



## D5.2 Disruptors' secretariat



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**Author list:**

Name	Organisation
Marco Cisotto	H-FARM
Krisztina Toth	Europa Media

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\* PMB – Project Management Board



# Partnership



Europa Media Non-profit Ltd. (EM)



The London Association of Enterprise Agencies Ltd. (trading as Capital Enterprise) (CE)



Bar-Ilan University (BIU)



Sabanci University (SABU)



AEGEE European Students' Forum (Association des États Généraux des Étudiants de l'Europe) (AEGEE)



EU-Startups.com (EU-S)



National Association of College and University Entrepreneurs (NACUE)



European Confederation of Young Entrepreneurs (YES)

EUROPEAN CONFEDERATION  
OF  
YOUNG ENTREPRENEURS



EUCLID Network (EUCLID)



H-FARM SPA (H-FARM)



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# Executive Summary

The Young European Disruptors Network (EDs) is a European community of entrepreneurs set by the European Commission with the goal of catalysing the next generation of disruptors, learning from each other and with each other. The contact centre of the Network, directly linked to EDs, European Commission and Startup Europe initiatives, will be a virtual secretariat, held by the Project MY-WAY. The Secretariat will be in charge of the organization of the activities of the Network, in order to make it grow in a EU perspective. Being able to articulate and focus on an “innovation path”, filtering the most valuable initiatives and creating new connections with new “disruptive entrepreneurs” will be the main priorities of the Network. Specific virtual meetings will be organized by the Secretariat and held also with the help of mentors and Ambassadors connected with the European Commission. All activities of the Network will be publicized on the website of Startup Europe Club. In order to ensure a well-balanced stakeholder participation, the Secretariat will also contact several key stakeholders – innovators, pioneers, change makers, disruptive minds and projects. As a real network, the Disruptors’ Network is also opened to new members chosen through a case-by-case approach, based on a qualitative selection.



# Introduction to the Disruptors' Network

The European Commission has set up the network of Young European Disruptors (EDs). It is a European community of entrepreneurs meeting at summits, regional events, leadership development programs and community-organized gatherings around Europe. EDs are encouraged to learn from each other and with each other, in a search for forward-looking and innovative solutions to present-day problems. The scope of the network is to catalyze the next generation of disruptors through personal experiences enabling EDs to build knowledge and engender a better understanding of European challenges and trends, as well as to further enhance their unique role as disruptors within their organisations and the broader community. Insights come from dedicated educational modules; informal, interactive, off-the-record sessions with high-profile world disruptors; and peer-to-peer coaching opportunities.

The members of the network are:

<b>Robbert Jan Hanse</b>	HollandStartup - Netherlands
<b>Arnie Sriskandarajah</b>	Rocket Internet - UK
<b>Oskari Lehtonen</b>	Koppi Catch - Finland
<b>Tobias Martens</b>	"30dna" - Germany
<b>Balázs Szabó</b>	Smart Drive - Hungary
<b>Inês Santos Silva</b>	Startup Pirates - Portugal
<b>Miguel Arias</b>	Chamberi Valley - Spain
<b>Bogdan Iordache</b>	HowToWeb - Romania
<b>Andreas Tschas</b>	Pioneers - Austria

## Role of MY-WAY project

In order to be able to positively impact the European agenda by engaging the ED community in initiatives and task forces related to specific European challenges, the network will need a centre of contact that is directly linked to EDs, the European Commission and the Startup Europe initiatives. This centre will act as a secretariat collecting relevant information from the EDs, the Commission and the Startup Europe initiatives and ensure that all information and data are reaching the interested parties. The task of MY-WAY is to set up and maintain the **virtual secretariat** as well as develop a plan for sustaining and exploiting the Disruptors' secretariat (D6.6).

# Achievements

## Disruptors' Network subpage on the website of MY-WAY and Startup Europe Club

Following MY-WAY's responsibility of maintaining the virtual secretariat for the EDs, a dedicated subpage was created on MY-WAY's website: [http://www.mywaystartup.eu/disruptors\\_network](http://www.mywaystartup.eu/disruptors_network). This is the main access point to information on the network for all interested parties, as well as the central site to launch coordination and collaboration activities.

**DISRUPTORS' NETWORK**

The Network of Young European Disruptors

The European Commission has set up the network of Young European Disruptors (EDs). It is a European community of entrepreneurs who will meet at summits, regional events, leadership development programmes and community-organized gatherings around Europe. EDs are encouraged to learn from each other, and with each other, in a search for forward-looking and innovative solutions to present-day problems. The scope of the network is to catalyse the next generation of Disruptors through personal experiences that enable EDs to build knowledge and engender a better understanding of European challenges and trends, as well as to further enhance their unique role as Disruptors within their organizations and the broader community. Insights come from dedicated educational modules, informal, interactive, off-the-record sessions with high-profile world Disruptors, and peer-to-peer coaching opportunities.

MY-WAY project is providing the secretariat of the network. Stakeholders, disruptors interested in this initiative or would like to become member of the network can contact us by email. Contact: [disruptor\\_network@i-farmventures.com](mailto:disruptor_network@i-farmventures.com)

Selection Criteria for Disruptors:

- Active in their local entrepreneurial ecosystem
- Demonstrate strong links with key stakeholders in their ecosystem
- Willing and able to represent the European Disruptors and engage their ecosystem to share Start-Up Europe's vision and initiatives
- Entry question: What is the main hurdle to success in your local ecosystem

Present members are:

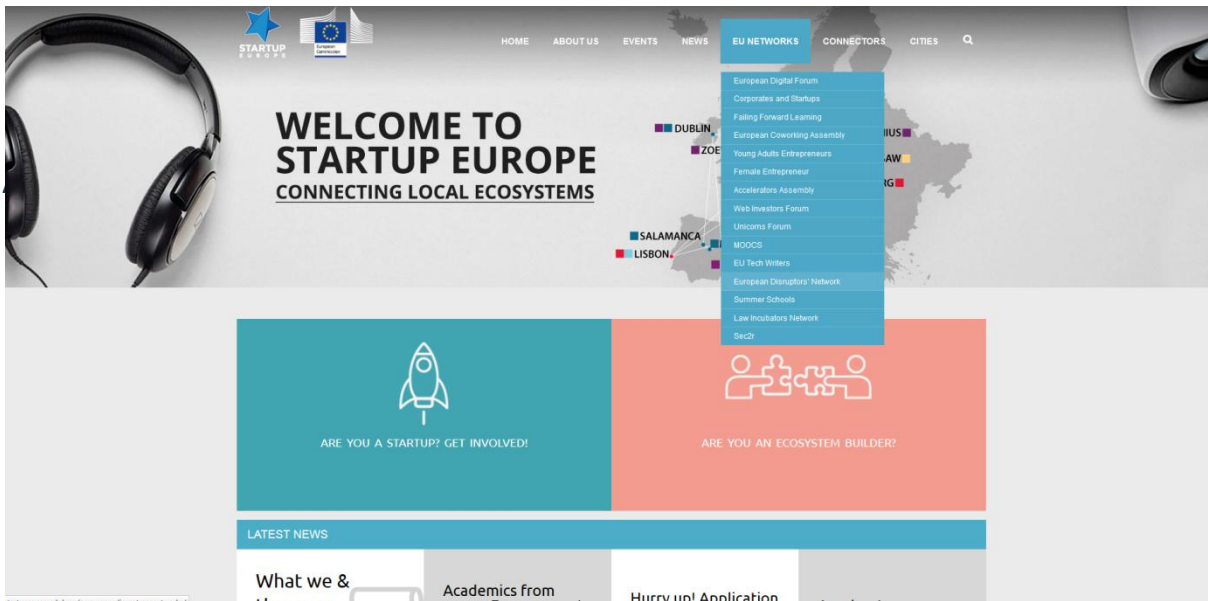
Robbert Jan Hanse	HollandStartup - Netherlands
Amie Srikandargan	Rocket Internet - UK
Oskari Lehtonen	Koppi Catch - Finland
Tobias Martens	"30na" - Germany
Balázs Szabó	Smart Drive - Hungary
Inês Santos Silva	Startup Pirates - Portugal
Miguel Arias	Chamber Valley - Spain
Bogdan Iordache	HowToWeb - Romania

Figure1: MY-WAY Website page: Disruptors' Network

In order to increase visibility of the network and, consequently, to boost prospects of cooperation, the Disruptors Network is also publicised on the website of Startup Europe Club (<http://startupeuropeclub.eu/european-disruptors-networks/>).



The page can be easily accessed:



and provides an overview on the Network's objectives, scope and facts:







As well as contacts information:

**Contact**

[www](http://mywaystartup.eu/disruptors_network)  
mywaystartup.eu/disruptors\_network

[✉](mailto:disruptors_network@h-farmventures.com)  
disruptors\_network@h-farmventures.com

[F6S](https://f6s.com/disruptors-network)  
f6s.com/disruptors-network

**H-FARM - on behalf of the MY-WAY project**

**STARTUP EUROPE** **European Commission**

Innovate businesses must be helped to grow across the EU, not remain locked into their home market.  
- **Andrus Ansip**

Social Media  
f t

**Andrus Ansip SE Tour**

European Commission  
Commission européenne

Join the Startup Europe Tour

**Send Quick Message**

Your Name (required)  
Your Email (required)  
Your Message  
Send

Figure 2: Startup Europe Club Webpage: European Disruptors' Network

These two webpages will be the main publicly available portals, providing fundamental information on the Network, as well as contact information.

As a next step, a new contact form will be implemented on MY-WAY's dedicated webpage for new applicants to the network, stating eligibility requirements and explaining the selection process, as well as allowing potential applicants to submit their interest in becoming part of the network.

Thanks to a built-in monitoring tool, analytics can be tracked for the individual page of the Disruptors' Network on MY-WAY website. This will allow the team to better assess the impact of communication campaigns performed throughout the project's lifetime.

## Disruptors' Network on F6S

In order to find an easy way to keep the Network updated, several options were explored but, in the end, the final choice fell on F6S because especially for the following reasons:

- » Extensiveness of the platform in the start-up world;
- » Great customization also with the free version;
- » Quick response times;
- » Reliability (F6S is partner of several projects of the European Commission).

F6S is a unique start-up community enabling entrepreneurs, start-up programs and companies to come together to drive start-up growth. F6S attracts tens of thousands of entrepreneurs from more than 171 Countries, 150+ core start-up service companies and 550+ start-up accelerator classes, hackathons and events. This platform recently went international and now gathers together over 550 start-up programs from across the US, Canada, Europe, Africa, South America, Asia and India.

Below you can find the main services/tools provided with the free version:

1. F6S Platform to manage deal-flow and applications;
2. Broad promotion to drive awareness and deal-flow (F6S users receive two Global Newsletters a month with an audience of more than 300,000 each);
3. Providing Private Groups to interact with stakeholders;
4. Private Groups has file, video, picture sharing features;
5. Customisable groups to easily send messages to specific groups of stakeholders;
6. Access to F6S community with "Invite to APPLY" feature for suitable start-ups;
7. Post-engagement Results and KPI Tracking;
8. F6S enables you to continually track every start-up you interact with on the F6S Platform. KPIs available include ongoing tracking of Mobile Data App Store stats, Page views/Unique Users on the start-ups' sites, revenue generated and employment/jobs generation information.

In case of need, F6S can also provide additional features/tools (with additional costs depending on a case-by-case basis). These features easily adapt to the specific needs of the Network:

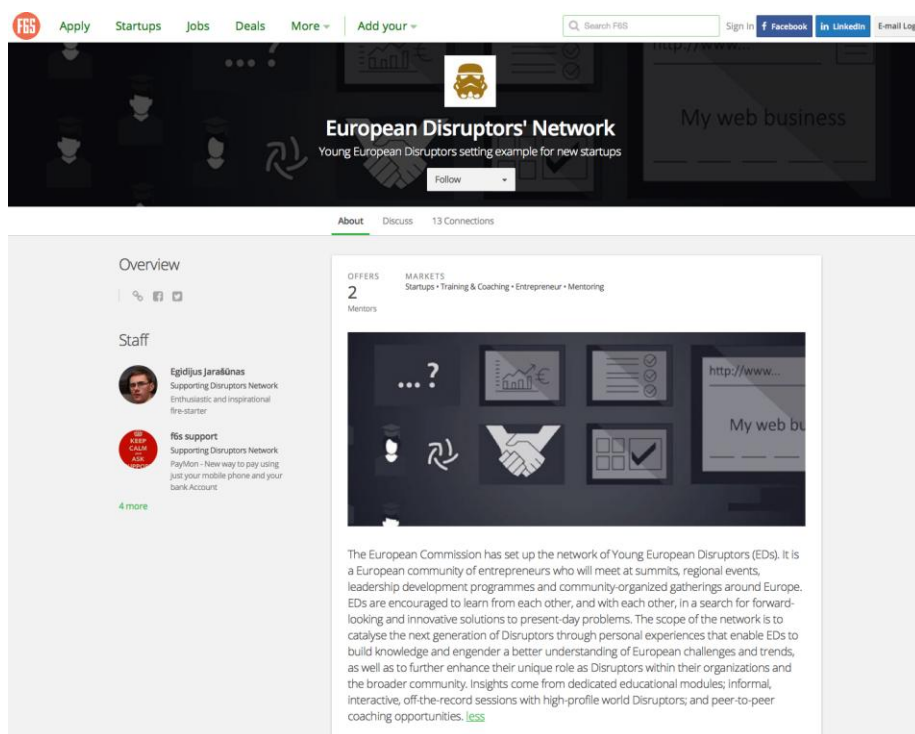
1. F6S Premium Support to help you leverage the F6S Platform;
2. F6S provides you with a dedicated resource to answer questions, perform staff orientations and inform best practices including through direct and online media such as training webinars. This premium support extends to upgrading support to any end-user you interact with on the F6S Platform. We provide you with a dedicated e-mail address and phone contact. Rules-based routing for your end-users ensures that they receive support first and at a premium level;
3. Data reporting and visualization;
4. F6S can generate sophisticated reports for the project and EC on the actions and performance of the projects done through F6S. Reports can include geographical information on the stakeholders/start-ups, including EU-wide heat maps, insights on other specific details like market/industry of the companies, profile entrepreneurs, and generate other data based on the actions project done through F6S;
5. Targeted emails;

6. F6S can target specific subsets based on parameters like location, market sector, app store rank, fund raising status, etc.

Because of the added value that F6S can bring to the Project, MY-WAY will use this platform also for the activities dealing with the Stakeholder's Networks in WP3.







The profile of the European Disruptors' Network is now ready and available at the following page: <https://www.f6s.com/disruptors-network>. The first round of European Disruptors and partners has been invited to the page and, at the moment, 13 of them connected to it.

Below you can find some screenshots of the European Disruptors' Network on F6S:






### Staff

 <p><b>Egidijus Jarašūnas</b> Supporting Disruptors Network Enthusiastic and Inspirational fire-starter</p>	 <p><b>f6s support</b> Supporting Disruptors Network PayMon - New way to pay using just your mobile phone and your bank Account</p>
 <p><b>Krisztina Toth</b> Coordinator of MY-WAY project - Startup Europe project for supporting web-entrepreneurship.</p>	 <p><b>Marco Cisotto</b> EU Projects @ H-Farm</p>
 <p><b>Balazs Szabo</b> Disruptor   CEO IoT Labs Ltd Entrepreneur, business developer with startup and investment background</p>	 <p><b>Inês Santos Silva</b></p>

[less](#)


### Investors



European Commission

Figure 3: F6S page: Disruptors' Network

Enter Tags

Share with  ▼









-  Everyone
-  Insiders (Team & Members)
-  **Specific People**
-  Consortium
-  Investors
-  Startups
-  H-FARM
-  Partner 2

Figure 4: Screenshot of how custom group lists can be made on private groups

# Kick off meeting of the Disruptors' Network

The first online meeting of the Disruptors' Network took place on July 15<sup>th</sup> 2015. Before we could have this first call it was essential to set all the necessary steps of the Secretariat, which were:

- 1. Role of the Network;**
- 2. Web pages, platform and e-mail address ready;**
- 3. Understand the interest of the participants;**
- 4. Growth strategy.**

At the meeting 4 out of 9 Disruptors were present (Robbert Jan Hanse, Tobias Martens, Balázs Szabó, Inês Santos Silva), together with Bogdan Ceobanu (European Commission), Krisztina Toth (Europa Media, coordinator of MY-WAY project) and Marco Cisotto (H-FARM).

Although not all Disruptors were present, the meeting has been a real milestone for the Network not only for gathering together really interesting and motivating expectations on the Disruptors' Network but especially for the positive feedbacks on the upcoming activities. Unlike what was happening some years ago in the EU, today a greater attention is given to web entrepreneurship and to all the possibilities connected to it within the European panorama.

As a blank page can be easily drawn, the Disruptors Network can become whatever the Disruptors and the Secretariat wants it to be. Among the main feedbacks gathered during the meeting, the great majority agreed on the need of sharing resources and joint events for a growth in a EU perspective. Being able to articulate and focus on an "innovation path", filtering the most valuable initiatives and creating new connections with new "disruptive entrepreneurs" should be the main priority of the Network.

A great emphasis from the European Commission was given on the quality rather than the quantity, especially for the expansion of the Network (this part will be further explored in the "Expansion of the Network" section). One of main features of this Network is that each participant can be easily associated with successful initiatives and that's the reason why the potential at the base, if properly unlocked, can lead to disruptive joint actions and plans.

## New visual identity of the network

MY-WAY's consortium has decided to build a full visual identity for the Disruptors' Network because of the higher chances to emphasize and convey the key message.

The pre-established logo was not deemed to be representing the most important aspects of the Networks, which are:

- » **Concept of disruption;**
- » **Young Entrepreneurs;**
- » **Connection with the European Commission;**
- » **Elitist Network.**

Therefore, Europa Media and H-FARM's designers have worked towards achieving a new, captivating and meaningful logo. Their shortlisted solutions are attached in this Deliverable as Annex I.

These suggestions were presented to all other members in the occasion of the kick-off meeting and feedbacks are currently being collected. Once a final assessment is agreed on, Europa Media will develop the full visual identity, consisting of the logo, a colour palette, typeface and common templates (power point presentations, word documents, posters and other dissemination materials when needed).

A clear and distinctive visual identity is key to convey a strong, consistent and unique image of the Disruptors' Network, increasing the ability to communicate its mission, objectives and achievements.

Such a visual identity connects all of the team members together and makes the Network more recognizable and understandable by the wider public.

A proper use of the Network's logo, wordmark typefaces and colour palette contributes to create a familiar look on all means of communication, reinforcing its quality image at the same time. Therefore, a Visual Identity Guideline will also be developed by Europa media designers, providing support to all project partners who will communicate the Network's objectives and achievements.

## Definition of the network's services and activities

First of all, it is important to remember that the Disruptors' Network is primarily reachable online by any interested stakeholder, through the following web pages:

1. DISRUPTORS' NETWORK WEBSITE:  
<http://hnmproject.webfactional.com/european-disruptors-networks/>
2. DISRUPTORS' NETWORK SECTION ON MY-WAY WEBSITE:  
[http://www.mywaystartup.eu/disruptors\\_network](http://www.mywaystartup.eu/disruptors_network)
3. DISRUPTORS' NETWORK PLATFORM ON F6S:  
<https://www.f6s.com/disruptors-network/>

The Network can be also reached on the phone: (+39) 0422 789611 and, through the email address [disruptors\\_network@h-farmventures.com](mailto:disruptors_network@h-farmventures.com), active for specific requests on the Network. The Secretariat is setting-up and maintaining a mailing list for the members, conveying messages and information to the members from the European Commission.

As anticipated in the first part of the report, the first online meeting of the Disruptors' Network has been useful for understanding the real needs of each participant, meet their targets in order to deliver targeted updates on the Startup Europe Initiative and other initiatives at European Level. All Disruptors agreed on the need of focusing on specific topics and that's why every participant will be in charge of choosing at least two topics that should be discussed within the same Network. For each topic, specific virtual meetings will be organised by the Secretariat and held also with the help of mentors and "Ambassadors" also connected with the European Commission. The proper place for conveying messages, suggestions and information on relevant topics and peer-to-peer mentorship sessions will be the F6S platform.

A first topic suggested by the Disruptors which seems to be extremely interesting and useful for them is learning how the European funding system works. A specific mentorship session should be organised in order to empower the Disruptors' Network so that each participant can benefit from EU funding through its grants, loans or guarantees. Among the main programs that will be discussed we can mention: Horizon 2020, SME instrument, Fiware, COSME, etc..

## Stakeholder involvement

In order to ensure the well-balanced stakeholder participation, H-FARM and Europa Media have contacted several key stakeholders – innovators, pioneers, change makers, disruptive minds and projects – who are all committed to solve global problems, connect people and communities.

What is common in these people? They do things in different ways, leaving traditional methodologies behind. The aim of these meetings was to understand their motivation, better know their activities, recognise ideas and topics they find interesting as well as identify opportunities for cooperation.

The outcome of these online meetings has provided input to the definition of the network's services. These stakeholders are also potential candidates of the network and they are willing to know more about our activities and establish close ties with the Disruptors' Network.

Name	Organisation	Website
Bianca Isaincu	YE!	<a href="http://yecomunity.com/en/">http://yecomunity.com/en/</a>
Elmos Konis	European University of Cyprus	<a href="http://www.ictentrepreneur.com/#!euc/c24hy">http://www.ictentrepreneur.com/#!euc/c24hy</a>
Csaba Lévy	Boss Connect	<a href="http://www.bossconnect.com/en/fivosz-bossconnect_mentor_program/">http://www.bossconnect.com/en/fivosz-bossconnect_mentor_program/</a>
Veronika Pistyur	BridgeBudapest	<a href="http://bridgebudapest.org/">http://bridgebudapest.org/</a>
Judit Katonáné Kovács	Team Academy Debrecen, IGEN! Debrecen	<a href="http://teamacademy.hu/">http://teamacademy.hu/</a> <a href="http://igendebrecen.hu/">http://igendebrecen.hu/</a>
Nouha Hamou	MIT Innovators Under 35 Europe	<a href="http://innovatorsunder35.com/europe">http://innovatorsunder35.com/europe</a>
Amir Raveh	HYPE Foundation	<a href="http://hype-foundation.org/">http://hype-foundation.org/</a>
Janka Deli	Startup Pirates - Hungary	<a href="http://budapest.startuppirates.org/">http://budapest.startuppirates.org/</a>
Dora Toli	Global Pioneers	<a href="http://pioneers.io/global/events/">http://pioneers.io/global/events/</a>
Erik Van Rompay	PNO Consultants.	<a href="http://www.pnoconsultants.fr/">http://www.pnoconsultants.fr/</a>



# Expansion of the network

The main need emerged from the first online meeting of the Disruptors' Network has been the will to keep the structure of the Network lean, especially during this first period in which all activities need to be conceived and organised. However, an expansion plan is actually needed because we have already received the first two "spontaneous applications" for joining the Network.

According to the feedbacks of the Disruptors, the expansion process will follow a case-by-case approach. When a new applicant applies to the Network, the Secretariat together with the so-called "funding members" will evaluate the proposal and decide whether to accept it or not, based on a qualitative selection.

It is important to stress that the Disruptors' Network was born as an elitist structure, gathering together just the most promising young entrepreneurs on the European panorama. For the first period the principal goal will be to have one Disruptor per Country. As soon as the structure of the Network will be strengthened, more people will be involved. As a Network, its strength will mainly rely on its ability to create new connections in order to learn from each other.

## Activity Plan

Based on the outcome of the Disruptors' Network kick off meeting, the following activities have been identified for the second half of 2015.

- » Development of the service portfolio (August 2015);
- » Development of the concept (topics to discuss) of the monthly meetings (August 2015);
- » Implementation of the pilot mentoring session on the EU funding scheme (September 2015);
- » Development of the Strategy and Rules of network expansion (September 2015);
- » Development of the new Visual Identity (if needed- October 2015);
- » Development of a Dissemination and Communication Plan (October 2015);
- » Involvement of new members in order to have one "Ambassador" in each EU member stated (December 2015)

The activity plan for the first half of 2016 will be developed by December 2015. Network secretaries will organise consultation meetings with the European Commission in order to harmonise the activities of the Network with the objectives of Startup Europe Initiative. The Activity Plan will be approved by the founding members of the network.

# Annex 1 Logo versions

a)



EUROPEAN  
DISRUPTORS'  
NETWORK



EUROPEAN  
DISRUPTORS'  
NETWORK

b)

EUROPEAN  
DISRUPTORS'  
NETWORK

EUROPEAN  
DISRUPTORS'  
NETWORK

c)



EUROPEAN  
DISRUPTORS'  
NETWORK



d)



EUROPEAN  
DISRUPTORS'  
NETWORK



EUROPEAN  
DISRUPTORS'  
NETWORK

e)



EUROPEAN  
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NETWORK



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