

CONCEPT NOTE

EUROPE.TECH

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1- CHALLENGE

Despite the steady growth exhibited by our startup scene, the US and China are likely continue to dominate tech in the foreseeable future. Whilst the US has had decades of technological innovation and leadership, the top-down approach of China digitising the industry is widely successful, with Europe left lagging behind.

Our defensive strategy has been led by the European Commission on the regulatory front, including a decade of privacy, fiscal and antitrust efforts. However, it is our offensive strategy—to ensure our next generation of tech giants are European—that has been the weakest: Those leading the charge are doing so primarily at a national level, in only a minority of member states that have made startups a priority for recovery. At a European level, while a plethora of initiatives have been launched from all directions (see Appendix 2) the question remains: Given the status quo, *will efforts be enough?* This proposal hinges on the belief that they will not.

EUROPEAN TECH DOESN'T NEED ANOTHER DECLARATION OR SMALL-SCALE OPERATION—WHAT IT NEEDS IS TO PULL TOGETHER AND COLLECTIVELY ENGINEER ITS OWN QUANTUM LEAP.

Following the series of consultations of the European startup community, the latter is now hungry for clear and decisive action. While ideas have been abound for years, too many fail to reach full bloom—on time or at all. They have expressed that this is due, not to any intrinsic weakness of the ideas themselves but rather massive challenges in strategic coordination, prioritisation, execution and accountability. *If we are to reach our targeted level of both technological prowess and sovereignty, all in the service of a sustainable and connected Europe, we need to address these tactical challenges head-on—urgently.*

2 - SOLUTION

Europe.tech is an organised movement of European startups, bolstered by the European Commission and its Member States. It is structured as a “do-tank,” doubling as both the premier forum for pro-startup policy and cooperation, as well as a European startup ecosystem development agency — specialised in programs, policy and community. Our mission:

**TRANSFORM EUROPE INTO THE BEST POSSIBLE HOME
FOR GLOBAL TECH CHAMPIONS, SO THEY CAN POWER
ECONOMIC, SOCIAL AND ENVIRONMENTAL PROGRESS
FOR THE ENTIRE CONTINENT.**

To accomplish this mission, Europe.tech functions as an alliance with strong operational capacity embodied by a central team and mandated by a multi-stakeholder board (see Section 3 on Team.)

- As an **alliance**, it federates EU institutions, member states and their respective ecosystems under one banner, one forum and—more importantly— one concerted and ambitious EU startup strategy
- As an **ecosystem development agency**, it leverages an arsenal of previously undermobilized tactics both at a national and European level. Europe.tech works in three areas crucial to the acceleration of the ecosystem: Programs, Community and Policy, and coordinates with the EIC and FEI for the fourth, funding.
- As an **echo-chamber for the national and international ecosystems**, Europe.tech also scouts, analyses and benchmarks best practices, and reports bi-annually on its findings.

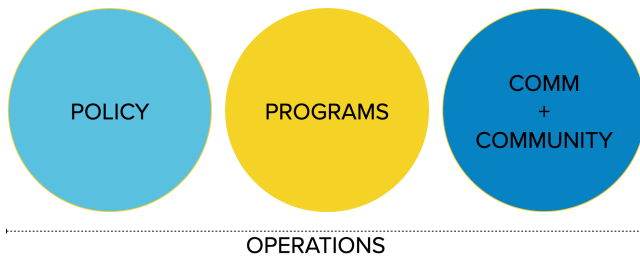
Below are several **flagship initiatives** to be launched as early as Year 1

PROGRAMS	POLICY	COMM + COMMUNITY
<p>Design and deploy European startup programs, ex. Europe.Tech 100*, a growth-stage program</p> <p>Provide implementation support for Member States implementing and localising any of the Europe.tech programs, covering up to 50% of the overall program deployment costs (See Appendix 1)</p>	<p>Facilitate pro-startup advocacy and cooperation via the annual Europe.Tech Policy Dialogues*, a high-level gathering of ministers, unicorn founders/C-levels and key EC commissioners brought together by the EU presidency to take stock of the previous year and coordinate on the most pressing startup policy issues</p> <p>Startup Nation Standard Dashboard, to track progress and results as well as promote peer learning amongst member states through in-depth case studies</p> <p>Provide technical assistance for member states as they implement the Startup Nation Standard (See Appendix 1)</p>	<p>Annual Europe.Tech Summit, rounding up the community</p> <p>Federate the various startup ecosystems under a common banner, through centralised branding, content and marketing initiatives to promote the European startup ecosystem and/or strengthen community</p> <p>Develop a network of Europe.tech ambassadors amongst the ecosystem</p> <p>Co-fund a range of startup community initiatives that support our objectives bottom-up via the “Europe.Tech Ambassador Grants,” an annual call for projects to co-fund specific community initiatives that support our objectives</p>

3- TEAM

CORE TEAM

In its first year, Europe.tech will need a core team of **20-25 people** belonging to one of four different pillars. As we ramp up in Year 2 and begin technical assistance and implementation support for Member States, the launch team will need to expand. The team will be a hybrid mix of public sector (policy analysts, researchers, etc.) and private sector (marketers, program managers, etc.) profiles representing multiple member states.



GOVERNANCE

The organisation will be set-up as a non-profit or foundation, conferred a special status legally allowing it to receive up to 100% of its funding from the European Commission and other public entities.

The mandate of Europe.tech stems from a fine balance of several stakeholder groups: The European Commission, its Member States and key stakeholders of the innovation ecosystem (Founders, Venture Capitalists, Associations, European Big Tech) need to be mandating a task force, invested in its success. While more work needs to be done to establish the most suitable multi-stakeholder governance model, here are some founding principles:

- Majority board seats must go to startup ecosystem members (primarily founders) who remain at the heart of our work
- The European Commission should be involved across several DGs and Member States should be involved permanently, with a strong affiliation with the European Innovation Council and an emphasis given on the rotating Presidency of the European Union

- Beyond the more classic mechanisms of a standard board, continuous forums for input and consultation are mission-critical

FOUNDING PARTNERSHIPS

Europe.tech's ability to both launch and succeed hinges on our ability to bring together—not just the ecosystem—but also various pro-startup stakeholders. Below are the partnerships which will be the cornerstone of our shared roadmap:

ACTION	KEY PARTNER	DESCRIPTION	STATUS
Europe.tech 100	EIC	The EIC, in the context of its upcoming work program to be voted in June by member states, may issue Europe.tech a grant supporting the program, with a strong focus on marketing and community initiatives.	Concept approved by EIC, pending further discussion needed re branding and formal project submission.
Europe.tech Policy Dialogues	Rotating EU Presidency	These bi-annual meetings must be hosted by the rotating EU Presidency, starting with France in Q1 2022. Once a year, the Europe.Tech Policy Dialogues may also held at the EIC Forum to improve synergies.	Stakeholders are invited to Scale-Up Europe's closing ceremony in June. The first EIC Forum also takes place in June. Further co-creation with future stakeholders in the EC and the ecosystem necessary. V1 to be scheduled in Q1 2022, under French Presidency.

Europe.tech Summit	Scale-Up Europe (France)	The Europe.tech Summit, to be launched in 2022 under the French Presidency, becomes the successor of Scale-Up Europe.	Concept approved by France, but contingent on successful development of europe.tech
Startup Nation Standard Dashboard	ESNA (Portugal) + DG CNECT	As opposed to a standalone entity, brand and team, ESNA would become the entire “Policy” arm of europe.tech	Concept advocated by the writers of this proposal. Further discussion between French and Portuguese digital ministers + DG CNECT scheduled in June.
Europe.tech Community Grants	Horizon Europe	These grants may be funded under the Innovations Ecosystems part of Horizon Europe, managed by the EIC.	Funding solution put forward by EIC, but needs further assessment regarding implementation due to the size and number of grants.

4 - MILESTONES

MAY

Workshop with European startup associations in the context of Scale-Up Europe

JUNE

Definition of core leadership and founding stakeholders
Formal submission of project to the EIC for 2022-2023 funding
EIC work program votes by member states
Joint announcement by France and Portugal

JULY

Creation of legal entity
Initial set-up funding of at least €2M unlocked
Beginning of European roadshow to consult ecosystem, scout for ambassadors and begin recruiting team

SEPTEMBER

Board members selected

OCTOBER

2022-2023 budget unlocked
Office space secured
First Europe.tech board meeting
Slovenian Presidency event (TBD)

NOVEMBER

Public launch and inaugural community event at Websummit
Live website
Introduction of first wave of Europe.tech Ambassadors

DECEMBER

Europe.tech presence at Slush (networking event)
Complete team, including key roles: heads of policy, programs and community

JANUARY

Strategy and 2022 planning offsite
Q1 board meeting

FEBRUARY

French Presidency Event: First Europe.tech Summit (successor of Scale-Up Europe), including the Europe.tech Policy Dialogues and release of 2022 Startup Nation Standard Dashboard

Call for applications: Europe.tech Next 100

MAY

Announcement of the Europe.tech Next 100

4 - ESTIMATED BUDGET

The budget below is calculated over a period of two years, divided into the four operational sections of Europe.tech: Operations, Communication and community, Programs and Policy.

CATEGORY			Sum €1,950,000	Sum €4,000,000	Sum 5950000	
▼	Operations	Count 3				
1	Staff	Full and part-time employees	€1,500,000	€3,500,000	5000000	Operations
2	Operational expenses	Travel, office space, legal, etc.	€150,000	€200,000	350000	Operations
3	Tools, hardware and software	Devices, software, SaaS solutions, cloud storage, custom developm...	€300,000	€300,000	600000	Operations
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CATEGORY		Count 3	Sum €11,950,000	Sum €13,600,000	Sum 25550000	
▼	Comm+Community					
4	Marketing and events	Brand, website, presence at tech conferences, campaigns, advertisi...	€1,500,000	€3,000,000	4500000	Comm+Community
5	Europe.tech Community Grants	Grants of €50-200K to support bottom-up initiatives	€10,000,000	€10,000,000	20000000	Comm+Community
6	Annual flagship summit	Europe.tech Summit, Europe.tech Policy Dialogues, etc.	€450,000	€600,000	1050000	Comm+Community
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CATEGORY		Count 2	Sum €15,500,000	Sum €55,000,000	Sum 70500000	
▼	Programs					
7	European Programs	Europe.tech 100, Europe.tech Jobs, etc.	€500,000	€5,000,000	5500000	Programs
8	National Programs	Aid for member states in deploying local Europe.tech programs, imp...	€15,000,000	€50,000,000	65000000	Programs
+						
CATEGORY		Count 1	Sum €500,000	Sum €750,000	Sum 1250000	
▼	Policy					
9	Research and content development	Data analysis, production of playbooks, case studies, reports, traini...	€500,000	€750,000	1250000	Policy
+						

APPENDIX 1: Technical assistance to member states, signatories of the Startup Nation Standard

At a national level, Europe.tech would function closely to an ecosystem development agency. Once the Member state issues a request for technical assistance, our Policy and Program team may be dispatched.

- **Phase 1: Research.** This is an assessment phase, meant to give stakeholders a common starting point including a pipeline analysis of the ecosystem, stakeholder mapping and SWOT.
- **Phase 2: Alignment.** The project team, composed of Europe.tech, local startup community representatives and project director appointed by the member state, align on the overall roadmap. This scoping phase involves also involves determining the budget, and % needed in Europe.tech grants.
- **Phase 3: Design.** Europe.tech provides assistance in (1) localising the programs, including but not limited to playbooks, templates, advice and —if a more hands-on approach is needed— custom design, advice on sourcing providers, project management, etc. (2) adopting the Startup Nation Standard, in the form of advice, training modules and documented case studies in cooperation with other members states
- **Phase 4: Deployment.** While execution falls to member states and their partners, Europe.tech continues in an advisory role.
- **Phase 5: Documentation.** europe.tech co-develops the case study with the member state, in a peer learning effort with other countries. The member state’s project director may then be called on in the future to participate in the design and deployment of similar initiatives of other member states.

Below is a sample “catalogue” of national initiatives than can be activated by member states, grouped by stage and tactic:

	PROGRAMS+SERVICES	POLICY	COMM+COMMUNITY
GROWTH	Market Entry FAQ, for European startups looking to expand to a specific country	Officially appointed Government Startup Correspondents	Europe.tech Hubs composed of a board of volunteer

SEED	<p>Company creation resource page, with all administrative requirements and resources for creating a company online</p> <p>Program for first-time founders from underprivileged backgrounds, offering non-dilutive funding, training, network access and incubation</p> <p>Program for aspiring deeptech founders with potentially impactful tech (ex. health, climate, etc.) offering non-dilutive funding, training, network access, tech transfer support and incubation</p>	<p>inside key government administrations, agencies and regulatory bodies to proactively address important issues blocking startup ecosystem development</p> <p>Startup Awareness Training for Government Startup Correspondents, a half to full day bootcamp covering the basic knowledge required to work with startups (ex. Why startups matter, business models, key policy challenges, etc.) alongside companies from their own ecosystem</p>	<p>entrepreneurs (networked across all participating members states), whose principal role is to (1) act as local Europe.tech ambassadors (2) organize at least one networking event per year, bringing together their local European startup community (3) support in developing programs/ services/policy (4) serve as a co-rapporteur for the annual report</p>
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TALENT	<p>Startup Placement Program, allowing job seekers to develop the skills they need to access entry-level jobs in startups via an apprenticeship</p> <p>Talent Welcome Guide for talent joining a startup in that city/region/country (ex. Finding a job, getting a visa, settling down, etc)</p>	<p>Startup Employee Visa, fast-lane allowing employee visas to be processed within one month</p> <p>Startup-friendly stock options scheme, in accordance with the Startup Nation Standard</p>	
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APPENDIX 2: List of recent European policy initiatives launched for startups

Below are some of the pro-startup initiatives, all launched within the last 4 months, we hope to bring together under the common banner of Europe.tech.

March 19th, 2021: Startup Nations Standard - Lead: DG Cnect

The Startup Nations Standard is a declaration signed by 25 member states, composed of 8 standards that the member states have committed to abide by. Signed by Ministers of the member states several policies that have proven track record in member states have been declared in need of adoption to harmonise the European innovation economy, and a monitoring body has been declared to be mandated in charge of monitoring, developing and supporting the implementation of the standards.

<https://startupnationsstandard.eu/>

March 19th, 2021: European Startup Nations Alliance - Lead: Portuguese government + DG CNECT

As a result of the Startup Nations Standard the European Startup Nations Alliance (ESNA) has been announced by the Portuguese government and DG CNECT of the European Commission. ESNA will be equipped and mandated to present a bi-annual report on the status of standards across the member states, and will collect, analyse and provide reports on the data surrounding the development of the ecosystem in Europe.

April/May 2021: DG RTD Consultation - Lead: DG RTD

In recent weeks DG RTD has launched a consultation on the status of the European innovation economy, and has consulted two distinct groups: Ecosystem leaders (associations or government bodies of the member states representative for startups) and the Unicorn founders (one unicorn founder from each member state). The resulting reports have been created by the members of each group, and presented to the Commissioner in an event format. Many of the findings of previous efforts have been confirmed as relevant again.

March to June 2021: Scaleup Europe — *Lead: French government*

Scale-Up Europe is designed as a pop-up think tank for the French Presidency of the EU, gathering leaders amongst founders, investors, corporate executives, researchers and ecosystem organisations. On June 15th, the final report outlining the most important proposals for action will be presented to French President Macron and other key stakeholders.