



Business Support Programme Plan - Summary -



Introduction

This report presents an overview of the TITAN Business Support Programme, a key initiative within the TITAN project, funded under the Horizon Europe framework (topic HORIZON-CL6-2021-FARM2FORK-01-17; Grant agreement ID: 101060739). The TITAN BSP is designed to foster innovation and growth in the Agri-Tech and Food-Tech sectors by providing targeted support to relevant stakeholders through a structured and impactful training programme.

This document offers a detailed overview of the TITAN Business Support Programme presenting its overall structure, objectives and syllabus structured around four focus topics:

- i. Financial Management,**
- ii. Marketing & Promotion,**
- iii. International Collaboration & Brand image,**
- iv. Intellectual Property.**

The document also elaborates on the Mentoring Programme concept designed to empower participants, driving innovation and sustainability in the Agri-Tech and Food-Tech industries. Moreover, the experienced and dedicated mentors from Foodscale Hub are presented in Section 3.

Legal Disclaimer

This document is issued within the framework of and for the purpose of the TITAN project. This project has received funding from the European Union's Horizon Europe Framework Programme, through the Research Executive Agency (REA) under the powers delegated by the European Commission and under Grant Agreement No. 101060739.

Views and opinions expressed are however those of the author only and do not necessarily reflect those of the European Union or of the Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

This document and its content are the property of the TITAN Consortium. All rights relevant to this document are determined by the applicable laws. Access to this document does not grant any right or license on the document or its contents. This document or its contents are not to be used or treated in any manner inconsistent with the rights or interests of the TITAN Consortium or the Partners detriment and are not to be disclosed externally without prior written consent from the TITAN Partners. Each TITAN Partner may use this document in conformity with the TITAN Consortium Grant Agreement provisions.

Table of Contents

Section 1:

What You Need to Know About the TITAN Business Support Programme (BSP).....3

Section 2:

The TITAN Business Support Programme Training Offer..... 4

Training syllabus in TITAN Business Support Programme..... 5

Section 3:

The TITAN Mentoring Programme.....17

Mentoring Programme benefits.....19



Section 1: What You Need to Know About the TITAN Business Support Programme (BSP)

Foodscale Hub (FSH) has designed a comprehensive BSP for internal and external pilots with the objective to offer business support and guidance for exploitation and sustainability of pilot results through the implementation of various training cycles covering the most important focus topics related to business and management – Financial management, Marketing and promotion, International collaboration and Brand image as well as Intellectual Property (IP) and Intellectual Property Rights (IPR). The TITAN BSP Support Programme is structured around three main cycles, namely MUST DO, COULD DO AND SHOULD DO, each with a specific objective, timeline and expected impact. The figure below illustrates the programme structure.



I. Paving the ground (Cycle 1 - MUST DO) – The subjects covered in this cycle of the TITAN BSP focus on providing a comprehensive outline of the European business environment tackling issues from a financial, legal and intellectual property perspective. The duration of Cycle 1 is 3 months with 4 training sessions.

II. Demonstrating the concept (Cycle 2 – SHOULD DO) – This cycle is structured around solution development, product development and go-to-market strategies building on the knowledge gained in the MUST DO cycle. The duration of Cycle 2 is 20 months for internal pilots and 12 months for external pilots with 8 training sessions for each pilot group.

III. Scaling up (Cycle 3 – COULD DO) – In the last cycle personalized assistance in the form of coaching, expert advice, guidance, and mentorship is to be provided regarding product alignment, sales acceleration, pitch upgrade, exploration of fundraising opportunities, and targeted introductions to industry leaders: brands, retailers, manufacturers. The duration of Cycle 3 is 3 months both for internal and external pilots.

The overall objective of the TITAN BSP is to support SMEs and startups in Food-Tech and Agri-Tech in driving innovation in food sustainability, transparency, and safety through scale up, refinement of business models, and new market entry.

Target groups: The external pilots will receive support as subgrantees in the TITAN Open Call through mandatory participation in the TITAN BSP. The Programme is structured to provide support during the pilots' timeline. The reporting and pilot progress are strongly linked to TITAN BSP cycles since upon the completion of each cycle, the selected subgrantees will submit a relevant deliverable to the TITAN consortium and receive the respective payment instalments, upon positive review of the deliverables.

Section 2: The TITAN Business Support Programme Training Offer

| No | FOCUS TOPIC | OBJECTIVES | TRAINING SESSION | CYCLE |
|---------------|---|---|--|-----------|
| 1. |  Financial Management | Cycle 1 objective: Develop financial literacy among Food-Tech and Agri-Tech entrepreneurs, focusing on budgeting, cash flow management, and financial forecasting. | Optimizing your access to capital: investors, grants, or crowdfunding | Cycle 1 |
| | | Cycle 2 objective: Offer guidance on accessing funding, investment opportunities, and financial resources specific to the Food-Tech and Agri-Tech sectors. | An essential guide to break-even analysis: improving SME bottom line Income on paper vs. Cash in hand | Cycle 2 |
| | | Cycle 3 objective: Provide mentoring support in developing sustainable financial models and strategies tailored to the unique needs of internal and external pilots. | Mentoring Programme | Cycle 3 |
| 2. |  Marketing & Promotion | Cycle 1 objective: Improve knowledge on developing marketing strategies that resonate with the unique characteristics of Food-Tech and Agri-Tech products and services. | Visibility marketing strategies: what is growth hacking and how it can help your company | Cycle 1 |
| | | Cycle 2 objective: Present tips and tricks on implementing promotional campaigns, events, and PR strategies to increase visibility and consumer engagement. | How to create and deliver a compelling investor pitch deck? Minimum Viable Product (MVP) – From idea to product | Cycle 2 |
| | | Cycle 3 objective: Provide guidance on digital marketing and content creation to effectively communicate the value of products in these sectors. | Mentoring Programme | Cycle 3 |
| 3. |  International Collaboration & Brand image | Cycle 1 objective: Facilitate market analysis and entry strategies for international expansion in Food-Tech and Agri-Tech. | Internationalisation aspects and networking | Cycle 1 |
| | | Cycle 2 objective: Help businesses establish a strong brand image, positioning, and differentiation strategies in global markets. | Why investor brand matters & how to make it work for you? Global growth of food-tech SMEs – From export promotion to internationalisation | Cycle 2 |
| | | Cycle 3 objective: Support in building networks, partnerships, and collaborations on an international scale to foster growth and market presence. | Mentoring Programme | Cycle 3 |
| 4. |  Intellectual Property | Cycle 1 objective: Educate businesses on Intellectual Property Rights (IPR) and its importance for business development and growth as well as types of IPR like patents, trademarks, copyrights etc. in protecting innovations. | Importance of IP for SMEs | Cycle 1 |
| | | Cycle 2 objective: Assist in the identification, assessment, and protection of intellectual property within Food-Tech and Agri-Tech innovations. | IP Assessment IPR & Software: IP protection for AI-devised inventions | Cycle 2 |
| | | Cycle 3 objective: Guide businesses in navigating licensing, partnerships, and collaborations related to IP within the Food-Tech and Agri-Tech industry. | Mentoring Programme | Cycle 3 |
| TOTAL: | | | | 12 |

Training syllabus in TITAN Business Support Programme

#1 Training session: OPTIMIZING YOUR ACCESS TO CAPITAL

| | |
|-----------------------------|---|
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | Financial management |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: June – August 2023 (in Cycle 1) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups, and micro-companies in the food sector engaged within the TITAN project as internal and external pilots |
| Learning objective | To increase participants' knowledge on basic principles and concepts used in financial management to form a clear understanding how to ensure access to capital, choose the right sources of funding that fit the needs of the entity, get familiar with the requirements, associated risks and timeframes for each source of funding. |
| Topics to be covered | <ul style="list-style-type: none"> ▪ Basics and importance of financial management, ▪ Financing vs investing, ▪ Three most important financial statements, ▪ Traditional sources of funding, ▪ Modern sources of funding. |
| Key takeaways | <p>When participants complete this training, they will be able to:</p> <ul style="list-style-type: none"> ✓ Identify investment needs, ✓ Create and manage budgets, ✓ Make informed financial decisions to enhance the overall financial health and sustainability of their organisations, ✓ Navigate between the different public and private sources of funding, ✓ Explore traditional avenues for securing funding and understand the pros and cons associated with traditional funding sources, ✓ Identify the funding type best suited for the organisations' needs, ✓ Align financing choices with the strategic goals and growth objectives of the business, ✓ Make informed decisions about the mix of debt and equity financing, ✓ Recognise the need for agility in responding to market dynamics. |

#2 Training session: **AN ESSENTIAL GUIDE TO BREAK-EVEN ANALYSIS: IMPROVING SME BOTTOM LINE**

| | |
|-----------------------------|---|
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | Financial management |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: September 2023 – April 2025 (in Cycle 2) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups, and micro-companies in the food sector engaged within the TITAN project as internal and external pilots |
| Learning objective | To enable participants to master the principles and application of break-even analysis, empowering them to enhance the financial performance of their organisations. |
| Topics to be covered | <ul style="list-style-type: none"> ▪ The basics of break-even analysis, ▪ Types of SME costs, ▪ Revenue and pricing, ▪ The break-even graph, ▪ The break-even formula. |
| Key takeaways | <p>When participants complete this training, they will be able to:</p> <ul style="list-style-type: none"> ✓ Understand the core concept and purpose of break-even analysis as a financial tool for SMEs, ✓ Develop a clear understanding of the SME's cost structure, ✓ Differentiate between fixed and variable costs, ✓ Gain insights into effective revenue generation and pricing strategies for SMEs, ✓ Recognise key points on the break-even graph, ✓ Apply the formula to determine the break-even point and assess profitability, ✓ Leverage break-even analysis insights for strategic decision-making and identify opportunities for cost reduction or revenue enhancement, ✓ Use break-even analysis as a tool to assess the financial health and viability of the SME, ✓ Integrate the break-even analysis into proactive financial planning and decision making. |

#3 Training session: **INCOME ON PAPER VS. CASH IN HAND**

| | |
|-----------------------------|---|
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | Financial management |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: September 2023 – April 2025 (in Cycle 2) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups, and micro-companies in the food sector engaged within the TITAN project as internal and external pilots |
| Learning objective | To enable participants to distinguish and understand the critical differences between income reported on financial statements (income on paper) and actual cash received or available for use (cash in hand), emphasizing the implications for financial decision-making and liquidity management. |
| Topics to be covered | <ul style="list-style-type: none"> ▪ Document your cashflow, ▪ On budget but out of cash, ▪ Profitable but broke, ▪ Seasonal fluctuations, ▪ Unanticipated expenses, ▪ Negotiate terms with vendors, ▪ Marketing/ Sales correlation, ▪ Even good customers can make late payments, ▪ Growing too fast, ▪ Buffer zones. |
| Key takeaways | <p>When participants complete this training, they will be able to:</p> <ul style="list-style-type: none"> ✓ Understand the scenario of being on budget but facing a shortage of cash, highlighting the significance of liquidity management, ✓ Recognize the distinction between profitability and liquidity, ✓ Develop skills in dealing with unexpected expenses and seasonal fluctuations, emphasizing the need for contingency planning, ✓ Understand the importance of negotiating favourable payment terms, ✓ Explore the correlation between marketing and sales activities and their impact on cash flow, emphasizing the need for aligned strategies, ✓ Recognize the challenges associated with rapid business growth, ✓ Understand the delicate balance between investing in growth opportunities and maintaining adequate cash reserves for stability. |

#4 Training session:

VISIBILITY MARKETING STRATEGIES - WHAT IS GROWTH HACKING AND HOW IT CAN HELP YOUR BIOBASED COMPANY?

| | |
|-----------------------------|--|
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | Marketing and promotion |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: June – August 2023 (in Cycle 1) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups, and micro-companies in the food sector engaged within the TITAN project as internal and external pilots |
| Learning objective | To ensure a thorough understanding among participants about growth hacking as a visibility marketing strategy and acquire actionable insights and skills to implement effective growth hacking techniques tailored to the specific needs of their organisations, ultimately driving increased visibility and sustainable business growth. |
| Topics to be covered | <ul style="list-style-type: none">▪ The growth processes and exponential growth,▪ How can growth hacking help your business?▪ Growth team, skills, and expenses,▪ Techniques you can already use to start growth hacking,▪ Prerequisites of an effective growth,▪ Engines of growth,▪ The growth hacking method,▪ Growth Fundamentals (Demand, traffic, models & content),▪ Inbound vs. Outbound marketing. |
| Key takeaways | When participants complete this training, they will be able to: <ul style="list-style-type: none">✓ Understand the importance of using data to inform strategies,✓ Prioritize understanding and meeting the needs of the target audience,✓ Embrace a culture of continuous testing and experimentation,✓ Value leveraging various channels for customer acquisition,✓ Differentiate between inbound and outbound marketing approaches, understanding when and how each strategy can be effectively employed to drive growth. |

| #5 Training session: | HOW TO CREATE AND DELIVER A COMPELLING INVESTOR PITCH DECK? |
|----------------------|---|
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | Marketing and promotion |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: September 2023 – April 2025 (in Cycle 2) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups, and micro-companies in the food sector engaged within the TITAN project as internal and external pilots |
| Learning objective | To equip participants with the skills and knowledge to effectively create and deliver a compelling investor pitch deck, encompassing key elements such as content structuring, storytelling, and visual presentation techniques. |
| Topics to be covered | <ul style="list-style-type: none"> ▪ Pitching basics, ▪ How to turn heads? ▪ The golden formula for structuring a pitch, ▪ Pitching DOs, ▪ Pitching DON'Ts, ▪ Pitching tips & tricks, ▪ Non-verbal communication, ▪ Pitching online, ▪ Handling feedback. |
| Key takeaways | <p>When participants complete this training, they will be able to:</p> <ul style="list-style-type: none"> ✓ Grasp the fundamental principles of effective pitching, ✓ Learn strategies to capture attention and make a lasting impression, exploring techniques to engage and resonate with the audience, ✓ Understand the essential elements and sequence for structuring a successful pitch, incorporating key components to convey a clear and persuasive message, ✓ Gain insights into best practices for pitching and identify common pitfalls and mistakes to avoid during a pitch, ✓ Understand the importance of non-verbal communication in pitching, ✓ Adapt pitching skills to the online environment, ✓ Develop skills to effectively receive and respond to feedback, fostering a constructive and adaptable approach to refining pitch delivery. |

| #6 Training session: | MINIMUM VIABLE PRODUCT (MVP) – FROM IDEA TO PRODUCT |
|-----------------------------|--|
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | Marketing and promotion |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: September 2023 – April 2025 (in Cycle 2) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups, and micro-companies in the food sector engaged within the TITAN project as internal and external pilots |
| Learning objective | To equip participants with the knowledge and skills to successfully navigate the development process from ideation to the creation of a Minimum Viable Product (MVP) while understanding the core principles and methodologies essential for efficient and iterative product development. |
| Topics to be covered | <ul style="list-style-type: none"> ▪ Problem: Who are your customers? What are their problems? How important those problems are? ▪ Market & Customers: How many users do you have? How does the market beat, its size, and your focus area? What makes you different than others? ▪ Solution & Technology: How it makes users happy? How does it work? What are unique specifications? ▪ 7 Ps marketing mix, ▪ The Business Model Canvas, ▪ Customer development, ▪ Minimum Viable Product (MVP), ▪ Innovation accounting, ▪ Pivoting strategies. |
| Key takeaways | <p>When participants complete this training, they will be able to:</p> <ul style="list-style-type: none"> ✓ Understand customers, evaluate market dynamics, customer base, and market size, ✓ Understand and apply the 7 Ps marketing mix, ✓ Gain proficiency in creating and assessing business models, ✓ Develop a Minimum Viable Product (MVP) and use the concept of innovation accounting, ✓ Explore various pivot strategies, providing tools to adapt and refine the product strategy based on market feedback and changing conditions. |

| | |
|-----------------------------|--|
| #7 Training session: | INTERNATIONALISATION ASPECTS & NETWORKING |
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | International collaboration and brand image |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: June – August 2023 (in Cycle 1) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups, and micro-companies in the food sector engaged within the TITAN project as internal and external pilots |
| Learning objective | To increase participants' understanding of key internationalization aspects and develop practical networking skills, empowering them to navigate global markets, establish valuable connections, and effectively contribute to the international growth and success of their business. |
| Topics to be covered | <ul style="list-style-type: none"> ▪ Building a strategy toward a pipeline of grant/ equity/ debt opportunities, ▪ Project application – Constant iteration process, ▪ Horizon Europe Programme, applications, clusters, and pillars, ▪ European Innovation Council - Pathfinder Open/ Challenges, Accelerator, Women Leadership Programme, EU Innovation Fund, ▪ EIP-AGRI, EIT Food Accelerator Network, ▪ FSTP Open Calls. |
| Key takeaways | <p>When participants complete this training, they will be able to:</p> <ul style="list-style-type: none"> ✓ Recognize the significance of building a network for business expansion in the European landscape, ✓ Learn how to strategically identify and connect with key stakeholders, partners, and influencers in international markets, ✓ Comprehend SME support options in the European entrepreneurial environment, ✓ Identify important European Union programmes, initiatives, and funding opportunities, ✓ Learn about financial support to third parties in current EU funded projects. |

| | |
|-----------------------------|--|
| #8 Training session: | WHY INVESTOR BRAND MATTERS & HOW TO MAKE IT WORK FOR YOU |
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | International collaboration and brand image |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: September 2023 – April 2025 (in Cycle 2) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups and micro-companies in the food sector engaged within the TITAN project as internal and external pilots. |
| Learning objective | To increase participants' understanding of the significance of an investor brand and acquire practical skills to effectively cultivate and leverage their investor brand for enhanced credibility, trust, and successful financial outcomes. |
| Topics to be covered | <ul style="list-style-type: none"> ▪ Brand identity principles and elements, ▪ Strategic brand management, ▪ Core elements of a brand positioning statement, ▪ Life Cycle Assessment (LCA), ▪ Business development cycle, ▪ Importance of branding, ▪ Consumer price perceptions, ▪ Marketing channels of consumer products, ▪ Marketing channels strategy, ▪ Impact assessment of marketing communications. |
| Key takeaways | <p>When participants complete this training, they will be able to:</p> <ul style="list-style-type: none"> ✓ Recognize that a well-defined brand enhances recognition, differentiation, and trust among consumers, ✓ Understand the importance of maintaining consistency in branding across various touchpoints, ✓ Embrace consistent messaging, visual identity, and brand values as a positive influence on customer perception and loyalty, ✓ Understand the direct correlation between a strong brand and business performance, ✓ Explore how effective branding strategies can drive customer acquisition, retention, and advocacy, ultimately impacting revenue and market share. |

| #9 Training session: | GLOBAL GROWTH OF FOOD-TECH SMEs – FROM EXPORT PROMOTION TO INTERNATIONALISATION |
|----------------------|---|
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | International collaboration and brand image |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: September 2023 – April 2025 (in Cycle 2) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups, and micro-companies in the food sector engaged within the TITAN project as internal and external pilots |
| Learning objective | To equip participants with the knowledge and skills necessary to facilitate the transition of food-tech SMEs from export promotion to internationalization, encompassing strategic market entry and adaptation to diverse global markets. |
| Topics to be covered | <ul style="list-style-type: none"> ▪ Introduction to Food-Tech SMEs, ▪ Challenges in exporting, ▪ Internationalization vs. Export promotion, ▪ Adapting products and marketing for international markets, ▪ Market Entry Strategies, ▪ Building international partnerships, ▪ Digital transformation for global reach, ▪ Case studies and success stories, ▪ Interactive Group Discussion. |
| Key takeaways | <p>When participants complete this training, they will be able to:</p> <ul style="list-style-type: none"> ✓ Understand the importance of a proactive approach in expanding global market presence, ✓ Learn how to adapt products, marketing, and business operations to diverse international markets, ✓ Explore various market entry strategies, such as direct exports, partnerships, licensing, franchising, and establishing subsidiaries, ✓ Understand the role of digital technologies in global expansion, ✓ Learn effective ways to build international partnerships, ✓ Gain practical insights into the challenges and best practices of internationalization. |

| | |
|------------------------------|--|
| #10 Training session: | IMPORTANCE OF IP FOR SMEs |
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | Intellectual Property |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: June – August 2023 (in Cycle 1) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups, and micro-companies in the food sector engaged within the TITAN project as internal and external pilots |
| Learning objective | To help participants grasp the critical importance of intellectual property (IP) for SMEs, gaining the knowledge and tools necessary to identify, protect, and leverage their intellectual assets for strategic business success. |
| Topics to be covered | <ul style="list-style-type: none"> ▪ Reasons to register IPRs, ▪ How can IP affect your business? ▪ Benefits of IPR for your business, ▪ How to protect innovation? ▪ Integration of IP into business planning, ▪ Areas of IP strategy focus, ▪ Strategic values of protected IP, ▪ Different routes to value creation, ▪ How should startups and SMEs think about IP? ▪ SME case studies. |
| Key takeaways | <p>When participants complete this training, they will be able to:</p> <ul style="list-style-type: none"> ✓ Take a proactive approach in placing the IP strategy in the centre of the pre-launch business strategy, ✓ Seek advice in ensuring that the IP strategy is tailored to the needs of the business and its goals, ✓ Understand the competitive advantage for SMEs with protected IP, ✓ Effectively manage IP in terms of strategic partnerships, collaborations, or licensing agreements, ✓ Demonstrate a commitment to long-term sustainability as they are better equipped to navigate challenges and capitalize on IPR. |

| | |
|------------------------------|---|
| #11 Training session: | IP ASSESSMENT |
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | Intellectual Property |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: September 2023 – April 2025 (in Cycle 2) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups, and micro-companies in the food sector engaged within the TITAN project as internal and external pilots |
| Learning objective | To help participants grasp the importance of conducting IP assessments, encompassing a nuanced understanding of the differences between invention and innovation, the rationale behind IP assessments, and practical applications involving and tools for IP assessment. |
| Topics to be covered | <ul style="list-style-type: none"> ▪ The difference between invention and innovation, ▪ The reasoning behind the IP assessment, ▪ Categories addressed in the assessment of a new technology, ▪ Challenges related to performing IP assessment, ▪ Introduction to the IP Score tool for evaluation of patents, technologies, and research projects. |
| Key takeaways | <p>When participants complete this training, they will be able to:</p> <ul style="list-style-type: none"> ✓ Understand the fundamental differences between invention and innovation, ✓ Grasp the importance of IP assessments in safeguarding and maximizing the value of innovations, ✓ Explore the various categories integral to assessing IP in new technologies, ✓ Identify and navigate common challenges associated with IP assessments, ✓ Identify the benefits of using the IP Score tool¹, ✓ Develop the ability to make informed decisions regarding IP, ✓ Learn how to seamlessly integrate IP assessment into overall innovation strategies. |

| | |
|------------------------------|--|
| #12 Training session: | IPR & SOFTWARE: IP PROTECTION FOR AI-DEvised INVENTIONS |
| Responsible partner | Foodscale Hub (FSH) |
| Focus topic | Intellectual Property |
| TITAN BSP Cycle | Cycle 1 or Cycle 2 |
| Provision means | Webinar - live and in real-time Recording of the training, presentation, and training material accessible to participants on the project's repository after the training session |
| Type | Lecture by one or more experts |
| Language | English |
| Provisional date | Internal pilots: September 2023 – April 2025 (in Cycle 2) External pilots: March 2024 – April 2025 (in Cycle 1 or 2) |
| Duration | 60 minutes (45 min lecture + 15 min Q&A session) |
| Speaker(s) | FSH experts |
| Target groups | SMEs, scale-ups, and micro-companies in the food sector engaged within the TITAN project as internal and external pilots |
| Learning objective | To enable participants to understand and implement effective intellectual property protection strategies specific to AI-devised inventions in the realm of software, ensuring comprehensive safeguarding of innovative technologies. |
| Topics to be covered | <ul style="list-style-type: none"> ▪ Why and how to protect software? ▪ European AI Act as the main regulatory framework for AI protection in Europe, ▪ Different ways of protecting AI innovations (Data Rights and Ownership, Database Rights, Contractual Rights and Patent Rights), ▪ The Guidelines for examination of AI in the EPO (European Patent Office), ▪ Claiming AI-related inventions. |
| Key takeaways | <p>When participants complete this training, they will be able to:</p> <ul style="list-style-type: none"> ✓ Understand the importance of protecting software and the various legal mechanisms available for safeguarding IP in the software domain, ✓ Understand the European AI Act as a pivotal regulatory framework for the protection of AI in Europe, ✓ Explore different methods of protecting AI innovations, including considerations of data rights, ownership, database rights, contractual rights, and patent rights, ✓ Understand the criteria and processes for patenting AI-related inventions outlined in the Guidelines for the Examination of AI at the European Patent Office (EPO), ✓ Comply with the requirements for claiming AI-related inventions in patent applications, considering the nuances and requirements specified by intellectual property authorities. |

Section 3: The TITAN Mentoring Programme

The Mentoring Programme – A process in which mentorship support (i.e., guidance, coaching, expert advice etc.) is provided by mentors on a mentee’s topic of choice. The Programme is structured around mentoring sessions between mentors and mentees cherishing the mentoring spirit including support provision, creation of networking opportunities and mutual respect between all parties involved. The Programme is delivered in Cycle 3 of the TITAN BSP entitled “COULD DO”.

The Mentor – A mentor is an expert in one of the focus topics of the TITAN BSP, i.e., in financial management, marketing and promotion, international collaboration and brand image, and intellectual property. The mentor will provide guidance, advice, and support to mentees through building a mentorship relationship established to help the mentees develop their skills, knowledge, and professional network. The mentors, drawing on their own experiences and expertise, offer insights into the industry, share valuable lessons, and provide constructive feedback.

The Mentee - A mentee actively participates in the mentorship relationship to enhance his/her skills, knowledge, and professional development. Mentees are employees in the Food-Tech and Agri-Tech SMEs and startups implementing internal pilots together with the ones involved in external pilots and chosen on the TITAN Open Call. The mentees initiate the mentorship relationship by seeking out a mentor through the Cycle 3 of the TITAN BSP.

The Co-ordinator – The Co-ordinator follows each mentoring pair, manages administrative procedures, and documents mentoring hours. Also, he/she collects feedback from both mentors and mentees after mentoring sessions and prepares comprehensive reports. The Co-ordinator acts as a first point of contact for all parties involved and introduces them to their rights and responsibilities envisaged by the Programme.



*“Better than a thousand days of diligent study is one day with a great mentor.”
Japanese Proverb*

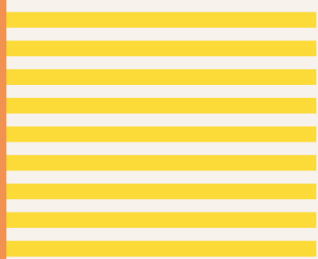


Areas of mentor expertise

| No. | Areas of Expertise | |
|-----|---|---|
| 1 | Entrepreneurship & Venture Launching | <ul style="list-style-type: none"> • Business idea validation & Market research • Business model development • Go-to-market strategy & Scaling |
| 2 | Finance, Accounting & Economics | <ul style="list-style-type: none"> • Financial planning & Budgeting • Accounting principles & Financial reporting • Financial analysis & Investment strategies |
| 3 | Communication, Media, & Marketing | <ul style="list-style-type: none"> • Branding & Messaging strategy • Digital marketing & Social media • Public relations & Media management |
| 4 | Intellectual Property Rights & Management | <ul style="list-style-type: none"> • Types of Intellectual Property & Protection strategies • IP valuation & Commercialization • IP management & Enforcement |
| 5 | Project Management | <ul style="list-style-type: none"> • Project planning & Scope management • Risk management & Resource allocation • Project implementation, monitoring, reporting |
| 6 | Research & Development | <ul style="list-style-type: none"> • R&D strategy & Innovation management • R&D process & Resource management • Market integration & Commercialization |



“Mentoring is a brain to pick, an ear to listen, and a push in the right direction.”
John Crosby



TITAN



**Co-funded by
the European Union**

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them. Project number 101060739.

Project funded by



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**



**UK Research
and Innovation**

This project has received funding from UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee grant numbers 10042327 (Cardiff University), 10040501 (Queens University Belfast), and 10042327 (University of Surrey).