p>It will consist of a half-day of presentation and half day of real examples on a test bench.</p>	<p>1 day</p>	<p>Multitel</p>	<p>Multitel Research Institute, Mons, Belgium</p>	
<p>BC detailed technical introduction</p>	<p>Presentation of how Blockchain can be used in different scenarios (logistics, Agrotech/medical)</p> <p>Technical level will be achieved in order to allow the participants to check the technical (and economic) feasibility of their project covering aspects such as Blockchain technology selection, needed infrastructure, ROI.</p> <p>It will consist of a half-day of presentation and half day of real examples on a test bench.</p>	<p>1 day</p>	<p>Multitel</p>	<p>Multitel Research Institute, Mons, Belgium</p>	

<p>Introduction to BC use for IoT applications</p>	<p>Presentation of how Blockchain can be used in IoT (SmartCities, I4.0) Technical level will be achieved in order to allow the participants to check the technical (and economic) feasibility of their project covering aspects such as Blockchain technology selection, needed infrastructure, ROI. It will consist of a half-day of presentation and half day of real examples on a test bench.</p>	<p>1 day</p>	<p>Multitel</p>	<p>Multitel Research Institute, Mons, Belgium</p>	
<p>BC technical introduction for IT teams</p>	<p>A more technically focused delivery of training specifically geared towards IT team members at SMEs which covers in technical detail how Blockchain functions, what technical implementations of Blockchain exist (and where each variant is best applied). Strong focus on Blockchain-specific concepts such as immutability, consensus, nodes / distribution, encryption, Blockchain security and how Blockchain compares to existing database technologies, such as relational. Additional focus on the various approaches to Blockchain data access (provisioned vs. private. Vs. public). Some focus on the business value of these technical concepts as well. The training would touch on IT integration possibilities and address the opportunities for IT harmonization across partner networks.</p>	<p>2 hrs</p>	<p>Chainpoint B.V</p>	<p>Chainpoint offices, Arnham, Netherlands Or Webinar</p>	
<p>Training and Information events on BC technology</p>	<p>Digital Hub and blockLAB experts will conduct training and informational events on BC technology.</p>	<p>various</p>	<p>BioRegio STERN</p>	<p>Stuttgart, Germany</p>	<p>Only for companies within</p>

					BioRegio STERN cluster
BC Interactive Workshops	Interactive workshops on Supply chain finance and a series of other topical areas and impact that Blockchain technology could have.	2 hrs	Windesheim University	Windesheim Universtiy or Webinar	
Blockchain keynote presentations	A variety of events and presentations on Blockchain will be hosted to share the knowledge that is generated on the Blockstart programme. Events will be advertised to all programme participants.	Various	All	Across NW Europe and online.	
Business Model Canvas workshop	A SETsquared 2 day workshop, focusing on using the Business Model Canvas tools to self-assess your business, explore your product/service value and the readiness of your business plan for growth and investment. You will work closely with business experts and mentors and learn from the other 15-25 SMEs on the course. You will pitch your business to an experienced panel and receive targeted feedback.	2 days	SETsquared Surrey	South East England	A Director from SME must attend both days. Up to 2 people per SME can attend.
Business Skill Workshop (BSW), Sales	This workshop helps you analyse and improve your customer acquisition strategy and provides you with some easy-to-use tools which will help you to classify your customer, understand their needs and how to sell to them. The focus will be on changes needed in your sales techniques if you implement a Blockchain solution.	½ day	SETsquared Surrey	SETsquared Surrey, Guildford, UK Or NW Europe	

	The workshop will be led for a business expert and will involve plenty of interaction and provide opportunities to share and discuss your own experiences and challenges.				
BSW, Customer Value Proposition	<p>This workshop helps you analyse and improve your understanding of the features and benefits of your product/service and provides you with some easy-to-use tools which will help you to understand the value you bring to your customers and why they would buy from you. The focus will be on the impact of changes needed in your product or service if you implement a Blockchain solution.</p> <p>The workshop will be led for a business expert and will involve plenty of interaction and provide opportunities to share and discuss your own experiences and challenges.</p>	½ day	SETsquared Surrey	SETsquared Surrey, Guildford, UK Or NW Europe	
BSW, Team	<p>This workshop describes how people differ in attitude, emotion and behaviour and provides you will some easy-to-use tools which will allow you to quickly identify the mix of personalities in your team and select the most effective way to lead and communicate with each individual. The focus will be on skills required for Blockchain implementation to help identify the gaps in resource.</p> <p>The workshop will be led for a business expert and will involve plenty of interaction and</p>	½ day	SETsquared Surrey	SETsquared Surrey, Guildford, UK Or NW Europe	

	provide opportunities to share and discuss your own experiences and challenges.				
BSW, Investor Readiness	This workshop will start with a presentation on pitch techniques and examples of good and bad pitch content and then will give each business an opportunity to pitch to an experienced investor panel to receive targeted feedback from panel and the rest of the group.	½ day	SETsquared Surrey	SETsquared Surrey, Guildford, UK Or NW Europe	
BSW, Supply chain Scenarios	An exploration of how Blockchain specifically can be employed in supply chain scenarios to facilitate audit processes, supply chain monitoring and evaluation, and Chain of Custody traceability concepts. Aimed at the business value level rather than the technical level. Suitable for all types of supply chain managers in all types of commodities / sectors, but we can focus particularly well on the agro/food sector in terms of training.	2 hrs	Chainpoint B.V	Chainpoint offices, Arnhem, Netherlands	
BSW, Business Modelling	In this workshop we focus on using the Business Model Canvas by Alex Osterwalder. You define your value proposition and you'll look into your revenue model.	½ day	Oost NL	Oost NL region, Netherlands	
BSW, Growth Strategy	During this workshop we look into the growth options combined with BCT (e.g. new market segment, new product/services) and the costs v.s. revenue side	½ day	Oost NL	Oost NL region, Netherlands	
BSW, Vision and problem discovery	In this workshop we introduce a market approach to find out what the problem is you	½ day	Oost NL	Oost NL region, Netherlands	

	really need to solve or would like to solve, so you can get into the market to validate it.				
BSW, problem solution fit	We look into the problems you found during interviews as part of the homework follow up on the Vision and problem discovery workshop. We sharpen your solution or redefine a new solution based on the outcomes.	½ day	Oost NL	Oost NL region, Netherlands	This is a follow-on from the vision and problem discovery BSW
BSW, Funding	This workshop will focus on the type of funding you are looking for. We try to sketch the field of funding and combine this with what this investor/bank or someone else is looking for in their pitchdeck and information.	½ day	Oost NL	Oost NL region, Netherlands	
BSW, Design Thinking	A workshop concentrating on the pain challenge that the company is looking to solve with Blockchain and applying design thinking principles to develop it. The sessions will be focusing on the project to be eventually developed.	1 – 2 days	Medicen	Medicen region, France	Need to have already identified the challenge