



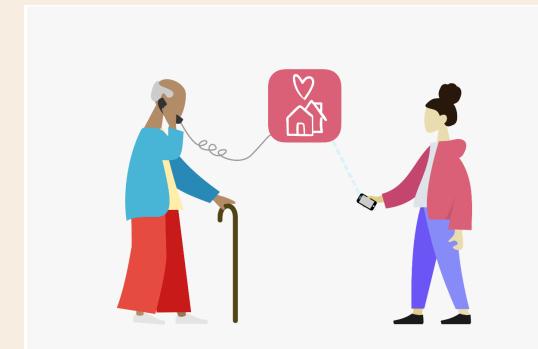
MACHBARSCHAFT

22.03.2020

Machbarschaft
was born

13.04.2020

Cooperations with
similar projects and
civil society groups



30.03.2020

German Federal
Government prize

27.04.2020

Start of simulation
and app testing

Pilot project in
Passau (GER)

Official App Launch

Expand nationwide

Expand EU wide

24.04.2020

Starting
Communication:
Social Media
Public Relation
Press

01.04.2020

Team expands in areas
of tech, social media,
marketing, business
development and strategy

Early May 2020

Beta User Tests

23.03.2020

Intensive start
of MVP Development

24.04.2020

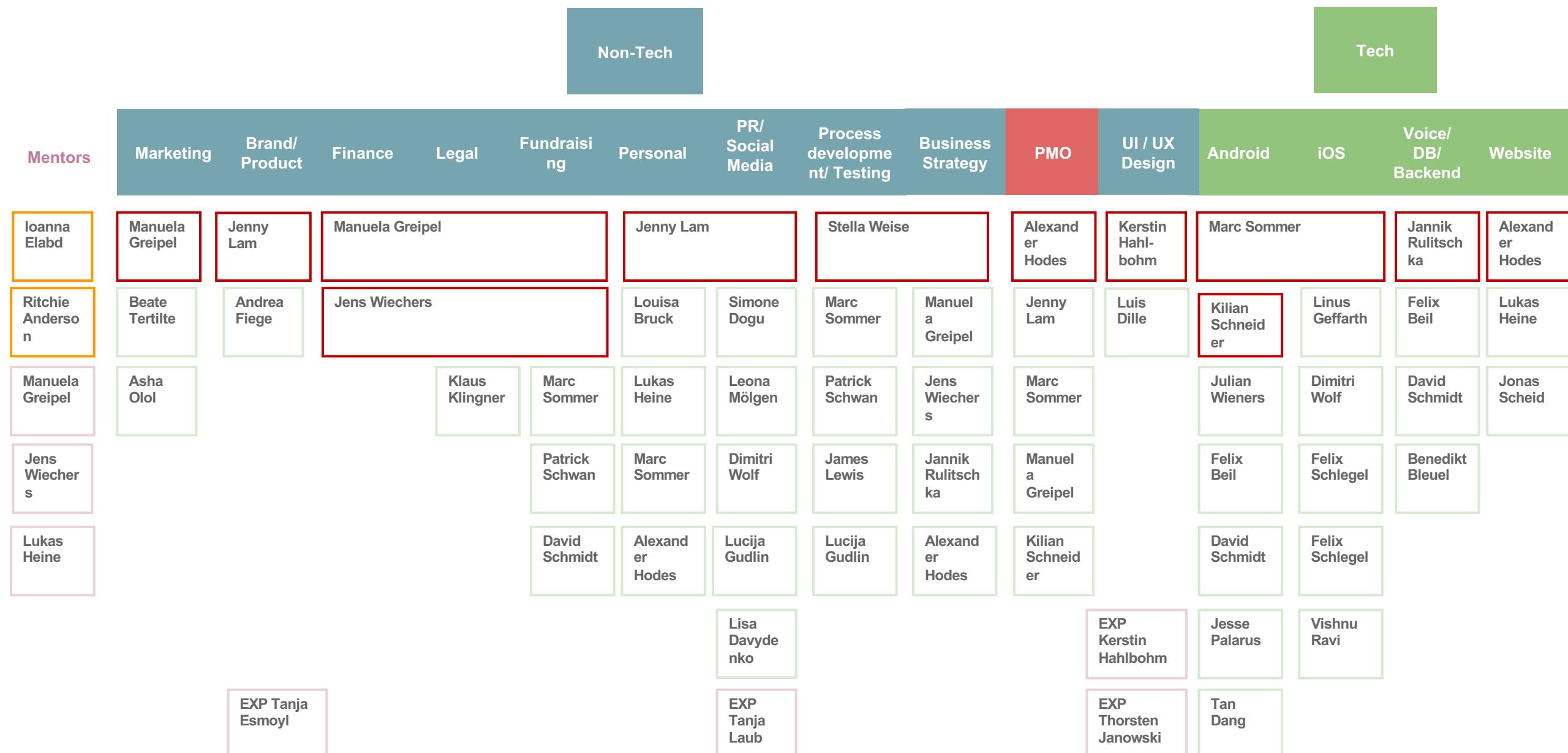
Machbarschaft at
EU hack



contact persons

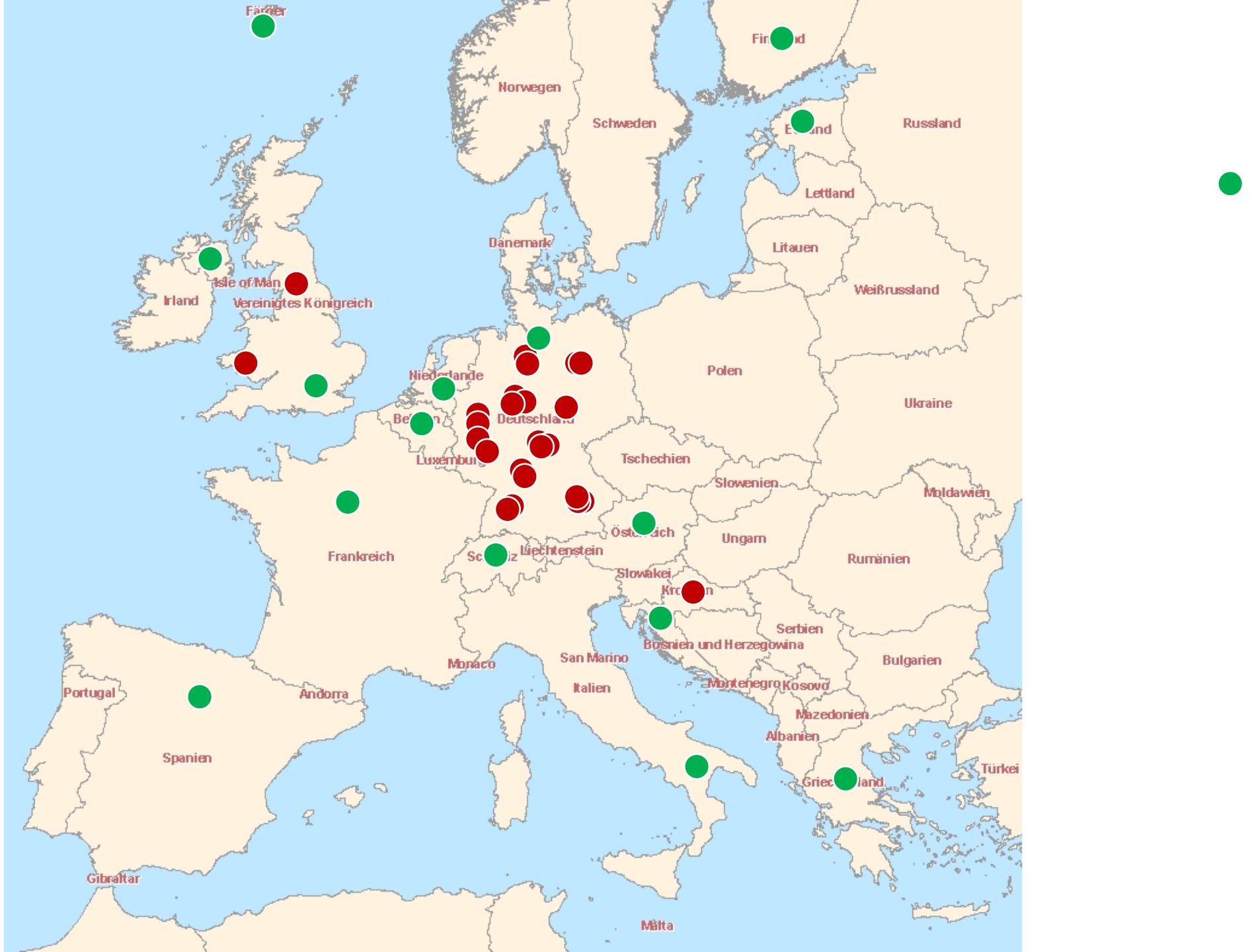
EUvsVirus hack mentors

MACHBARSCHAFT – our team



● Team member

● Partners and relevant contacts outside Germany across Europe



Relevant contacts outside Germany

UK	Team members EU hackathon
Netherlands	Colivery / Manuela Greipel
Croatia	Lucija Gudlin
Spain	Manuela Greipel
Greece	Ioanna Elabd
Spain Lanzarote	Manuela Greipel
Norwegen	Manuela Greipel
Schweiz	Manuela Greipel
Österreich	Manuela Greipel
Frankreich	Manuela Greipel
England	Manuela Greipel
Estland	Manuela Greipel
Kirgistan	Manuela Greipel
Italien	Manuela Greipel
Dänemark/Färöer	Manuela Greipel

STAGES >>>		Thinking of helping	>	Finds website	>	Registers an account	>	Gets a notification	>	Calls person	>	Picks up items	>	Arrives at person's house	>	Delivers items	>	Collects payment	>	Transaction complete	>	Recommends to others
DOING	Who is James?	<ul style="list-style-type: none"> * Married, no children * Full-time job working at the University * Has a car * On a local whatsapp group, wants to help more * Uses social media, etc. for work and fun * Lives in a small city 	<ul style="list-style-type: none"> * Looks at social media * Google search 	<ul style="list-style-type: none"> * Navigating website 	<ul style="list-style-type: none"> * Enter details 	<ul style="list-style-type: none"> * Opens phone app * Looks at request * Accepts request * Gets details 	<ul style="list-style-type: none"> * Get phone number from app and phone person * Register on app that I have called and can fulfil request 	<ul style="list-style-type: none"> * Goes to shops * Buy items on list * Call person again as some items not available, check what else they want instead * Mark on app that I have all items 	<ul style="list-style-type: none"> * Go to person's house * Try to let the person know I have arrived 	<ul style="list-style-type: none"> * Take items to person 	<ul style="list-style-type: none"> * Receive cash * Give any change or * Receive cheque * Say "don't worry about the money" 	<ul style="list-style-type: none"> * Register payment on app 	<ul style="list-style-type: none"> * Mark request as finished on app * Give feedback on app 	<ul style="list-style-type: none"> * Share completed request on social media (anonymised for person I helped) 								
THINKING																						
FEELING																						
METRICS																						
BLOCKERS TO SUCCESS																						
OPPORTUNITIES TO IMPROVE																						
EXPERIENCE (Customer Survey Results)																						

Business Plan (TBC)

MACHBARSCHAFT

1. Introduction MACHBARSCHAFT

MACHBARSCHAFT connects millions without Internet access or competence with people in their neighborhood who are willing to provide their help in a way that combines the analogue world with smart digital technology.

The world stays at home. - What sounds comfortable is a huge challenge for society.

Neighbourhood assistance is an important element for cohesion and the maintenance of a new everyday life in a state of emergency during Covid-19 crisis.

Many neighbourhood assistance services already organise themselves efficiently and effectively online. But especially those who are at risk and need help most urgently are not reached by this. Every 9th household in Europe does not have any Internet access and there are more, who are not capable to effectively navigate through the Internet, to download apps and seek support online. To get through the next few months, we need a strong and persistent solution that can reach older people without Internet access or expertise.

We want to achieve this by combining existing technologies (telephone) with new technologies (bot, AI, apps). We are developing a telephone service that older people and other risk groups can easily call to place their needs. A bot receives the telephone call and uses Artificial Intelligence to create a request, which we then feed into an app. In the app, there are volunteer neighbors who are motivated to help and accept the request. From shopping, to picking up medication or other things for daily life. This way, MACHBARSCHAFT adds to growing our society stronger together.

2. Strategy

a. Vision, Mission and Strategic Goals

The vision describes the high goal or the desirable state in the far future.

Vision	The supply of all people in need is secured.
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The mission describes the purpose of MACHBARSCHAFT to realize the vision.

Mission	We connect needy people of the risk group without internet competence with digital-affine helpers from the neighbourhood in order to guarantee the supply of the needy.
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Strategic goals are long-term goals that make it tangible whether we are fulfilling our mission.

Goal 1: Offer Help	People without Internet access or internet skills are comparatively often in the risk group for severe Covid-19 courses of the disease. The isolation ensures that they do not become infected. We would like to make it easier for them to access everyday necessities (shopping errands) by accepting their requests for help by telephone and referring them to motivated helpers using our Apps.
Goal 2: Connect Neighbours over Generations	Older people in particular are assigned to the risk group. We bring them together with young people with an affinity for the Internet. In most cases, the assistance will lead to personal contact between two people from a close geographical region (neighbourhood). In this way we want to strengthen contact and dialogue between the generations and make neighbours of different generations acquainted with each other.
Goal 3: Qualification	By creating a use case for artificial intelligence, we are offering our technical team members the opportunity to get to grips with this technology and expand their expertise. In this way, we want to positively influence Europe as a location for innovation.
Goal 4: Sustainability of the Solution	The eruption of Covid-19 called the initiative MACHBARSCHAFT to life. But we believe there are other uses for our service. We want MACHBARSCHAFT to be used for neighborhood assistance beyond the Covid-19 pandemic. According to the needs we want to expand the service.
Goal 5: Transferability of the Solution	We want to develop an innovative technology that can be used outside MACHBARSCHAFT and thus positively influence the lives of as many people as possible. We aim to develop our technical solution in such a way that we can make it available to other non-profit organisations in a meaningful way.

b. Monitoring the achievement of objectives

We use the following key figures/milestones to track the achievement of our goals.

Goal 1: Offer Help	<ul style="list-style-type: none"> - Number of successful matches (in a period) - Proportion of successful matches = Number of successful matches / Number of requests for help - Number of verified helpers
Goal 2: Connect Neighbours over Generations	<ul style="list-style-type: none"> - Proximity of residence
Goal 3: Qualification	<ul style="list-style-type: none"> - Number of technical team members working on our solution (per year)

Goal 4: Sustainability of the Solution	- Number of use cases for which MACHBARSCHAFT offers its service
Goal 5: Transferability of the Solution	- Publication as open source for other non-profit organizations - Number of institutions / associations that use parts of our technical solution

c. Target Groups

Persona 1: The Person Seeking Help

Detailed description of persona 1 and his/her Customer Journey:

https://docs.google.com/spreadsheets/d/1a_QXSc0nRoszi7A499CxuFdS8677SRAM7wC0l_Btgo0/edit#gid=0

Persona 2: The Helper

https://docs.google.com/spreadsheets/d/1hfJ9G0xxHUUeXW9OO6INCO8lbBhztq6BcPtb0-b8s_Y/edit#gid=0

d. Roadmap

Roadmap: Complete Overview

Our roadmap breaks down the strategic goals into tactical milestones. It is divided into three phases: Launch, Scale, Expand.

Launch:

- Includes all necessary activities up to the market launch, where we make our solution accessible for the first time.

Scale:

- Scaling of the number of users: Establish a stable network of people seeking help and helpers to guarantee the area-wide use and fulfilment of requests for help.
- Enhance stability and performance of the technical solution, fixing of bugs.
- Publish the solution as a PaaS open source solution.

Expand:

- Extend functional scope: Expand additional needs / customer journeys in the form of features.
- Administration, sustainable continuation of the app
- Expansion strategy

The below table gives a comprehensive overview of the major tasks identified for each step. We are currently working on stage **Launch**. Our **status** is given in different colors.

green = done

yellow = in progress, soon expected done

red = outstanding

Launch	Scale	Expand
<ul style="list-style-type: none"> - Build: <ul style="list-style-type: none"> - Bot ✓ - Android app ✓ - iOS App ✓ - Backend ✓ - Telephone hotline ✓ - Testing: <ul style="list-style-type: none"> - Setting up of a test management process ✓ - Team testing and defect resolution ✓ - Crowd testing and defect resolution ✓ - Liability/Data security: <ul style="list-style-type: none"> - Clarification and compliance with basic data protection guidelines ✓ - Establishment of a form of organisation (e.g. e.V. or gUG) ✓ - Network: <ul style="list-style-type: none"> - Expansion of the team and network with the necessary know-how ✓ (continuous task) - Identification of partnerships and synergies ✓ - Cooperation with partners ✓ - Marketing: <ul style="list-style-type: none"> - Description of Personas ✓ - Surveying the people in need to understand the target group and consider findings for technical solution ✓ 	<ul style="list-style-type: none"> - Stabilization of the technical solution - Improvement of performance and user experience - Development of users of both target groups with targeted marketing within the pilot region - Gradual expansion into other geographical regions with the aim of achieving nationwide (Germany) and international (European) coverage - Successful completion of requests for assistance - Growing number of placements → Providing proof of concept (the solution is good and accepted) - Improvement of the website, possibly extension of the browser solution - Adapting the team to the challenges of the new phase, shifting resources 	<ul style="list-style-type: none"> - Regular operation: management of the existing solution - Nationwide coverage - Extension of the functionality - Enhancing the sustainability of the concept (post-Corona) - Adapting the team to the challenges of the new phase, shifting resources

<ul style="list-style-type: none"> - Development of a marketing strategy ✓ - Operative marketing: social media ✓ (continuous task) - Operative marketing: offline ✓ (continuous task) <p>- Costs/Funding:</p> <ul style="list-style-type: none"> - Determination of all expected costs ✓ - Application for subsidies for cost recovery and further expansion in the scale and expand phases ✓ (continuous task) <p>- Go to Market:</p> <ul style="list-style-type: none"> - Decision for a geographic pilot region for Go Live within Europe and detailed geographic expansion strategy ✓ - Successful placement of Apps in the Appstore, Google Playstore ✓ - Successful "Go Live": First downloads of the Apps; the help for first calls is covered ✓ 		
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Roadmap: Go to Market

As a result of the different interviews we led with experts and groups, which offer a similar solution as MACHBARSCHAFT, we learned, that the target group of the needy is more difficult to reach and motivate for participation, than the target group of the helper.

In addition, there are many local groups out there offering a similar solution with a classical call service.

The first step for getting a foot into the market is therefore, to **digitize these existing local groups** with our solution. We will offer them to forward any calls on their phone number to our bot and thus increase efficiency and costs for them.

In the next step we will grow geographically from the local group into the wider geographical area. This will result in many spots on the map which will gradually grow together.

Please find a more detailed Go to Market strategy here:
https://docs.google.com/document/d/1WTbv_CqAuzrPs2iv76IE7QNkm7MfUNE9ON2R6n_n2fw/edit

Roadmap: Geographic Expansion

It is the ambition to make MACHBARSCHAFT available to target groups throughout Europe. Nevertheless, this must not be at the expense of those seeking help: The highest priority must be to match all requests for help with a helper so that no urgent request for help cannot be met.

This requires a geographic expansion strategy in three steps instead of making the solution available immediately in all regions. The geographic expansion will happen along the three phases described above: Launch, Scale, Expand.

Launch	Scale	Expand
<ul style="list-style-type: none">- Digitization of a small number of existing non-profit groups with similar service offerings (buying food, running errands) organized with a telephone service	<ul style="list-style-type: none">- Grow customer base from existing locations- Digitizing more existing groups- Starting to establish service in a small number of additional cities / towns with personal connections of the team	<ul style="list-style-type: none">- Grow customer base from existing locations- Offer service in urban (dense city) areas with close proximity between the needy and helpers- Continuous growth into less urban areas

As a requirement for development, the user must be notified in the app and on the telephone hotline if he wants to use the service outside these regions. The functionality must be limited to the respective region.

In chapter "Networking and Partnerships", please find our international connections across Europe.

Roadmap: Zoom In Phase 1: Launch

A Gantt chart shows the most critical activities of the various departments on a time axis:
https://drive.google.com/open?id=15705OnFhWE3o7fs9HPwGZG7q_wN0zmgi

e. Proof of Concept

With the launch of the solution, the proof of concept for MACHBARSCHAFT will be brought. A few weeks after the launch of the app and telephone hotline it will become clear how well the concept is accepted. If the concept is not well accepted, it has to be analysed whether this can be achieved by adapting the model. If this does not seem achievable or if adjustments to the model do not prove successful either, it should be considered whether the MACHBARSCHAFT project should be scrapped in its existing form.

The team can then devote itself to topics that are more successfully accepted.

The following objectives should help to make the success of the launch measurable.

Key Figure	Target Value	When to Measure	Achieved?
No. of Downloads of Android / iOS App	50 000	after 60 days	
No. of Verified App Users	3 000	after 60 days	
No. of Successful Matches	300	after 60 days	
Proportion of Successful Referrals	95%	after 60 days	

f. Risks and Measures

Identified Risk	Measures
Legal risks of operating internationally: - Varying legal requirements - Data security - Hacks - Contracts	
Technical defects	
Lack of financial subsidies or unexpected costs	
Zusätzliche Katastrophen (Erdbeben Kroatien während Corona)	
Skalierungsrisiken	
Spontaneous departure of important team colleagues	

Exploitation of the non-profit status	
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g. Market Players

Analysis of other market players - competitors and ecosystem:

https://docs.google.com/spreadsheets/d/1oqMEdYAWF07yUGVfIloRSX28ZNT_KaulaCud2EWNI5E/edit#gid=0

3. Budget planning

a. Costs

Personal Costs (approx.):

8 persons (Tech) à 13h/week for 6 months 167,2 T € = 2496 h = 416 h/month
+ 4 persons (nonTech) à 8h/week for 6 months = 57,6 T € = 768 h = 128 h/month
marketing/pr, fundraising, networking, management
about 75 €/hour gross

b. Funding

MACHBARSCHAFT is in the process of establishing a registered association as a corporate form. As planned, this is represented by a close board of directors and supplemented by an extended board of directors as a decision-making level. Further members should be entitled to vote. A chairman of the board is being considered and a management board is planned. For the call for subsidies, an additional Gbr with shareholders and a management is planned to be founded next week.

4. Marketing, PR, Public Relations, Branding

a. Marketing Strategy

Target Group 1: NGOs, Civil Societies, Existing Initiatives

Target Group 2: The Person Seeking Help

Idea collection **marketing activities** for the care recipients:

<https://docs.google.com/document/d/1HwDB0YfrhTyEdCOuB48sZaQhm8wAIDm7qEXudvY2GWA/edit>

We conducted a **survey** among the first target group in order to gain a better understanding of their needs and to gather some feedback to our solution:

https://docs.google.com/spreadsheets/d/1NCzzy21ljOakPlb6EN-zB2UEiADFsJ1KKHSuPyw_Kxc/edit#gid=0

Target Group 3: The Helper

This target group will be mostly tackled with social media marketing. They are the digital-affine group.

Detailed **social media** marketing plan:

https://docs.google.com/spreadsheets/d/1BztOmSImLELMnyeGEHr6VqeY1Fn9_Cp_5PaFaTyNwGA/edit?usp=drive_webuid=102639375327615511523

a. Marketing Strategy

MACHBARSCHAFT uses a combination of B2B and B2C approach. B2B is particularly important to reach the final target groups with the aid of already existing and care providing community services, civil society organizations, NGO's etc.

B2C	care recipient		volunteers
where do they get information from?	- main characteristic: does not use internet	- elderly	- main characteristic: wants to support vulnerable group and frequently uses internet
		- poor	- people not belonging to risk group, most probably between 14-50 y.o.
		- internet illiterate	- using the internet
		- language barrier	- using social media
		- frequent contact with children/ grand-children	- having a variety of professions
how do we reach	probable common grounds: - social welfare offices - community services	probable common grounds: - social media (each platform is different for each age group)	

them?	<ul style="list-style-type: none"> - doctors offices - hospitals - pharmacies - churches, communities - bakeries - supermarkets - TV, radio, local newspaper, magazines, 	
B2B	NGOs	<ul style="list-style-type: none"> - NGOs, citizens society groups/ initiatives that already established contact with care recipients and/ or helpers
	health care	<ul style="list-style-type: none"> - doctors offices, hospitals, etc. - nursing care/ physiotherapist outpatient
	public authorities	<ul style="list-style-type: none"> - local authorities
		<ul style="list-style-type: none"> - national authorities <ul style="list-style-type: none"> - spreading information
	industrial partners	<ul style="list-style-type: none"> - telephone services <ul style="list-style-type: none"> - e.g. calling potential care recipients

b. PR and Public Relations

List of press interviews:

<https://docs.google.com/spreadsheets/d/1rbSGKXNTeqaYK-oDRN5tFVOztsm6n4iTkbTLP8KFVbA/edit#gid=0>

List of press articles about MACHBARSCHAFT:

https://docs.google.com/document/d/13Ef_gcwTm9Op-ZNWHJD5PWTdd9-Cmx4fflyhp56LN5s/edit

Press one pager:

<https://drive.google.com/drive/folders/1XIYyPIKtLjdhRzL6j80ycGVZSX9B5tnq>

c. Branding

Folder with logo and other branding material:

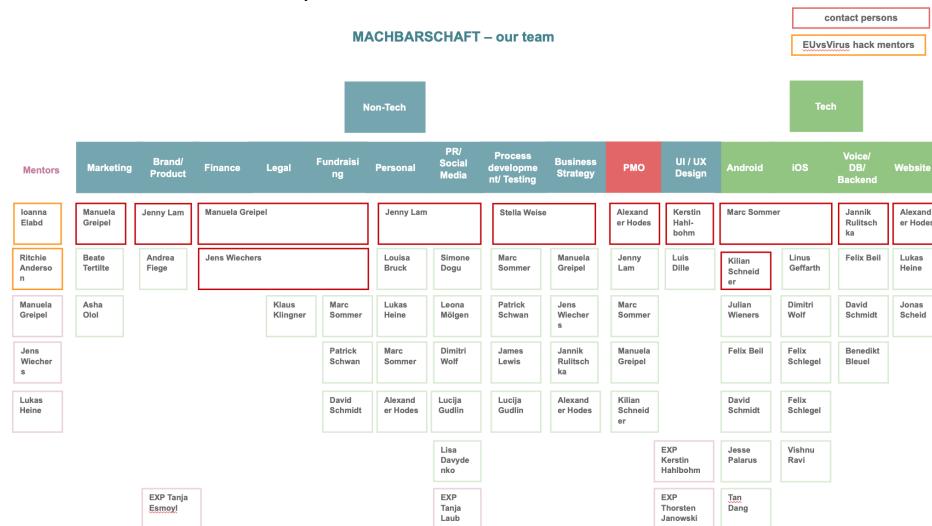
https://drive.google.com/drive/folders/1ZdWn02X43xyLMLKJjH0x3N_KJnbMKMz

5. Team and Personnel Planning

a. Current Team Structure

This document shows the current team structure and is always kept up to date:
https://drive.google.com/open?id=1-lyeo49TLZ_ynkxTLJvm54BOXi7iP9-v

Team structure as of 26th April 2020:



b. Personnel Demand

Additional demand of personnel is planned here:

<https://drive.google.com/open?id=1CfjcyOU9Om2p26Nj0WqhkReXs0mh9z4YJyWyVI6hdQ>

Kommentiert [1]: Ist ja eher ein internes Arbeitsdokument und zum Teil ggf zu ungenau, weiß nicht ob wir das an der Stelle wirklich verlinken sollten

6. Networking and Partnerships

a. Partnerships

Overview of partnerships/cooperation with other initiatives:

https://drive.google.com/open?id=1pAxy9RTFo_UKQL1ovQFhPsb9THDiOrwe

Kommentiert [2]: Wollen wir das bewusst deutschsprachig verlinken oder noch übersetzen?

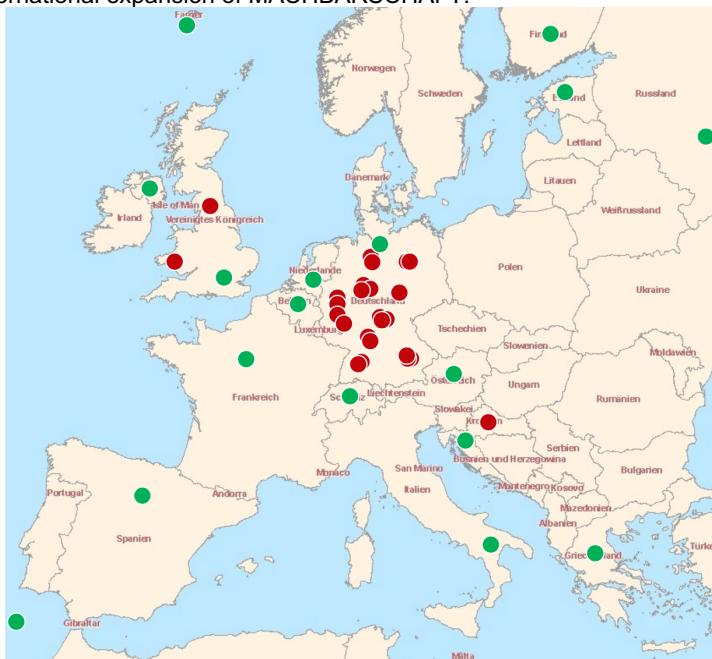
b. Network as Basis for International Expansion

Overview of team members' locations and contacts in other countries:

https://docs.google.com/presentation/d/1gYyatY2yIJPC2qjQ-4t3Ihu_83TF55Ss/edit#slide=id.p1

Current overview of relevant team connections outside Germany in Europe, which can be useful for the international expansion of MACHBARSCHAFT:

- Team member
- Partners and relevant contacts outside Germany across Europe



Kommentiert [3]: das haben wir ja als Team nicht ausgefüllt und wirkt eher zufällig/nicht ausführlich begründet, wieso konkret die jeweiligen Länder expansionsfähig, finde deshalb, dass wir das weglassen sollten

Go2Market Strategy of MACHBARSCHAFT (TBC)

Contents

1. Business Case
2. Market Strategy
3. Marketing Strategy
4. Onboarding Support
5. Success Metrics
6. Ongoing budget and resources needed

1. Business Case

- why launching now?
- what do we hope to gain?
- specific, concise, honest

During the COVID-19 crisis, over 8 million people over 60 years of age in Germany are completely excluded from all digital neighbourhood assistance due to lack of internet access. MACHBARSCHAFT aims to provide an innovative solution to solve this issue.

Those who are not digital are cut off. There are 8 million people over the age of 60 living in Germany who do not have access to the Internet or do not have Internet skills. This endangers their provision, especially in times of the COVID 19 crisis, as this age group belongs to the main risk group. Currently, neighbourhood assistance is essential for the survival of society. However, the organisation of neighbourhood assistance is mostly digital, from which many millions of older people are completely excluded. This results in a threatening gap in care, which urgently needs to be closed. We will continue to pursue this mission beyond the pandemic in the long term.

Please add general idea :

- sustainable relationship with “clients” → we will continue offer our platform beyond the COVID 19 crisis! J
- market size numbers in Germany (more than 8 million people without internet access + unknown number of internet illiterates) and in EU J

2. Market Strategy

- **Value Prop:** *what makes us different from competition?*
 - purely non-profit, to empower community
- **positioning:**
- **messaging:** *3 pain points we solve for users*

- **sales & supporting materials:** what ressources, tools do we need to sell the product
- **Customer Journey:** how many steps? start: when/ how do they hear about us? end: how do we collect feedback from them to optimize our product
 - customer journey of care recipient:
https://drive.google.com/drive/folders/15dKt_kudoZ-qZTEkpY5XALM2JsINn_ul → richtigen Hyperlink machen
 - customer journey of helper: to be done
 - customer journey of NGOs/ civil organizations etc.: to be done
- **Personas:** WHO uses our product? max. 3
 - what are their specific characteristics & behaviours?
 -
 - material can be found in the pdf file of James in Haufen Channel!
 - werde später eine Folie daraus nehmen und hübsch machen J
- **Use cases:** how will those people use the product? how can you help them imagine a life that is better because they are a customer of yours?

Jennys Notizen vom Call, aus dem Business Plan hier rüber kopiert:

Combine what is mission/ what is vision:

OUR KEY:

we use a hybrid analog and digital approach to connect humans

human and human contact to those that need it

vulnerable groups

- AI/ smart
- hybrid approach of analog and digital
- we connect human to human contact through our solution successfully

[Notes about DevPost

DevPost = Pitch deck

- what is our project about
- why is it important to solve this problem? SAY NUMBERS
- what makes us different/ special
- Team: profile, skills set
- strategic partners
- channels
 - (e.g. partners, media, advertisement, **community services**... special places where our target groups go (there we can communicate them via these locations))
- onboarding concept
 - e.g. already existing organizations
- think of how to make people invest in us

using Bullets!

3. Marketing Strategy

target groups divided into segments to find out, how to reach them

B2C	care recipient <ul style="list-style-type: none"> - main characteristic: does not use internet 		volunteers <ul style="list-style-type: none"> - main characteristic: wants to support vulnerable group and frequently uses internet
	where do they get information from? <ul style="list-style-type: none"> - elderly 	<ul style="list-style-type: none"> - people not belonging to risk group, most probably between 14-50 y.o. 	
	<ul style="list-style-type: none"> - poor 	<ul style="list-style-type: none"> - using the internet 	
	<ul style="list-style-type: none"> - internet illiterate 	<ul style="list-style-type: none"> - using social media 	
	<ul style="list-style-type: none"> - language barrier 	<ul style="list-style-type: none"> - having a variety of professions 	
	<ul style="list-style-type: none"> - frequent contact with children/ grand-children 	<ul style="list-style-type: none"> - pupils, students, professionals 	
how do we reach them?	probable common grounds: <ul style="list-style-type: none"> - social welfare offices - community services - doctors offices - hospitals - pharmacies - churches, communities - bakeries - supermarkets - TV, radio, local newspaper, magazines, 		probable common grounds: <ul style="list-style-type: none"> - social media (each platform is different for each age group)
B2B	NGOs	<ul style="list-style-type: none"> - NGOs, citizens society groups/ initiatives that already established contact with care recipients and/ or helpers 	
	health care	<ul style="list-style-type: none"> - doctors offices, hospitals, etc. - nursing care/ physiotherapist outpatient 	
	public authorities	<ul style="list-style-type: none"> - local authorities 	
		<ul style="list-style-type: none"> - national authorities - spreading information 	
	industrial partners	<ul style="list-style-type: none"> - telephone services - e.g. calling potential care recipients 	

4. Onboarding Support

Tools:

- how will clients know how to use us?
- care recipients:
 - explanation on flyers, TV etc.
 - re-explanation on our hotline
- helpers:
 - explanation on Social Media/ flyers
 - App: introduction

Retention strategy:

- how will we keep our clients?
- how do we measure this? (e.g. number of requests, app downloads, requests completed, any upgrades?)

5. Decide on success metrics

What is the main purpose of this new product and how will you know if it is a success?

Every go to market strategy needs a success metric—something you can look at and judge whether or not your product is doing what you wanted it to do. As we've written before, these metrics should be:

- Meaningful: Is it tied to a specific business goal that most people can agree on?
- Measurable: Is there a number attached to it or some way to quantify the results?
- Operational: Will you be able to quickly see the effects of your changes?
- Motivational: Is it something you and your team want to work on?

6. Ongoing budget and resources needed

- accelerate the process of completing the technical features
- expand marketing → international Marketing Strategy
- Optimize Monitoring/Testing
- Set up international project management
- Country marketing strategy
- Multilingual product development
- Resource buffer for peak loads
- free budget for material resources and running costs
- Personnel costs
- Scaling within Germany
- Scaling EU-wide:
 - Networking in economy, institutions and politics

- Partnership with authorities and institutions
- Cooperations
- Resources
- Organisational Structures
- Technical adaptation in the partner countries
- additional monitoring/testing optimized for the respective country
- Legal advice per country
- Resources on site + sponsors with direct contacts
- Process Acceleration
- Increasing resources

#EUvsVirus challenge

can you hack it?

