



BLOCK START

D5.10: Outreach Plans

11/2019



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RE	Restricted to a group specified by the consortium (including the EC Services)	
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1	Bright Development Studio, S.A.	BRPX	PT
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Executive Summary

This report is comprised of the following chapters:

- Chapter 1 provides the strategic context for planning and delivering our outreach activities at the regional, national and pan-European-scale. This chapter introduces the inbound marketing methodology and its ethos of attracting, converting, closing and delighting the audience. Finally, here we offer an in-depth overview of the project's target groups and their journey through BlockStart over time;
- Chapter 2 The second chapter offers an overview of tools, channels, and activities. BlockStart channel mix is introduced, consisting of a dynamic newsroom section and social media content, influencer/ PR outreach, as well as in-person marketing.
- Chapter 3 In this chapter, we discuss timing and schedule. A collaborative activity calendar will be introduced, for both digital and in-person communication. This is to allow for flexibility to the schedule and provide opportunities for real-time engagement with our audience and key stakeholders.
- Chapter 4 This chapter addresses monitoring and ongoing evaluation of the Public Outreach Plan's efficiency. The chapter introduces a governance/oversight model for the coordination of BlockStart communication activities and offers an overview of partners' responsibilities. Moreover, this chapter describes a framework for measuring progress (KPIs) related to communications, engagement with European SMEs, policy makers, investors and other stakeholders from the blockchain/ DLT space, and the advocacy of BlockStart brand.

Strategy

1.1 Methodology

BlockStart's public outreach activities will rely on the core principles of growth hacking. The main idea is to put our key stakeholders at the center of an ecosystem they actually need – an immersive and focused blockchain partnership program.

Basic definitions of adopted methodologies and how they are going to be applied to our communication, growth hacking and ecosystem building activities are given below:

Growth hacking¹ – Identification of the most efficient ways to fuel growth through the usage of analytical, inexpensive, creative, and innovative methods. Growth hacking, as it is applied to BlockStart, involves experimenting with different tools, channels, activities through validation and iterative cycles to identify the most efficient ways to reach and engage key stakeholders. It will also ensure that market challenges are captured and acted upon.

Content marketing² – “The strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.” In the same way, BlockStart content will be designed and customized to attract, engage, delight our key stakeholders.

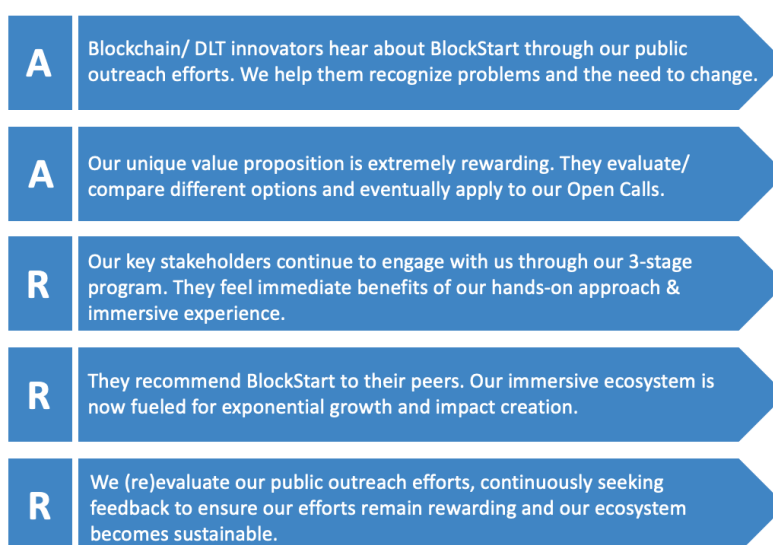
AARRR funnel/ framework (Pirate metrics)³ – Stands for Acquisition, Activation, Retention, Referral and Revenue (see figure below) and to understanding the targeted stakeholders, their journey and, based on all abovementioned, to optimize the marketing funnel as well as setting valuable and actionable metric goals for the business. As the AARRR is a part of Growth Hacking, within BlockStart it is used as a central metric system for the classification of BlockStart content marketing activities, appropriate channels for the distribution of it and successful acceptance of the BlockStart's value proposition. Moreover, all KPI's will be distributed in accordance to these stages of the funnel diagram.

¹ <https://growthhackers.com/about/sean-ellis>

² <https://contentmarketinginstitute.com/what-is-content-marketing/>

³ <http://theleanstartup.com/principles>

Figure 1 BlockStart - AARRR funnel



1.1.1 Approach

BlockStart approach to public outreach, community building and engagement starts with outlining key activities and dependencies that should be taken into consideration to grow the impact of our communication, growth hacking and ecosystem building activities.

The following table lists a set of activities and associated questions to be discussed in the following chapters.

Figure 2 BlockStart - Key public outreach activities & questions

Activity	Critical questions	Chapter
Targeting	Who is our target audience? What is our message?	1
Methods	How are we going to reach that audience?	2
Content Development	What types of content does our audience find relevant?	
Timing	When is the right time to reach our target audience?	
Evaluation	How effective are our public outreach efforts?	

To bring together blockchain/ DLT ecosystem players, SMEs from the three target sectors, as well as other actors (e.g. policy makers), to promote networking among them, but also raise deeper understanding on the benefits of the dynamics of our program, best practices of inbound marketing will be adopted. The inbound methodology will put BlockStart in front of its stakeholders at the moment when they are actually looking for what BlockStart has to offer – a market-oriented blockchain/ DLT fuelled innovation ecosystem.

Unlike the outbound thinking which focuses on outputs (how many press releases and how much coverage), inbound looks at the bottom line and measures impact. Inbound is about them (i.e. our key stakeholders).

Inbound marketing, as it is applied to BlockStart, involves strategic planning, content development, distribution across the most meaningful channels available, including online, print, and in-person, as well as metrics for the various stages of the BlockStart growth funnel.

The overall purpose of our inbound marketing efforts will be to attract and engage relevant stakeholders, as well as to maintain and accelerate their interest in BlockStart. Each type of activities will be aimed at reaching one or more of the above levels across the different audiences through the tools, channels and activities described in Chapter 2.

1.2 Principles

In order to achieve more meaningful interactions with different target groups, a set of principles has been adopted and oriented towards the long-term sustainability of the project:

- Long-term relationship building and earning trust. BlockStart will build industry respect and recognition, as well as cultivate trust in its ecosystem by leveraging hands-on expertise and thought leadership to market our main offerings to key ecosystem players;
- Personalized, multi-channel communication. BlockStart will enhance interactions and foster closer links with its targeted audiences with by delivering relevant and personalized messages, across various touch points of identified ecosystem stakeholders;
- Empowerment. BlockStart will interact with its target audiences in a mutually beneficial environment, empowering the members of its ecosystem to bypass obstacles in their Blockchain/ DLT fuelled transformation journey and go-to-market success.

1.3 Objectives

In order to ensure compliance to objectives proposed and the respective KPIs, our communication, growth hacking and ecosystem building activities aim to promote the BlockStart partnership program and engage a vast audience, while addressing the pain points that are pertinent to them. More specifically, this strategy aims to:

Figure 3 BlockStart - Objectives of public outreach activities

O1	Attract a sufficient number of industry-leading innovators (blockchain/ DLT developers, startups/ SMEs...) as well as SMEs adopters from across the continent to join the BlockStart Partnership Program.
O2	Present to potential BlockStart beneficiaries the importance of obtaining access to cutting-edge go-to-market support, tailored business training services, and funding.
O3	Highlight the importance of piloting, testing and experimentation with novel blockchain/ DLT based products and services and business models in an environment that is heavy on collaboration.

O4	Raise the awareness of a wide range of stakeholders, locally, regionally, and internationally, of the role of BlockStart in increasing the competitiveness of existing industries through blockchain/ DLT adoption, but also additional business creation.
O5	Ensure proper know-how exchange among BlockStart partners.
O6	Deliver clear and tangible benefits of BlockStart to DLT developers, startups/ SMEs and stakeholders across the blockchain/ DLT space through a set of awareness-raising actions, going further from traditional communication activities.
O7	Support the organization of a range of events inside the BlockStart ecosystem (e.g. Ideation kick-off, webinars, workshops etc.)
O8	Develop networks and liaison with innovation intermediaries, ongoing blockchain/ DLT focused initiatives, to share resources and maximize impact.
O9	To support the development and maintenance of the official project's website throughout the project lifecycle.

1.4 Segmentation, Targeting, Positioning

1.4.1 Open Call(s) Strategy

With respect to Open Calls, the POS starts by outlining the following:

- What? Promotional activities based on sound online content strategy that complements offline activities at national, regional, pan-European level
- Who? F6S with strong support from all BlockStart partners in terms of distributing prepared content, and making their channels available;
- When? Nov. 2019 – Feb. 2020. (and along

Public outreach activities during this period have one major goal: attract a sufficient number of applicants to apply to BlockStart Open Calls.

Channels to be used include: social media, advertising on Facebook and LinkedIn, web magazines and web portals, blogging campaign, partners' networks (both online and offline), Newsletters; their usage is described in the following chapter.

The ultimate goal is to position BlockStart as a go-to-place for high potential, market oriented blockchain/ DLT powered products, services, and business models across fintech, ICT and retail.

1.4.1.1 Direction of Themes and Topics of Communication in relation to BlockStart Open Calls:

The following is an indicative list of themes/ topics to be addressed to trigger the sense of urgency for BlockStart, raise awareness for the necessity of blockchain/ DLT adoption across industries and urge key stakeholders to apply to our Open Calls.

Attract

- What's a blockchain partnership program? How does it really work? Is this a smart path to take for your startup?
- Is BlockStart right for my startup? The ultimate guide to Blockchain Partnership Program
- Why do blockchain/ DLT innovators choose to work with BlockStart?

Convert

- 12 Reasons you should join BlockStart to take your blockchain-tech to the next level
- 10 Reasons why you are ready to join a blockchain partnership program
- 5 signs your startup is perfect for a blockchain partnership program

Close

- What does joining BlockStart mean?
- What should you know before joining BlockStart?
- BlockStart as a gateway to future customers

Delight

- 5 ways blockchain technology can fuel your business
- Want to better connect with your customers? Consider BlockStart
- How developers and users can get more out of blockchain and other DLTs?
- BlockStart Spotlight: Lessons from the Ideation kick-off

2 Channels, Tools, Activities

2.1 Visual identity

The goal here is to conceptualize our overall values into visual and digital communication and deliver a strong and coherent visual identity through different touch points, from the BlockStart website to social media. Our visual identity is a complete language that, when expressed consistently over time, communicates our values and attitude, establishes our voice and builds an emotional connection with our audiences. It is a concise, digestible and coherent package.

In order to build a distinctive, stand out visual identity for BlockStart (M1-M3), the following needs were emphasized:

- Quality, reliability, efficiency and agility: bring the aesthetic appeal to our (digital) presence, communicate with diverse audience, tell compelling stories;
- Uniqueness and differentiation: bring a cutting-edge character to every aspect of the BlockStart ecosystem;

2.1.1 The use of the EU emblem

The BlockStart logo will be present on all materials related to communication, together with the EU emblem, a direct statement on the funding source and the Grant Agreement number (as shown in figure below).

Figure 4 Standard funding source non-disclosure text and European emblem



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 828853.

For more information regarding the EU emblem and EU visual identity please consult the latest version of the official online manuals⁴ provided by the EU.

2.1.2 Logo

Bold, modern, and abstract, the chosen logo (shown below) is based around a series of squares interplaying horizontally and vertically in various harmonizing shades: BlockStart ensures a harmonious access and a streamlined path to strategic partners, industry experts, top-tier customers and follow-on investors.

Figure 5 BlockStart logo



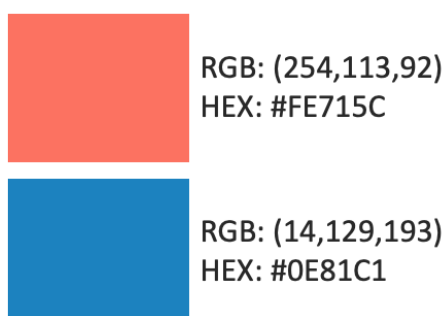
2.1.3 Color palette

At BlockStart, we believed that the color of our logo should not be left to chance or picked solely because it looked good aesthetically. When we looked at the psychology of color, we learned that vivid blue and sunset orange are the colors of honesty, quality, competence, trust, reliability, and integrity.

These were all important adjectives that reflected the type of ecosystem and community we wanted to create and our focus group testing (i.e. the consortium members), comparing different colors, supported our thinking.

As a result, we picked the two colors below:

Figure 6 BlockStart color palette: vivid blue & sunset orange



⁴ https://ec.europa.eu/info/sites/info/files/use-emblem_en.pdf

2.1.4 Templates

BlockStart consortium partners are provided with a Word document template, Word deliverable template and a PowerPoint template to ensure standard format throughout the project lifetime. The templates are made available through the project's Google Drive. Partners should use the BlockStart PowerPoint template when presenting the project and/or its outcomes at internal and external events.

Additional presentations will be designed by the Communication Manager as needed in the frame of project activities.

2.2 BlockStart Channel Mix

BlockStart will segment its communication, growth hacking and ecosystem building activities into three categories – online, offline and in-person.

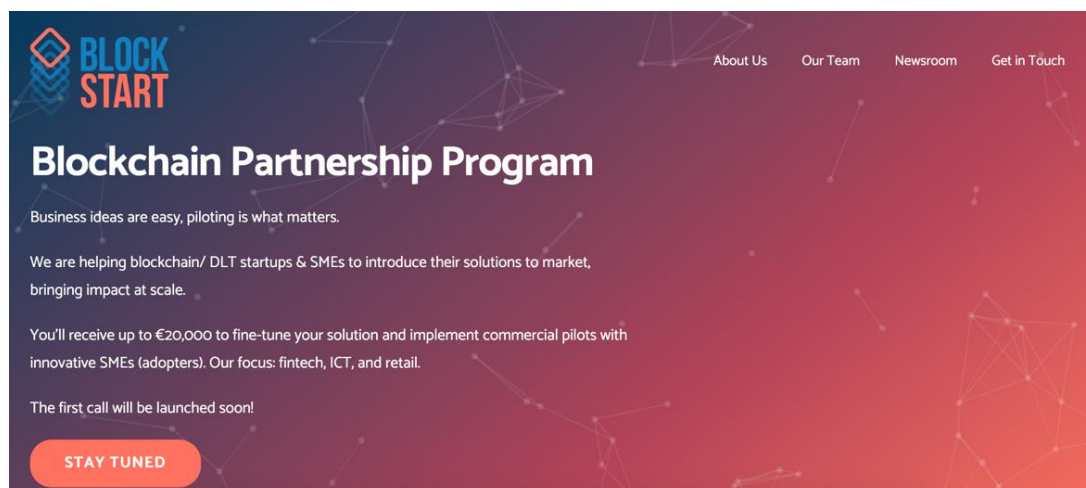
2.2.1 Digital channel promotion

Our digital channels include: BlockStart website, newsroom (i.e. blog & events section), social media, newsletter, F6S. Tools to be used to find, monitor, and respond to mentions on digital channels include Hootsuite⁵, Twitter Search⁶, IfThisThenThat⁷, Buzzsumo⁸, TweetDeck⁹, and more.

2.2.1.1 Website & Newsroom

The BlockStart website (available at blockstart.eu) is enhanced with a content hub, i.e. news & events section. This hub will provide BlockStart with a major opportunity to tap into some of the major concerns that our target groups may have, to boost their awareness, recognition and trust along the way.

Figure 7 BlockStart homepage



⁵ <https://hootsuite.com/>

⁶ <https://twitter.com/search>

⁷ <https://ifttt.com/>

⁸ <https://buzzsumo.com/>

⁹ <https://tweetdeck.twitter.com/>

F6S (WP5 – Impact) is responsible for managing the BlockStart website, while updates of specific thematic content arising from the project (e.g. DLT Assessment Tool) will and should be carried out through direct contribution from the consortium partners.

In order to establish a solid base for safe and smooth website running, the Consortium is set to follow the instructions that are detailed below:

- Update/ change requested through BlockStart Slack channel: a description of the required integration/ change should be given in an attached file in “.docx” format;
- If the integration/change refers to documents or files to be uploaded in the public website, these have to be attached to the message;
- The description should contain a clear distinction of the type of the requested integration/ change, specifying which part(s) of the website need(s) to be changed, providing the link(s) of the webpage(s) to be upgraded;
- The use of abbreviations should be avoided, however, if included, abbreviations have to be made explicit, at least the first time they are quoted in the description of the required integration/ change;
- Events to be integrated in the public calendars have to be sent with all the necessary information (date, title, location, program and link), in order to provide a homogeneous level of details and information content.

The website (in particular, the Newsroom section) will be regularly updated with relevant information on the BlockStart Partnership Program.

2.2.1.2 Types of Content

The overall purpose of our content marketing efforts will be to spur loyalty, build credibility and supports effective communication with our key stakeholders. In this regard, the following types of content will be developed:

Figure 8 BlockStart Types of Content



2.2.1.3 Influencer PR

BlockStart will take our current PR and content marketing efforts to the next level through relationship development and backlinks to reputable and influencing websites. To this end, BlockStart will conduct the following:

- Generate a list of influencers and key contacts BlockStart can reach out to; the list will always be available on BlockStart Google Drive;
- Get familiar with people involved in the content distribution of our target sites, and draft personalized emails and follow-ups to start relevant conversations and explore possibilities for cross-promotion and partnerships;
- Closely monitor traffic referrals and links to blockstart.eu;

Furthermore, a dedicated press kit will be developed for circulation to journalists and tech blogs for coverage(M3). The kit will contain press releases, background information, article suggestions and contact points for interviews.

A number of specialized media channels will be targeted with press kits, based on the master list of communication contacts (available on Google Drive).

2.2.1.4 Social Media & Digital Marketing

There are a variety of reasons why your BlockStart will heavily rely on the use social media marketing. The following is a list of the four most beneficial reasons we have considered:

- Boost brand awareness by driving up engagement (comments, likes, shares and re-posts) and foster genuine conversations with the target audience;
- Improve lead generation (e.g. by hosting live videos);
- Foster lasting relationships with key stakeholders, and:
- Learn from parallel initiatives/ projects, etc.

To ensure the biggest impact, our social media activities will be aligned with our broader communication objectives and values, effectively taking into account the needs of target audience, as well as the nuances between different social media platforms. Moreover, we will seek to demonstrate the personality behind our brand and our unique value proposition. In this regard, BlockStart will emphasize stakeholder engagement and interaction with followers, placing premium on quality over quantity.

Figure 9 BlockStart Social Media Strategy - key things to consider

Key things to consider

- > Always bear in mind **our key stakeholders** and audience,
- > Stick to social platforms that deliver **ROI**
- > Create **unique/ engaging** content
- > Organize a **schedule** for our posts
- > Analyze our **impact & results**

The following rule illustrates a roadmap to help maintain consistency of interactions and messages across BlockStart's social media channels:

- 1/3 of social content will serve to demystify the BlockStart Partnership Program, raise the sense of urgency, and trigger call-to-action (i.e. apply to BlockStart Open Calls);
- 1/3 of social content will be focused on sharing ideas and success stories from top influencers, engineers, and experts in blockchain and the world of DLTs.

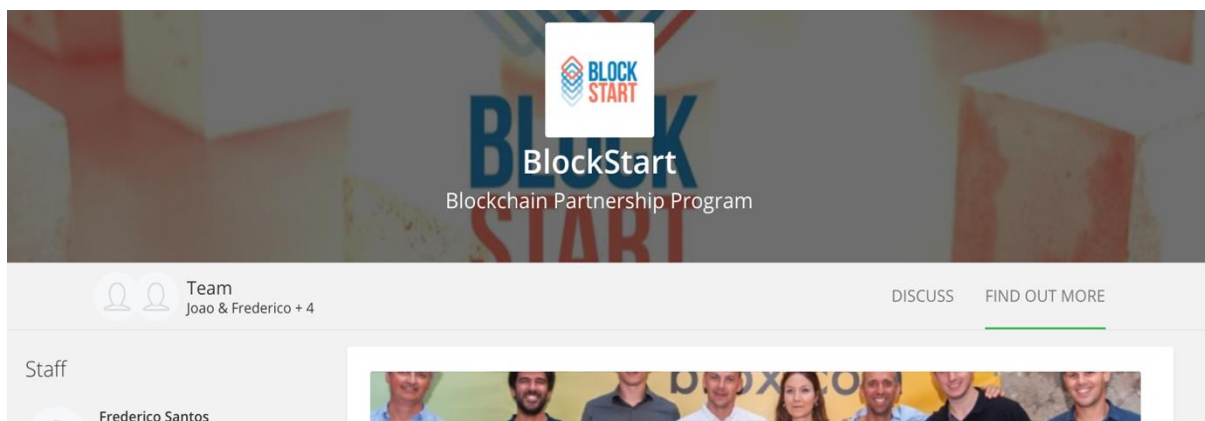
- 1/3 of social content will inspire personal interactions with the audience (e.g. support to potential applicants, Q&A, etc.).

Digital channels to be used are F6S, Telegram, Twitter, LinkedIn, Facebook. BlockStart will present unified branding experience across all social channels (e.g. core values, the promise, mission, vision, the BlockStart advantage).

2.2.1.4.1 F6S

The F6S platform will serve as a focal point for ecosystem building and nurturing. Hyperlinks to the BlockStart F6S networking and Q&A group will be accessible through our website and our social media channels. All official announcements, e.g. press releases, will also include a link to <https://www.f6s.com/blockstart>. Through F6S we will also announce BlockStart events (e.g. webinars).

Figure 10 Blockstart @F6S - networking/ Q&A group

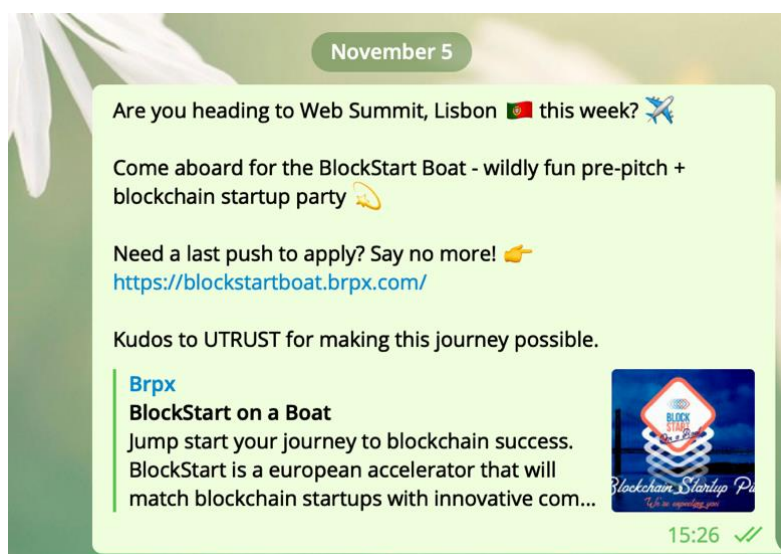


2.2.1.4.2 Telegram

Telegram is the centre of gravity of every blockchain/ DLT community. Telegram groups can have up to 100,000 members each, making it a suitable platform for blockchain projects to communicate to their community. A dedicated group on Telegram (<http://t.me/blockstart>) has been created. The group will give us unmatched exposure to blockchain/ DLT space community (incl. influencers, a venture capital, or a community of evangelists).

On a monthly basis, BlockStart will take advantage of timely topics related to three targeted sectors, and interesting enough to engage target groups by hosting a Telegram group chat. During these chats, but also at other occasions, Telegram will help BlockStart develop a community of thought leaders and a trusted network. We will also explore cross-promotion possibilities with already existing blockchain/ DLT communities (e.g. Blockchers, OriginTrail, etc.)

Figure 11 Pinned post from the BlockStart Telegram group



2.2.1.4.3 Twitter

We have created a Twitter profile that provides high-quality information and key trends on blockchain/ DLT-fuelled innovation and transformation ([@BlockStartEU](#)). Through Twitter, BlockStart aims to generate thought leadership, grow influence and be informative. BlockStart will take advantage of this networking platform to develop a community of industry leading innovators, most notably, DLT developers, startups/ SMEs within the focus sectors, who can benefit from our comprehensive offerings, incl. equity-free funding, market validation, network & community. Trending hashtags relevant for driving BlockStart brand awareness include, but not limited to: #blockchain, #blockchaintech, #investment, #business, #fintech, #invest, #ico, #startups, #h2020, #innovation, #technology, #entrepreneurship, #ict, #fintech, #retail, etc.

Figure 12 BlockStart Twitter – a sample announcement



2.2.1.4.4 LinkedIn

LinkedIn group¹⁰ and page¹¹ have been set up. They are open to all who are interested in learning about our blockchain partnership program. Through LinkedIn, we will strategically engage our audience and encourage them to share their opinions.

Additionally, announcements from the BlockStart ecosystem will be re-posted in the blockchain/ DLT-related LinkedIn groups as well as groups related to fintech, ict, and retail sectors.

2.2.1.4.5 Facebook

A dedicated Facebook page¹² has been created, with the messages being both professional (i.e. speaking in the language of our target groups) and trustworthy, that is, already trusted by industry. With its sophisticated targeting measures, in the context of BlockStart, Facebook represents a massive opportunity for always-on lead generation.

BlockStart will offer different incentives (incl. videos, webinars, etc.), as well as a variety of topics which appeal to a wide range of needs of our identified target groups, to help build our ecosystem.

2.2.1.4.6 Email outreach

In 2017, email marketing has been cited by marketers as one of the most vital digital marketing tools for awareness, acquisition, conversion, and retention (*WordStream, 35 Face-Melting Email Marketing Stats for 2017*). BlockStart will run monthly email campaigns, from M3 onwards, at regular send times, to communicate the essential pieces of information on BlockStart Partnership Program, and news from the BlockStart ecosystem.

Additionally, the newsletter will include value-added content, such as blockchain/ DLT tech news, trends, analysis, and practical advice pulled from the BlockStart Newsroom. In the long run, our value-based approach to email marketing will foster long-lasting trust and engagement with top-notch innovators from the blockchain/ DLT space. To stay engaging and competitive in the inbox, BlockStart will take into account the following:

- Mobile-friendly and responsive email design to help optimize conversions and boost our email-marketing return on investment: Mailchimp, a real-time email marketing automation platform will be used to design and distribute responsive, targeted email campaigns, with enhanced reading experience. Additionally, the platform will facilitate reporting and analytics.
- Putting one-on-one email marketing to work through customization and personalization: The email opt-in form on the BlockStart website will contain custom required fields (e.g. company name, type of company, sector, etc.). The subscriber database will thus contain a variety of data types to create email campaigns, which are more in the context of subscriber interests.
- Multichannel integration: BlockStart will consider opportunities for email marketing automation across the entire lifecycle of end-user engagement. The most important

¹⁰ <https://www.linkedin.com/groups/13760073/>

¹¹ <https://www.linkedin.com/company/51595788/>

¹² <https://www.facebook.com/BlockStartEU/>

BlockStart online marketing channels will be integrated in order to encourage email opt-in or to plan a range of follow-up activities.

To further boost email marketing Return on Investment (ROI), BlockStart partners will be encouraged to forward the newsletter, as appropriate, within their own professional networks. Newsletter archive will list any past issues and will be available for download on the BlockStart website.

2.2.2 Offline communication & marketing

For placement of tech/ social/ environmental achievements and results, BlockStart will also target magazines, periodicals, and newsletters of EU and national associations and networks. Examples include: CORDIS Research.EU Magazine, Horizon: the EU Research & Innovation Magazine, etc.

2.2.2.1 Promotional material

By the time of Open Call 1, diverse types of promotional material will be designed for print (please, see some of the samples below). When possible, this material will also be available in digital form. Partners will be invited to share this promotional material on every suitable occasion, thus putting BlockStart directly in the hands of the right set of target audience.

Figure 13 BlockStart - promotional material (sample)



2.2.3 In person Communication & Marketing

2.2.3.1 BlockStart Events

Policy workshops

BlockStart will produce know-how on sector-specific DLT maturity, intermediary capacity and policy recommendations. This will serve as the basis for workshops and roundtables to discuss sector-wide improvements to the framework conditions for DLT adoption across Europe.

At least 3 face to face workshops in home countries of its members (F6S – United Kingdom, BRPX – Portugal, Civitta – Lithuania, potentially its other home markets: Poland, Latvia, Estonia). These workshops will focus on a more in-depth discussion about DLT use by SMEs in a range of sectors.

- First roundtable discussions will be organized in the home markets of BlockStart members (United Kingdom, Portugal, Lithuania, Poland, Latvia, Estonia) to present preliminary results of the project, discuss the current state of legislation on DLT, legal barriers encountered by SMEs in their implementation of DLT, and potential support government could provide to SMEs in this area. Feedback from policy makers will be gathered and integrated into recommendations.
- Then a large conference will be organized in Brussels open to participants from all European countries. BlockStart aims to have at least 100 participants attending the conference, involving various levels of governmental and non- governmental stakeholders.

Webinars

In the frame of BlockStart Open Calls, a series of online events/ webinars will be organized – all aimed at the demystifying our Blockchain Partnership program to DLT developers, startups/ SMEs. We will do a deep dive into eligibility requirements and the application/ evaluation process. We will also guide interested startups/ SMEs through the program details. The team will dedicate a plenty of time for Q&A. For those who might miss the session, BlockStart will put up a recording on the website.

2.2.3.2 Non-BlockStart Events

BlockStart partners will actively contribute to a number of events of interest at regional, national, and international level (meetings, workshops, conferences, etc).

Up until this point (M3), the BlockStart team has been involved in a number of relevant events across the continent, including: the 1st Cluster Mission organized in the framework of Blockchain Innovation Spaces (Block.IS) H2020 project (Novi Sad, Serbia), the first edition of “Convergence”, the Global blockchain congress organized by the European Commission, Alastria EU Blockchain Observatory & Forum and INATBA (Malaga, Spain), Web Summit Lisbon 2019.

Convergence: The Global Blockchain Congress 2019

The first edition of The Global Blockchain Congress 2019 has brought together the worldwide community of technology start-ups, corporations, industry influencers, technology developers, regulators and policy makers, researchers and venture capital firms for a 3-day event on 11-13 November 2019.

Figure 14 BlockStart @Convergence, The Global Blockchain Congress



BlockStart was presented as the project funded by the European Commission to enhance the use of Blockchain in the framework of EU SMEs. Access to equity free capital plus the opportunity to pilot in real life and with real users, make BlockStart attractive for both DLT developers and SMEs adopters of blockchain and other DLTs.

Through the Tagus River: BlockStart Boat Pitch & Networking Event

During the Web Summit in Lisbon, Bright Pixel and UTRUST teamed up to connect ambitious blockchain/ DLT startups and SMEs with investors, business angels and the tech industry at a unique satellite event. Our startups and SMEs had the chance to network while watching challenging pitches taking place during a boat ride on the river Tagus right in front of them. The BlockStart Boat was the 1st in a series of events to be (co-)organized in the frame of our Open Calls.

“The Web Summit is a privileged moment in which some of the most innovative blockchain technology-based startups are concentrated in Lisbon. This area has deserved our attention at Bright Pixel, and we currently have an example of successful MVP – Taikai – in our portfolio, and we want to help more solutions grow now under BlockStart,” said Celso Martinho, co-founder and CEO of Bright Pixel.

Highlights from the BlockStart Boat Pitch & Networking event are shown below:



2.2.3.3 Networks and liaisons with other relevant initiatives and projects

To ensure a scalable impact of its ecosystem services, BlockStart will explore complementarities and exploit synergies with other relevant initiatives (notably established EU actions supporting SME's compete and scale up in the digital economy), projects and programs of varying size, scale and scope addressing similar issues.

The rationale behind these activities is to exchange timely and contextual information and build collaboration networks.

These networks include: SAE/ I4MS initiatives, EEN – local network contact points, professional organizations e.g. ECSEL Joint Undertaking, Digital SME Alliance, European Startup Network, INSME, etc. cluster organizations and industry associations in fintch, ICT, and retail sectors.

To facilitate outreach and engagement, BlockStart will setup an outreach list, a living document with contacts to these innovation intermediaries (including as well tech/ startup portals and magazines).

2.2.3.3.1 Complementarities with H2020 Projects Supporting the Creation of Blockchain Ecosystem

There are 5 EU H2020 projects (including BlockStart) supporting the creation of blockchain ecosystem where members of the consortium are either involved or have direct links with these projects' consortium members:

Figure 15 Block.IS

**Block.IS (@h2020_blockIS)**

Brief info	A €2.8M accelerator for SMEs and startups with innovative Blockchain tech solutions in Finance, Logistics and AgriFood sectors. The project offers a holistic portfolio of technical and business support services to catalyze blockchain adoption cross-sector and cross- border.
Shared interests	Block.IS Cluster missions – as a gateway to key ecosystem players, starting from the innovation intermediaries

Figure 16 Blockchers

**Blockchers (@blockchers)**

Brief info	This accelerator for SMEs will administer a € 750,000 fund in two calls to finance cases of use of blockchain technologies in traditional sectors. The selected SMEs will move to the implementation phase in which, throughout two phases, they will receive funding for their project and other free services
Shared interests	Blockchers initiative is currently building a major database of blockchain stakeholders, an online community and different whitepapers on multi-sector applications of blockchain technologies.

Figure 17 Blockpool

**Blockpool (@blockpool_eu)**

Brief info	BLOCKPOOL will contribute to increased acceptance and use of blockchain and distributed ledger (BDLT) technologies among small and medium-sized enterprises (SMEs) in Europe. This will be achieved by establishing and embedding a tailor-made support system for European SMEs for the adaptation of BDLT within value chains.
Shared interests	The Europe-wide bundling and networking of key stakeholders' activities

Figure 18 NGI LEDGER



NGI LEDGER (@LedgerEu)

Brief info	NGI LEDGER ensures data sovereignty and eliminates concentration of data in a few proprietary platforms by accelerating 32 bottom-up experiments on human centric values (privacy-by-design, reliability, trustworthiness and openness as core values) and 6 verticals (Health, Finance, Media, Public Services and Energy plus a generic one 'Open Disruptive Innovation').
Shared interests	The 'Open Innovation' environment, collaborative approach to blockchain/ DLT adoption

At this particular moment, initial discussions have already been made between H2020 Block.IS, H2020 BlockStart and two other blockchain projects funded by the Dutch government (Techruption and BLOCKSTART) to organize a joint event. Tentative week for this event is 16-20 March 2020.

Moreover, BlockStart together with Block.IS (INNOSUP.01) and DIATOMIC (Smart Anything Everywhere) is planning a masterclass gathering 150+ participants from across Europe (incl. startups/ SMEs, RTOs/ Competence Centers, DIHs, and many more). The event is planned for May/ June 2020, (Coimbra, Portugal).

3 Schedule & Timing

By planning our activities ahead of time, we will be able to focus on creating content designed specifically to help us realize communication, growth hacking, ecosystem building goals.

Audience specific content is one of the key growth marketing elements - to help build our brand presence, increase awareness and grow our following, we will need to schedule and post new updates regularly.

To put it in another way, consistency is perhaps the biggest ingredient to our overall success. That said, we need to adjust our schedule/ frequency and goals to meet our audience's expectations.

The table below is designed to help us stay on top of posting schedule and keeping up with our digital media streams.

The frequency and content will be regularly monitored to allow for adjustments.

Dashboards to be used to plan communication, growth hacking and ecosystem building activities are:

- Blog Editorial Calendar
- Social Media Planning Calendar

Moreover, in order to better coordinate our participation at events of interest to BlockStart, as well as to ensure that each partner has adequate support from the Communication Manager (F6S), an Event Calendar has been created, and is available online (BlockStart Google Drive) with additional details and information.

4 Monitoring & Evaluation

All outreach activities will be subject of a regular follow-up. To monitor week-over-week and month-over-month performance on our key channels of growth, the following tools will be adopted:

- Email insights & reporting sheet
- Custom Google Analytics reporting dashboards
- Social media dashboards & reporting

These tools/ spreadsheets are stored on the project's Google Drive, and will be updated on a weekly basis. Moreover, each partner is required to provide brief reports on their outreach activities (please see Annex for template example).

In order to track and benchmark KPIs the Monthly Outreach Reporting Dashboard will be used.

The following table presents critical KPIs to be tracked and benchmarked to prove the overall value of BlockStart outreach activities, and set further guidance regarding communication, growth hacking and ecosystem building.

Table 1 - Key Performance Indicators

Measure	Indicators	Target No.
Brochure/Leaflets	No. of copies distributed at M30	+500
Project Website	No. of visitors (monthly)	2.000
Stakeholder engagement	No. of stakeholders involved at M30	500
Social media	Size of the community (incl. Social Media)	1000
Video	No. of visits of published videos at M30	+100
Newsletters	No. of subscribers	500
Webinars	No. of participants in all webinars	50
Participation in events	No. of external events attended by the cons. (yearly)	+3

5 Conclusion

This deliverable is crafted to be all-inclusive and dynamic – outlining tools, techniques and timelines, with the ultimate goal being to help BlockStart stay sharp and focused, relevant and connected. BlockStart is committed to a coherent approach, especially to issues concerning establishing an engaging and differentiated experience through meaningful channels and messages that resonate. As a result, this will help us reach our specific audience with personalized message and offer.

Our Outreach Plans will be refreshed every six months (interim report) – or twice a year to ensure it is providing the right insights that lead to the right KPIs.