

# D4.1

## Service Booklet

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### Abstract

The NGI SARGASSO OnCampus Programme, as detailed in the Service Booklet, is designed to support the commercialization and operational advancement of technology-based projects through structured incubation. The programme employs a comprehensive methodology that integrates mentoring, flipped classroom sessions, and extensive coaching, tailored to foster entrepreneurial skills among researchers and startup teams. This initiative leverages the Lean Startup approach to encourage participants to actively test and refine their business models based on direct market feedback. The primary objective is to facilitate the transition of theoretical or laboratory-based projects into commercially viable products and businesses. Key results from the programme include enhanced participant engagement with market practices, significant advancements in product and business model development, and increased involvement in European and international standardization efforts.

### Keywords

NGI SARGASSO, OnCampus Programme, Lean Startup, technology commercialization, entrepreneurial training, business incubation, mentoring, coaching, standardization, and



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market engagement.

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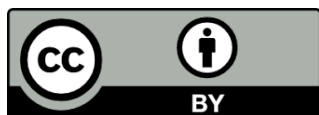
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<i>CL</i>	Classified information as referred to in Commission Decision 2001/844/EC	
<i>CO</i>	Confidential to GENOMED4ALL project and Commission Services	

**\* Deliverable types:**

**R:** document, report (excluding periodic and final reports).

**DEM:** demonstrator, pilot, prototype, plan designs.

**DEC:** websites, patent filings, press and media actions, videos, etc.

**OTHER:** software, technical diagrams, etc.



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## Executive summary

The NGI SARGASSO project's OnCampus Programme was conceived to upskill and empower researchers and entrepreneurs by immersing them in an environment that fosters practical business skills and entrepreneurial thinking.

Drawing on methodologies like The Collider LLP and Lean Startup, the programme's primary goal is to transition technological projects from theoretical or laboratory phases into viable business ventures. This initiative addresses the critical need for technological innovators to engage actively with markets and refine their projects based on real-world business feedback.

The OnCampus Programme implements a structured incubation process lasting 3, 6, or 9 months, tailored to the developmental stage and needs of each participant. Key activities include:

- **Mentoring Sessions:** Utilizing a series of nine online webinars, these sessions provide targeted business insights and strategic advice across various areas such as product-market fit, business model validation, and fundraising.
- **Flipped Classroom Sessions:** These are interactive sessions where teams present their projects and engage in critical discussions, helping validate their business hypotheses with peer and expert feedback.
- **LLP Video Lectures:** Delivered online, these lectures cover foundational business concepts from the Lean LaunchPad methodology, enabling participants to learn at their own pace.
- **Coaching:** Tailored coaching is provided to align the teams with the programme's objectives, offering guidance on business strategy and operational execution.

The OnCampus Programme has successfully fostered a dynamic environment for cross-collaboration between European, American, and Canadian teams, which has significantly enhanced the entrepreneurial capabilities of the participants. Several key outcomes have been observed:

- **Technological and business advancements:** Participants have effectively transformed their technological innovations into marketable products and services, demonstrating significant progress towards commercial viability.
- **Networking and industry engagement:** Through mentoring and industry interviews, teams have gained substantial exposure to and insights from the business world, enhancing their market readiness and strategic outlook.
- **Recognition and standardisation Contributions:** The programme has also facilitated information on standardisation activities, with participants gaining leadership skills in European and international standardisation organizations.



In summary, the NGI SARGASSO OnCampus Programme has not only advanced the technological projects of its participants but has also cultivated a robust entrepreneurial spirit among Europe's researchers and SMEs. The programme's comprehensive approach to incubation—combining education, practical experience, and industry exposure—ensures that participants are well-prepared to lead successful tech ventures in the competitive global market.



## What is the OnCampus Programme

Every team selected through the open call participates in the OnCampus incubation programme, that follows the already-tested methodology (The Collider LLP ©), which lasts 3, 6, or 9 months, depending on the program's duration for each participant. The programme draws heavily on the Lean Startup methodology, encouraging research teams to actively leave the lab, engage with potential customers, and rapidly iterate and pivot their projects based on the feedback received.

The OnCampus programme equips researchers with entrepreneurial skills and assesses their willingness to start a tech venture. At the same time, it strengthens the entrepreneurial spirit and skills of SME and startup owners, enabling them to improve their business models and strategies.

The primary objective of the OnCampus programme is to incubate shortlisted technological projects. It is specifically designed to create a network of innovation professionals to promote an entrepreneurial culture and enhance the flow of project deals.

The OnCampus programme includes the following activities: mentoring, coaching, flipped classroom sessions, video lectures, inspirational talks, and interviews with relevant industry figures.

### OnCampus Programme Goals:

- ❑ Stimulating Cross-Collaboration and Exchange:
  - Facilitate collaboration between EU, US, and Canadian teams, fostering connections within the NGI Sargasso community.
  - Share upcoming opportunities within the project and the wider NGI community. Focus on results (findings, conclusions, and recommendations).
- ❑ Rewarding Excellence and Impact:
  - Select the most promising experiments based on criteria such as overall concept, technological innovation, team commitment, and expected impact.
  - Provide ongoing support to these selected experiments within the programme.
- ❑ From Technology to Business:
  - Offer business-oriented support to experiments early in their development process.
  - Focus on guiding teams toward marketable products and solutions, emphasizing a market-driven research approach.
- ❑ Exposing EU-US-Canada Collaborative Results:



- Encourage all participating experiments to showcase their achievements on a stage or through demonstrations.





## The OnCampus Programme Activities

### Onboarding Session

The OnCampus Programme Activities start with an online Onboarding Session. A dedicated activity to explain in detail to the beneficiaries all milestones, deliverables, payments, dissemination activities and portfolios during their participation in NGI Sargasso.

The session is the Kick-off of each OnCampus batch, where beneficiaries get the opportunity to introduce themselves at the time to meet the consortium and to get familiar with the requirements of the programme.

The NGI Sargasso coaches participate in these sessions to first meet the projects and beneficiaries and secondly to introduce themselves and their knowledge. The coaches' participation supports the explanation of how to develop the upcoming deliverables and how to achieve the programme's Key Performance Indicators.

After the Onboarding session all teams receive the following information:

- ❑ Calendarization of all activities
- ❑ OnCampus Programme description (available at Annexes)
- ❑ Presentation used during the Onboarding session
- ❑ Individual Mentoring Report Template
- ❑ Final Report Template
- ❑ Contact details of the coach in charge of each project



FIGURE 1. SCREENSHOT OF THE ONCAMPUS PROGRAMME ONBOARDING.



## Mentoring

Mentoring is designed to help teams gain access to specialised expert knowledge that in standard acceleration process mostly is unavailable. Mentoring within the programme involves a curated series of nine online webinars that takes place during the first months of the OnCampus programme.

Experienced experts deliver strategic perspectives on a variety of topics, providing participants with mentoring and business insights on various aspects of business development such as opportunity assessment, product market fit, product validation, business validation, competition landscape, marketing strategy, business model & KPIs, pilot development plan, fundraising, legal agreements, pitch deck, IPR, among others.

The OnCampus program mandates the attendance of these online sessions for all participating teams. This requirement ensures that each team gains the full benefit of the expertise shared.

## Flipped Classroom

The session is led by a head instructor. Each team presents its project to the other experiments. During this session, the instructor asks "uncomfortable" questions to the teams, with the aim of generating debate and taking advantage of the validations of the hypotheses. Each team uses its "Business Model Canvas" as a support material for this session. The flipped classroom takes places during the first month of the OnCampus programme. Participation in the Flipped Classroom is mandatory for each team.

## LLP Video Lectures

Online recorded sessions explain the whole theory of Lean LaunchPad (LLP) by its creator, Steve Blank. Each team has access to 10 online sessions on the Sploro platform for the first six months of the program. This allows them to acquire theoretical knowledge at their own pace, as they can choose when to watch them. These lectures cover the following topics:

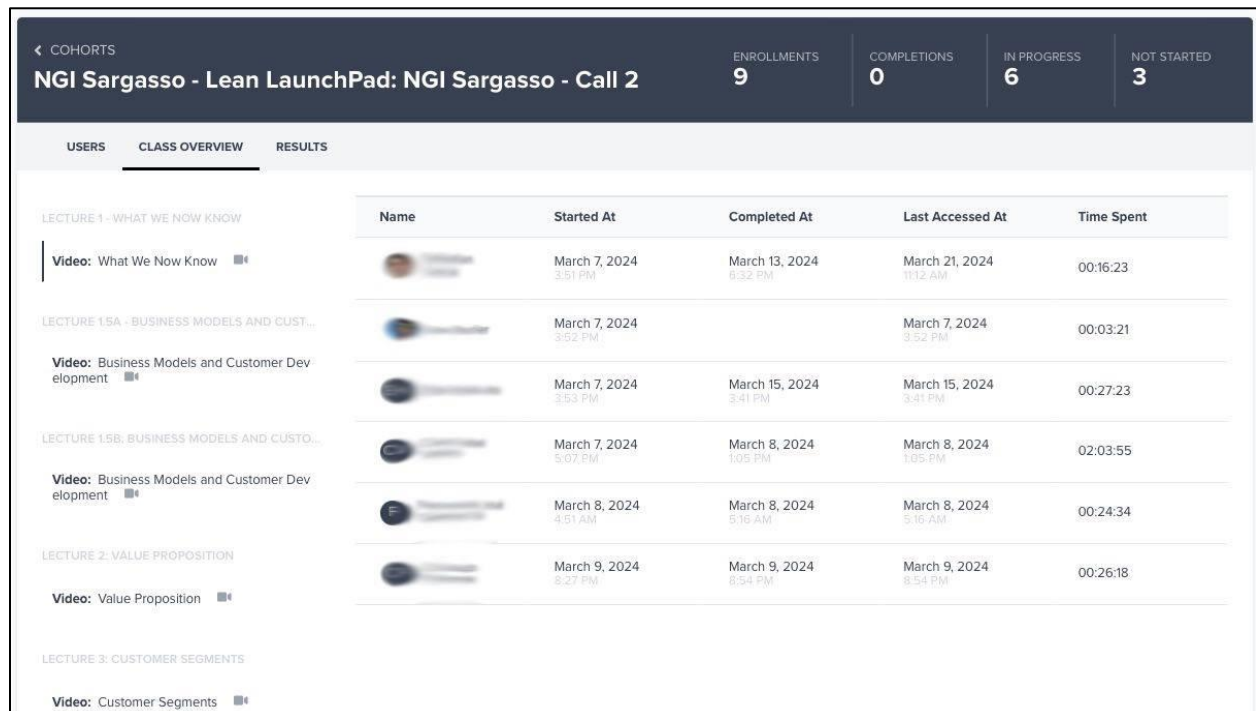
Lecture	Title
Lecture 1	What We Now Know
Lecture 1.5A	Business Models and Customer Development



Lecture 1.5B	Business Models and Customer Development
Lecture 2	Value Proposition
Lecture 3	Customer Segments
Lecture 4	Channels
Lecture 5	Customer Relationships
Lecture 6	Revenue Model
Lecture 7	Partners
Lecture 8	Resources, Activities & Costs

**TABLE 1. LIST OF THE LLP VIDEO LECTURES.**

The NGI Sargasso team oversees the progress of participant engagement with video lectures using the dashboard features of the Sploro platform. This monitoring is essential to ensure participants not only access but also meaningfully engage with the provided educational content. A key factor in this evaluation is the amount of time each participant spends on individual video lectures.



NGI Sargasso - Lean LaunchPad: NGI Sargasso - Call 2		ENROLLMENTS	COMPLETIONS	IN PROGRESS	NOT STARTED
		9	0	6	3
<div> <div>LECTURE 1 - WHAT WE NOW KNOW</div> <div>Video: What We Now Know</div> </div>					
	Name	Started At	Completed At	Last Accessed At	Time Spent
		March 7, 2024 3:51 PM	March 13, 2024 9:32 PM	March 21, 2024 11:12 AM	00:16:23
<div> <div>LECTURE 1.5A - BUSINESS MODELS AND CUST...</div> <div>Video: Business Models and Customer Dev elopment</div> </div>					
		March 7, 2024 3:52 PM		March 7, 2024 3:52 PM	00:03:21
		March 7, 2024 3:53 PM	March 15, 2024 3:41 PM	March 15, 2024 3:41 PM	00:27:23
<div> <div>LECTURE 1.5B - BUSINESS MODELS AND CUSTO...</div> <div>Video: Business Models and Customer Dev elopment</div> </div>					
		March 7, 2024 5:07 PM	March 8, 2024 1:05 PM	March 8, 2024 1:05 PM	02:03:55
		March 8, 2024 4:51 AM	March 8, 2024 5:16 AM	March 8, 2024 5:16 AM	00:24:34
<div> <div>LECTURE 2: VALUE PROPOSITION</div> <div>Video: Value Proposition</div> </div>					
		March 9, 2024 8:27 PM	March 9, 2024 8:54 PM	March 9, 2024 8:54 PM	00:26:18
<div> <div>LECTURE 3: CUSTOMER SEGMENTS</div> <div>Video: Customer Segments</div> </div>					

**FIGURE 2. SCREENSHOT OF THE SPLORO DASHBOARD USED TO MONITOR THE VIDEO LECTURE VIEWING PROGRESS OF PARTICIPANTS IN THE ONCAMPUS PROGRAM.**



## Interviews with Relevant Industry Agents (Out of the Classroom)

Each team is tasked with conducting as many interviews as possible biweekly for 3-month projects and monthly for 6-9-month projects. This effort aims to expose teams to real-world challenges with minimal or no program support. To achieve the most comprehensive hypothesis validation from various perspectives, it is recommended that each team conducts at least five interviews per month.

In the first week of the OnCampus Programme, teams will establish initial hypotheses that need to be either validated or invalidated. Subsequent hypotheses may arise based on the results and various iterations of the project. The progress and completion of these tasks are monitored during coaching sessions.

## Coaching

The aim of the coaching is to ensure the correct progress of the team and its alignment with the program's objectives and milestones.

Coaches guide the teams towards their business objectives in the short and long term, alerting to any misalignment or conflicts during project implementation.

Coaches are appointed based on the information provided by the teams during the onboarding phase. The service starts at the beginning of the OnCampus programme, and begins with an initial meeting between the representatives of the teams and the coach.

An action plan is created for the entire coaching period outlining, e.g., KPI's and progress / mentoring session schedule.

What coaches do:

- ☐ Oversee team's weekly deliverables.
- ☐ Ensure alignment with program objectives and milestones.
- ☐ Guide short and long-term business goals.
- ☐ Provide empathetic support for challenges.
- ☐ Alert to misalignment or conflicts. Maintain confidentiality.

What coaches do not do:

- ☐ Share their network.
- ☐ Facilitate decision-making.
- ☐ Show dedication beyond working hours.



Each team will receive 2 hours of coaching per month during the OnCampus programme period. The primary objectives of these sessions are as follows:

- a.** Business Model Canvas: guiding the team in the development and refinement of their Business Model Canvas to ensure a clear and effective business strategy.
- b.** Coaching plan and individual KPIs: providing guidance and assistance in defining a coaching plan tailored to the team's needs and helping establish Individual Key Performance Indicators (KPIs) for team members.
- c.** Challenges and risk mitigation: offering ongoing support and assistance in addressing potential challenges, minimizing risks, and proactively identifying solutions to ensure project success.

In addition to the coaching sessions, the following deliverables are provided:

- a.** Monthly Progress Report (provided by the coach): An informative report tracking the project's progress will be generated and made available through the Brokerage App. Each team and coaches will receive unique login credentials for access.
- b.** Final Team Performance and Engagement Report (provided by the team): A comprehensive report summarizing the team's overall performance and commitment throughout the mentoring program will be provided upon program completion by the experiments.

Specific tasks and responsibilities of the coaches are outlined below:

- ☐ Building the IMP - Individual Mentoring Plan
  - Collaboratively work with each team to construct an Individual Mentoring Plan tailored to their unique needs and goals.
- ☐ Coaching plan and individual KPIs
  - Define, in conjunction with the teams, the coaching plan and establish SMART Individual Key Performance Indicators (KPIs) to be achieved by the end of the programme.
- ☐ Business Model Canvas support
  - Offer guidance and support in the creation and refinement of the Business Model Canvas, particularly following the Flipped Classroom session.
- ☐ Interview experiments and industry agents:
  - Encourage teams to conduct interviews with relevant industry agents and assist in structuring these experiments.



- Monitor the performance and success of these interviews, providing feedback and guidance as needed.
- Monitoring individual KPIs.
  - Continuously monitor and assess the progress of individual team members in achieving their KPIs.
  - Provide guidance and assistance in developing strategies to meet these objectives.
- Use Case report.
  - Assist teams in generating a comprehensive report that includes the use case, impact analysis, and/or feasibility study.
  - This report serves as a critical milestone and unblocker for the final payment, so its quality and completeness are essential.

## Inspirational Talks

As part of the OnCampus Programme's commitment to fostering innovation and entrepreneurial thinking, we present a couple of inspirational talks featuring technical experts and business leaders. These talks aim to provide insights, spark creativity, and inspire our participants to reach new heights in their projects.

In a way to provide additional ingredients to the selected teams, the OnCampus programme includes a couple of inspirational talks provided by top entrepreneurs, technical and business experts. These talks aim to provide insights, spark creativity, and inspire our participants to reach new heights in their projects. The attendance of the first inspirational talk organised during the first month of the OnCampus programme is mandatory.

## Standardisation

Through the collaborative efforts between AUSTRALO, a partner in both NGI Sargasso and StandICT projects, a meaningful connection was established, culminating in significant benefits for NGI Sargasso Open Call 1 and Open Call 2 beneficiaries.

By leveraging this partnership, beneficiaries had the opportunity to participate in the inaugural "Meeting Standards" workshop on 15th November 2023, organized by StandICT.eu's Standards Academy. This workshop, titled "[Developing leadership capacity for SMEs in European and international standardisation organisations](#)," specifically targeted SMEs not yet directly involved in standardisation processes. Through engagement with experts from Small Business Standards (SBS) and leadership positions at ISO and CEN-CENELEC levels,



participants gained insights and skills necessary to lead working groups and technical committees in standardisation bodies. Moreover, the workshop provided a platform for direct interaction and exchange between participants and experts, enhancing their understanding and confidence in navigating standardisation processes.

Additionally, StandICT project partners outlined the various training opportunities and support activities tailored to SMEs, further enriching the experience and empowering NGI Sargasso beneficiaries to actively contribute to standardisation efforts at both European and international levels.



**FIGURE 3. INFORMATION ABOUT THE STANDARDISATION WEBINAR.**

Continuing the fruitful collaboration between AUSTRALO, NGI Sargasso and StandICT, beneficiaries from NGI Sargasso Open Call 2 were afforded another invaluable opportunity.

On 18th March 2024, they were able to participate in a webinar focusing on "Standardisation and Open Source". This webinar delved into the intersection between standardisation efforts and open-source initiatives, highlighting the importance of aligning these two domains for fostering innovation and interoperability.

Through expert-led discussions and interactive sessions, NGI Sargasso Open Call 2 beneficiaries gained information about open-source practices to inform and contribute to standardisation processes, thus equipping them with the knowledge and tools to navigate the evolving landscape of digital standards. This collaboration enriched the participants' understanding and reinforced the connections between NGI Sargasso's innovative projects and the broader standardisation community, fostering continued growth and synergy in the digital ecosystem.



## Tools Used During the OnCampus Programme

To facilitate seamless communication, collaboration, and learning, we leverage a variety of tools, all accessible online. These tools are integral to the success of the programme and enhance the overall experience for participants.

### Communication Platform

#### **Microsoft Teams**

Webinars, inspirational talks, and flipped classroom sessions are conducted using Microsoft Teams. Invitations to the OnCampus activities mentioned are sent via email to the addresses provided by the teams. Each invitation includes a calendar block and a meeting link for easy access to these valuable sessions.

### Learning Platform

#### **Brokerage App**

To streamline interactions and facilitate networking among teams and industry experts, we employ a specialized Brokerage App. Teams can utilize this app to schedule meetings, share important information, and access resources. A screenshot and a direct link to the app are provided below.

Access to the App: <https://cascadefunding.sploro.eu>.





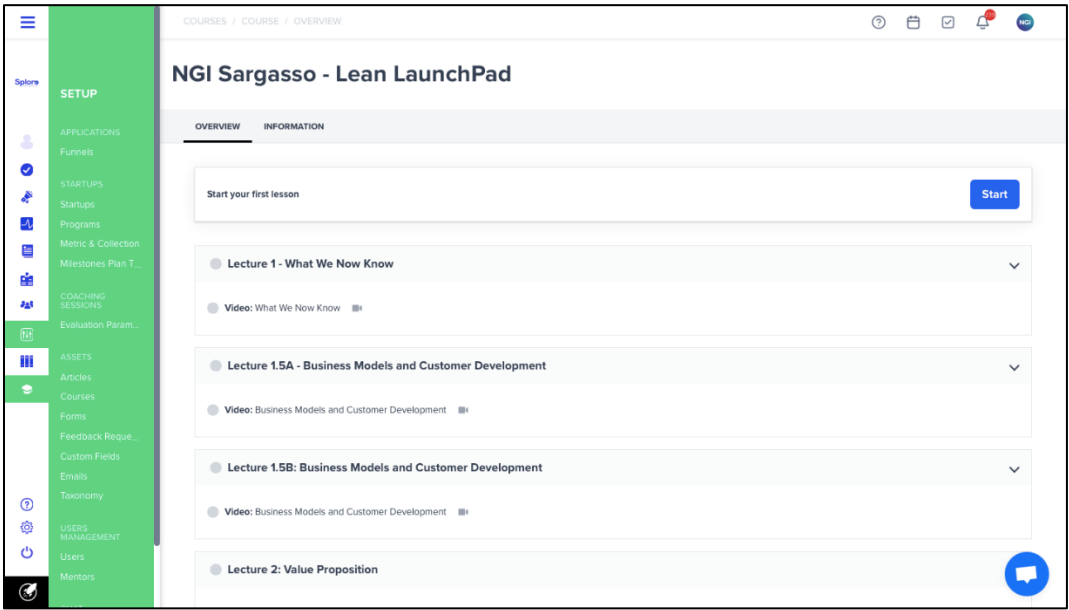


FIGURE 4. SCREENSHOT OF THE BROKERAGE APP.

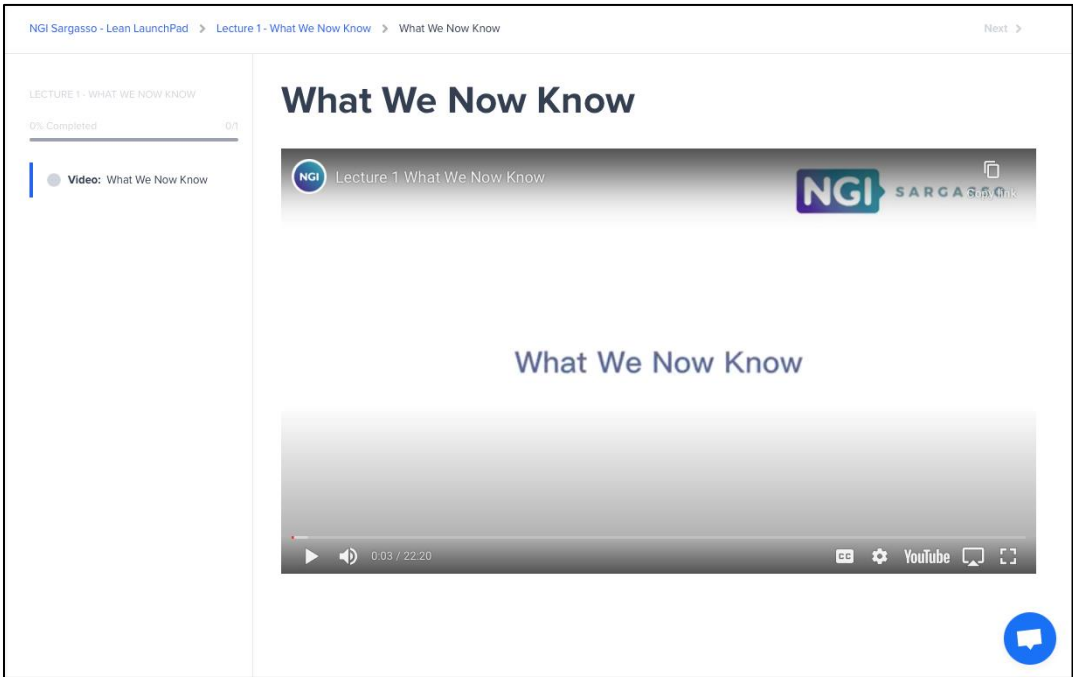
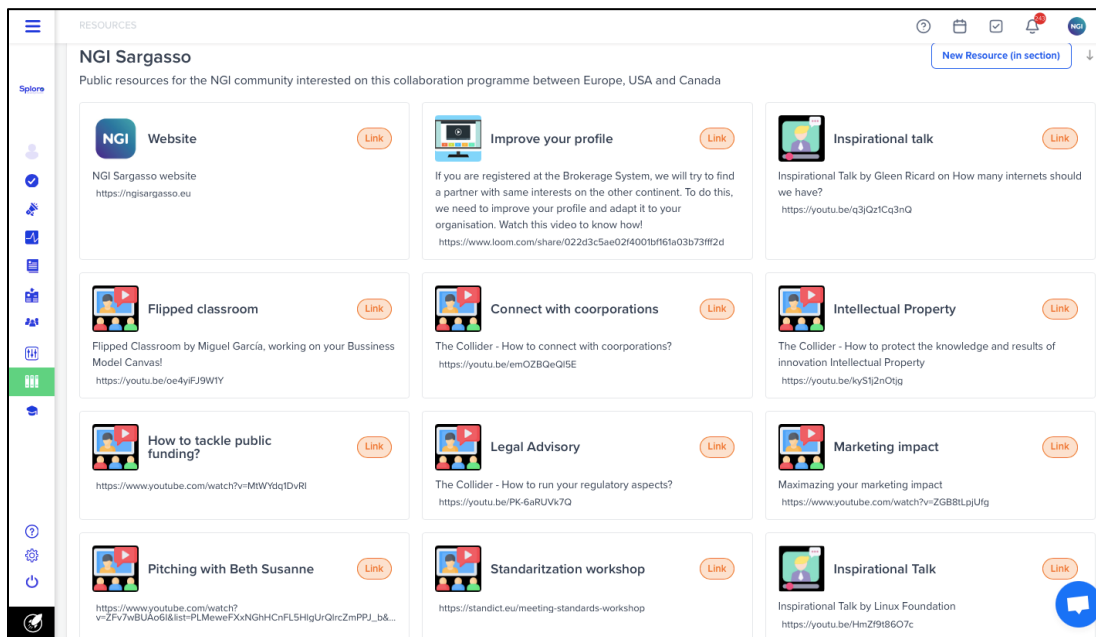


FIGURE 5. SCREENSHOT OF THE VIDEO LECTURE ON THE SPLORO PLATFORM.





**FIGURE 6. SCREENSHOT OF THE RESOURCES SECTION ON THE SPLORO PLATFORM.**

The majority of the OnCampus Programme sessions, including Webinars, Flipped Classroom sessions, and Inspirational Talks, are recorded and uploaded to the Sploro platform. These sessions are then preserved as a comprehensive library within the platform, readily accessible to participants at any time, as shown on the figure above.

## Mentoring Sessions (Webinars) of the 1<sup>st</sup> Cohort

Title	Mentor	Date
How to connect with Corporations	Piotr Godzinski, TECHSTARS	09 OCT 23, 15:30 CET
How to protect the knowledge and results of innovation? Intellectual Property	Sergio Larreina, ISERN	18 OCT 23, 15:30 CET
Maximizing your Marketing impact: Tips and Tactics	Blanca Arregui, AUSTRALO	24 NOV 23, 15:00 CET
How to tackle public funding?	Miguel García, Sploro	02 NOV 23, 15:30 CET
Entrepreneurial finance	Jaime Medina, The StartUp CFO	08 NOV 23, 15:30 CET
How to run your regulatory aspects? Legal Advisory	Kenn Milton, MyBlueLabel	15 NOV 23, 15:30 CET
Standardization	StandICT	15 NOV 23, 13:00 CET
How to pitch like an entrepreneur? Investment Pitch	Beth Susanne, Global Pitch Coach – Silicon Valley	29 NOV 23, 15:30 CET
What do investors expect? Fundraising	Mercè Tell, Nekko Capital	12 DEC 23, 15:30 CET

**TABLE 2. WEBINARS SESSIONS OF THE 1<sup>ST</sup> COHORT.**



## Mentoring Sessions (Webinars) of the 2<sup>nd</sup> Cohort

In the efforts of looking for synergies between Horizon Funded projects NGI Sargasso participated in the resources provided by The NGI Outreach Office in the scope of NGI Communication Training.

[NGI Communication Training](#) led by Philippe Félix offered comprehensive and personalised digital training to provide the beneficiaries with knowledge and experience to become an excellent digital communicator.

As part of the NGI Sargasso Milestones, the NGI Communication Training was offered to beneficiaries of Call 2, pointing to the most relevant sessions in the scope of their OnCampus programme.

Beneficiaries of Call 1 were also invited to participate in the training even though not part of the Milestones of their OnCampus programme, resulting in a bigger audience of the NGI Communication Training, expanding the ecosystem of NGI beneficiaries.

Title	Mentor	Date
Setting the foundations of your start-up team	Consuelo Rebolledo, Mobile World Capital Barcelona	12 MAR 24
Standardisation and Open Source	StandICT	18 MAR 24
How to protect the knowledge and results of innovation?	Sergio Larreina, ISERN	27 MAR 24
How to take the most from events - Tips for trade shows and networking	Marta Portalés, Mobile World Capital Barcelona	03 APR 24
Online pitching	Collaboration with NGI CSA	10 APR 24
Maximising Your Marketing Impact: Tips and Tactics	Blanca Arregui, Australo	16 APR 24



GDPR made simple**	Collaboration with NGI CSA	17 APR 24
Impacts of AI on Communication	Collaboration with NGI CSA	24 APR 24
How to tackle public funding	Miguel García, SPORO	02 MAY 24
Pitch practise	Marta Portalés, Mobile World Capital Barcelona	15 MAY 24

\*\*Participation in this webinar is optional.

**TABLE 3. WEBINARS SESSIONS OF THE 2<sup>ND</sup> COHORT.**

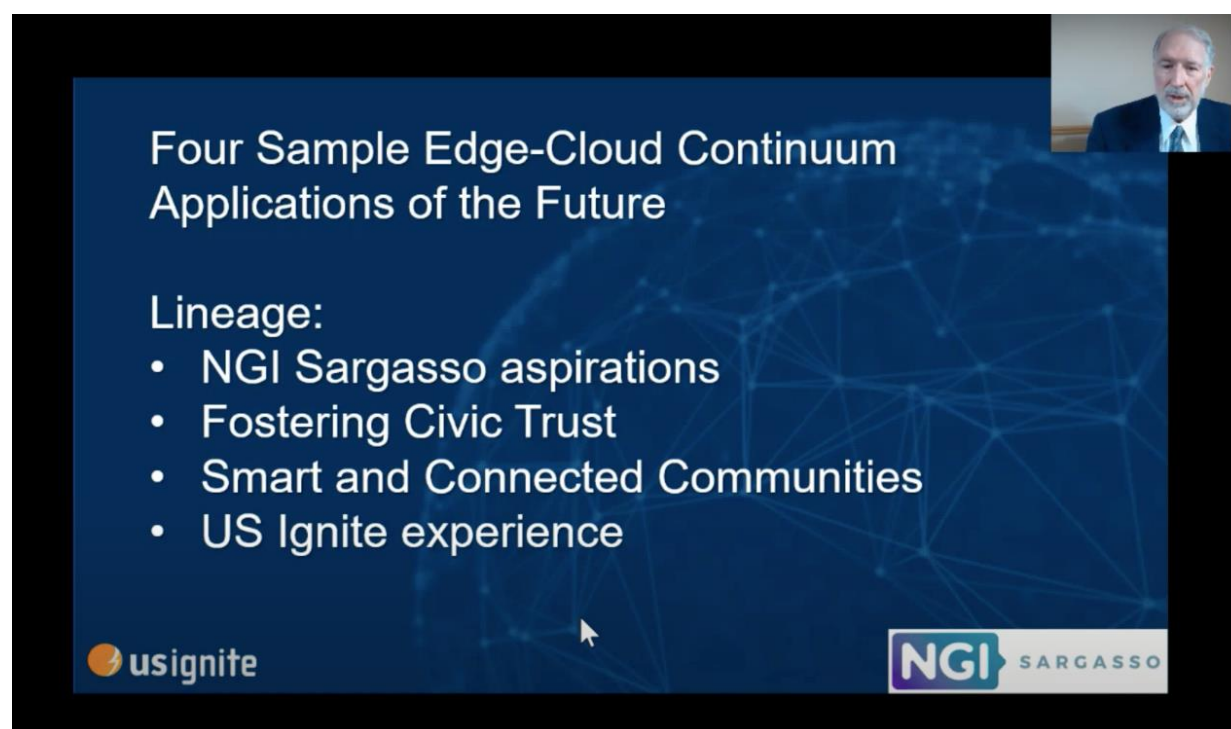


## Inspirational Talks

### 1<sup>st</sup> Cohort

Title	Speaker	Date
How Many Internets Should We Have	Dr. Glenn Ricart	17 OCT 23, 16:30 CEST
Linux Foundation as a Host For Transatlantic Cooperative Projects	Mirco Boehm	19 DEC 23, 15:30 CET

**TABLE 4. INSPIRATIONAL TALK SESSIONS OF THE 1<sup>ST</sup> COHORT.**



**FIGURE 7. SCREENSHOT OF THE INSPIRATIONAL TALK SESSION BY DR. GLENN RICART.**



## 2<sup>nd</sup> Cohort

Title	Speaker	Date	Link	Video Views
Aligning Innovation with Social Justice	Marta Arniani	04 APR 24	<a href="#">link</a>	2
Software in the European Regulatory Landscape	Daniel Thompson-Yvetot	22 MAY 24		

**TABLE 5. INSPIRATIONAL TALK SESSIONS OF THE 2<sup>ND</sup> COHORT.**

## ANNEX 1 - Document Delivery to Startups

Enclosed are the documents detailing the OnCampus Programme, which were distributed to the teams selected during the First and Second Open Calls.

Cohort 1 (9-month programmes): [OnCampus Programme Description\\_Call 1.pdf](#)

Cohort 2 (6-month programmes): [OnCampus Programme Description\\_6 months\\_2 call.pdf](#)

Cohort 2 (9-month programmes): [OnCampus Programme Description\\_9 months\\_2 call.pdf](#)

## Conclusions



This project has received funding from the European Union's Horizon Europe Research and Innovation program under Grant Agreement No. 101092887

The OnCampus Programme has been successful in incubating technological projects and upskilling participants through structured activities that encourage practical business application and market engagement.

- Development of entrepreneurial skills: Participants have improved their entrepreneurial skills and business expertise, enabling them to transform innovative ideas into viable commercial products.
- Implementation of educational learning methodologies: The adoption of structured educational activities like flipped classrooms, practical activities and mentoring has effectively supported the transition of research into market-ready solutions.
- Network and industry engagement: The programme has facilitated valuable connections within and beyond the NGI community, enhancing the commercial and standardisation opportunities for participants.

