



LAY OF THE LAND

- Only country level, no regional distinction
- General, rather than sector-specific services
- Several programmes, variable quality, significant overlap

UNDER THE HOOD

- Divergent ideas and demands
- Network and internationalisation comes in high, but for many, stays on a buzzword level
- For beneficiaries, cash wins over competences

COCREATION RESULTS

- Support AND competence building
- Targeted, actionable results
- Short timeline, short and intense sessions



2024. 07. 11.

INTRODUCING SPARK!

<https://www.kdriu.hu/spark/>

DigitalTech EDIH and Food-scaleUp present

SPARK!
BUSINESS SPRINT

**Targeted problem-solving business
coaching for scaleups and innovative
SMEs**



Target area:
Food industry digitalisation

Competence area:
Project financing, fundraising



KEY POINTS OF THE PROCESS

- Easy online application
- Personal in-depth interview
- Valuable feedback to even those not selected
- Launch session with all experts
- 3-act service:
 - Coaching – Mentoring – Coaching
- Final evaluation event



CONSIDERATIONS

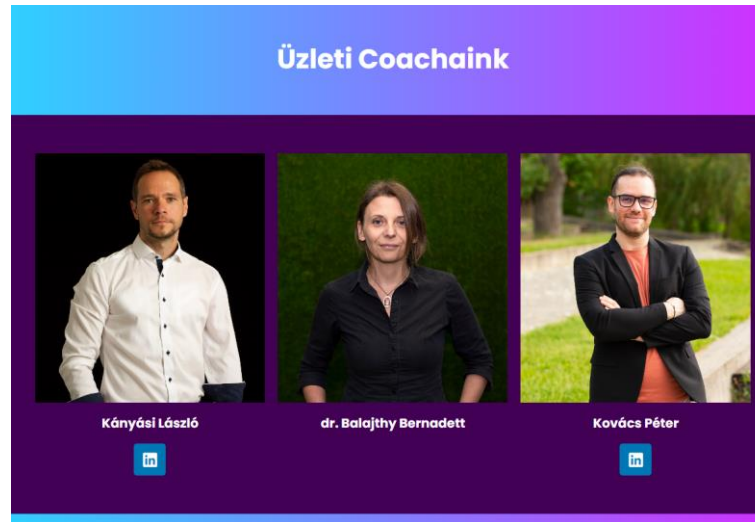
- Not just scaleups, active SMEs
- Sprint rather than full course
- Tangible benefits already during process
- Mindset change to propagate
- Complex, boutique services
- Community building

HOW IT TURNED OUT 1: RECRUITMENT

- Harder than expected
- Pivoted midway on the message
- Long process, timing delayed
- 9 heterogenous but uniformly enthusiastic participants
- Identified the best candidate for F&A Next



HOW IT TURNED OUT 2: EXPERTS



- 3 coaches 2 mentors
- High credibility, diverse personalities and focus areas
- Almost perfect matches to participants
- Community forming

HOW IT TURNED OUT 3: SERVICE

- Still ongoing, in acts 2-3
- Administration on the participant side is an issue, expert side monitoring works
- Overwhelmingly positive feedback
- Final event hype



HOW IT TURNED OUT 4: WAY FORWARD

- Recurring service, 1-2/year
- Changing sectors and competence foci
- Brand not to compete but to complement
- Long tails
- Focus on solving actual challenges



2024. 07. 11.

