



EUDIS

EU DEFENCE INNOVATION SCHEME

EUDIS COACHING SERVICES



EUDIS Coaching Services – In a nutshell

WHAT? Outputs / Outcomes

Business acceleration services and coaching services targeting SMEs and start-ups which are successful applicants to calls of the European Defence Fund (“EDF”).

Help SMEs address challenges inherent to the defence sector:

- Low levels of exploitation of the industrial potential of innovation and R&D
- High market fragmentation with strongly predominant domestic players
- Access to defence value chains via investments in sector knowledge, accreditations, certifications, specific skills and setting up research and industrial partnerships
- Low number of private investors due to complex regulations, government-only client bases, lack of exit strategies

WHY? Impacts

Increase the level of market participation of SMEs to defence markets

Improve the agility of the defence supply, value chains and the competitiveness and innovation capacity of European defence via collaboration between entities, including SMEs.

HOW? Activities

EUDIS Coaching Services will provide coaching and business acceleration services to selected SMEs of the EDF.

SMEs will **receive 1 to 1 business coaching** to boost their growth and guide them in the defence sector.
9 exclusive assistance packages were designed to address their specific challenges.

EUDIS coaching journey for SME beneficiaries of the EDF

Pre-coaching phase

1
Register via the platform and complete your profile.



2
Start exploring the platform features: directory of coaches, calendar, and relevant information about the coaching.



3
Fill in and submit your coaching services questionnaire to generate your needs analysis.



4
Access the results of your needs analysis and view your suggested assistance packages and coach.



5
Meet your coach online, receive your coaching plan and engage in virtual coaching sessions.



6
Provide feedback on your coaching sessions and grow your business.



Assistance packages

3 assistance packages will be assigned to you based on your needs analysis from the coaching services questionnaire.

AP #1: Pre-assistance discovery workshop:

- Get to know the company, discuss the assessment results and provide a first diagnostic of company's business dimensions
- Fine-tune coaching needs and draft the coaching plan with an emphasis on measurable objectives



AP #2: Market Readiness:

- Support the company in refining and validating its product fit versus the market needs
- Review the product's business model
- Support identification and targeting reference clients, partners and resellers



AP #3: Commercialisation:

- Articulate value proposition and define company's unique selling point
- Estimate total addressable market
- Develop partnerships with defence contractors and government agencies
- Access to public procurement for defence products



AP #4: Corporate Strategy:

- Refine the strategy, vision, and mission
- Align strategy with defence market needs and government regulations
- Verify the business model, help the company define and fine-tune company's goals and KPIs



AP #5: Investment Readiness:

- Essentials of business case with a focus on profitability and revenue-generation potential
- Challenge key financial indicators for investors' due diligence (e.g. cash-flows, NPV, ROI, IRR)
- Review and align financial strategy with the market plan and needs



AP #6: Commercial Due Diligence:

- Review market demand and level of market growth in the defence industry
- Assess competition and key customers relationships within the defence industry
- Estimate forecast projection



Assistance packages

3 assistance packages will be assigned to you based on your needs analysis from the coaching services questionnaire.

AP #7: Access to Finance:

- Define fundraising strategy (equity, debt)
- Identify a list of potential investors and other financing sources – recommended KPI: 5 potential investors
- Review guidelines for development of documentation for investors
- Define approach for short-listing of key leads, meeting preparation and deal analysis
- Understand government defence plans to secure continuous funding
- Negotiations and pitch presentation



AP #8: Improving Execution Capacity:

- Verify the company's supply chain and logistics
- Refine procurement processes
- Assess the current team structure and skillset
- Provide insights on organizational design, internal business processes and upskilling needs



AP #9: Legal & IP:

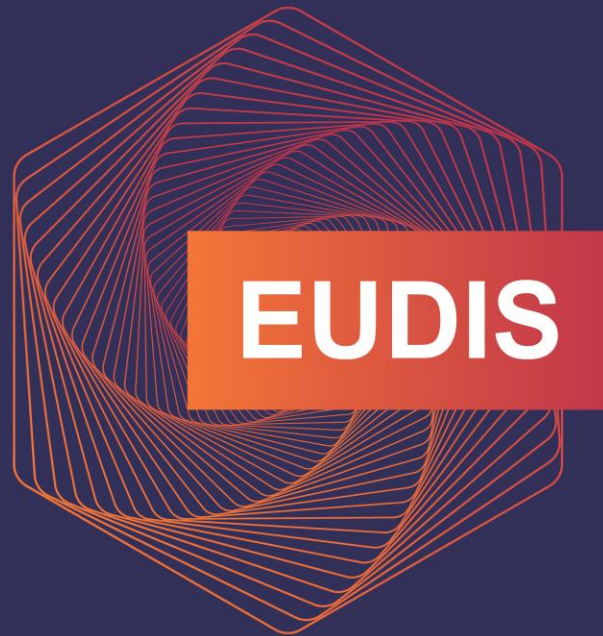
- Understand IP landscape, develop and maximise IP strategies
- Defence regulatory framework and compliance requirements
- Partnership's rights and liabilities
- Contract review and general legal advice
- Technology ethics and regulations



AP #10: Internationalisation:

- Challenge assessment and prioritisation of target markets and business opportunities
- Support the preparation of market approach outlining key considerations, clients and partnerships.
- Build partnership models in target market, support preparing an internationalisation plan and refine matchmaking materials
- Guide identification of key export regulations, restrictions, and policies.
- Assess key market entry barriers





**Register now and benefit from
the EUDIS Coaching Services!**

Register here: <https://eudis-coaching.eu/registration>

We remain at your disposal! For any questions reach out to us via contact@eudis-coaching.eu