



**Berytech**  
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## WP3

Training and support services to eco-innovative textile and clothing entrepreneurs



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## Content

- 01** Incubation
- 02** Access to Finance
- 03** Access to Market
- 04** Way Forward

## 01 Capacity Building

ACHIEVEMENTS



**200**

Startups



**5**

Days Training

ACHIEVED

**+143**

Startups

**72%**

Women

**+141**

Hours

**80%**

Youth





## STRENGTHS

- The switchers methodology
- Products, services and markets were fixed and clarified for each entrepreneur.
- Network of green entrepreneurs created.

## WEAKNESSES

- Big number of sessions which led to losing the commitment.
- The platform.
- Online dimension and COVID limitations.
- Different levels of startups, customization not possible.

## LESSONS LEARNED

- A hybrid training model is the best to keep entrepreneurs engaged.
- Always include one on one sessions or smaller group sessions to help entrepreneurs apply the learnings directly on their ideas.
- Schedule constant follow up on progress.
- The topics tackled became essentials in any new venture.



## 01 Incubation

ACHIEVEMENTS



20

Entrepreneurs



7

Months incubation

ACHIEVED

19

Startups

78%

Women

+180

Hours

92%

Youth





## STRENGTHS

- Tailored support based on the needs.
- Support of experienced mentors.
- First time success for Prato Textile Museum!

## WEAKNESSES

- technical assistance wasn't paired with a money grant.
- Long duration for theoretical trainings.

## LESSONS LEARNED

- Consider an info session (preferably in person) and constant follow up on progress.
- Share the reporting templates from the beginning and schedule milestones.
- The most valuable startups assets is the people



## 02 Access To Finance

Access to Finance to Eco-Innovative Textile and Clothing Entrepreneurs in the Mediterranean



35

Ventures



10

Days Training



9

Pitching & Matchmaking  
events with investors

43

Ventures

21

Weeks Training

11

Pitching & Matchmaking  
events with investors

ACHIEVEMENTS



## Investment Competition:

- 6 startups gathered in one place with 12 investors (role players)
- Digital platform for investors that had fake USD 500,000 / investor to invest in the startups
- USD 4,940,000 were raised and several investors were interested in investing real money and providing mentorship to the startups





Project funded by the  
EUROPEAN UNION



REGIONE AUTÒNOMA DE SARDIGNA  
REGIONE AUTONOMA DELLA SARDEGNA

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#STANDUp



## STRENGTHS

- Pitching activities = applied knowledge for startups and discovery of new startups for investors.
- Engaging expert, good material, high commitment.
- Presenting alternatives for entrepreneurs to finance their project.
- The engagement with potential investors.

## WEAKNESSES

- Include more one on one follow up on financial documents of the startups.
- Investment in some countries is very difficult.
- Keep the engagement between the investors and startups post-pitch.

## LESSONS LEARNED

- The A2F training is crucial for every program - putting the entrepreneurs in front of investors is a big learning experience even if they are not ready for investment yet.
- The necessity to support to young start-ups to move in the area of funding to enter an established market.
- Necessity to create a network of investors.



## 03 Access to Market – Soft Landing

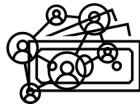
Soft-landing scheme connecting Southern and Northern Med target countries

### ACHIEVEMENTS



18

Startups



€80K

Business  
Meetings

Business Meetings with:

- ✓ Potential Buyers
- ✓ Sellers – Resellers
- ✓ Pop-up stores - Designers
- ✓ Legal Advisors
- ✓ Business Consultants





## SOFT-LANDING OF FTMP STARTUPS



Destination: IFEMA Madrid



Startups: Ohoskin, miniMO, Neloo, Zerow



Time: Feb. 2- Feb 5, 2023



IFEMA is a unique space for fashion, footwear and accessories professionals to present and discover new collections, trends, brands and business opportunities.

## Access to Market – Marketing services

Startups receiving different services from a Marketing agency to promote their startup and increase their revenues



17

Ventures



16,000 EUR

Marketing & visibility vouchers  
for all partner countries



5

Marketing &  
branding services



- ✓ Website Design and Development
- ✓ Ads Strategy
- ✓ Social Media Management & Content Strategy
- ✓ Marketing Audit and Plan
- ✓ Brand Strategy & Planning - Branding Design Development



OHOSKIN IS THE FIRST MADE IN ITALY, BIO-BASED  
MATERIAL ALTERNATIVE TO LUXURY LEATHER  
MADE WITH ORANGES AND CACTUSES.

SHOWCASE

### Impact of marketing services:

-  • Increased brand awareness which converted into sales
-  • Better Reach its target audience
- On the way to be a leading brand in the sustainable fashion



industry in Italy



## STRENGTHS

- The activity allows a wide range of services.
- Meeting stakeholders and startups with similar activities and profiles moving in foreign markets.
- Exploring new markets is very beneficial for the expansion of the ventures.
- The tracking process (pre-travel and post travel reporting documents and feedback forms).
- The needs assessment process to set objectives was respected in the full process.
- High engagement and excitement.
- Tangible impact on sales after receiving marketing services.

## WEAKNESSES

- Difficult admin process.
- Difficulties in organizing a valid and effective agenda of commitments for all startups.
- Low budget and delays in granting approval from the JTS to non-eligible territories.
- Very low level of responsiveness and engagement for the marketing services.

## LESSONS LEARNED

- Always consider a tracking process.
- Sign a support service agreement with each startup to ensure commitment and alignment on trip objectives.
- Engage startups with the chosen H.O. from the beginning to discuss the agenda and ensure alignment on needs and trip objectives
- Suggest a list of international H.O. in the selected field and eligible territories.
- Select fairs and create a great stand for ENI CBC MED Projects with multiple green projects.
- Create a branding for green ENI CBC MED ventures.
- open to a greater number of European areas to increase the possibilities of exchange and experiences.















STAND Up!

PARTNERS STATUS

|   | <br>Incubation | <br>Access to Finance | <br>Access to Market |
|---|---|--|---|
|    | ✓   | ✓  | —   |
|    | ✓   | ✓  | July 23<br>—  |
|    |   |  |   |
|   | ✓   | ✓  | ✓   |
|  | ✓   | ✓  | Sep 23<br>—   |
|  | —   | —  | ✓   |



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## WAY FORWARD

- Soft-Landing activity management.
- Share success stories through the capitalization plan.
- How to leverage on this WP to build for future programs in textile and fashion sector.



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Thank you!