

EDIH Network Summit 2024

26-27
November

The Egg
Brussels

Digitalzh

European Digital Innovation Hub

Greater Rotterdam-The Hague, The Netherlands

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Manufacturing
industry



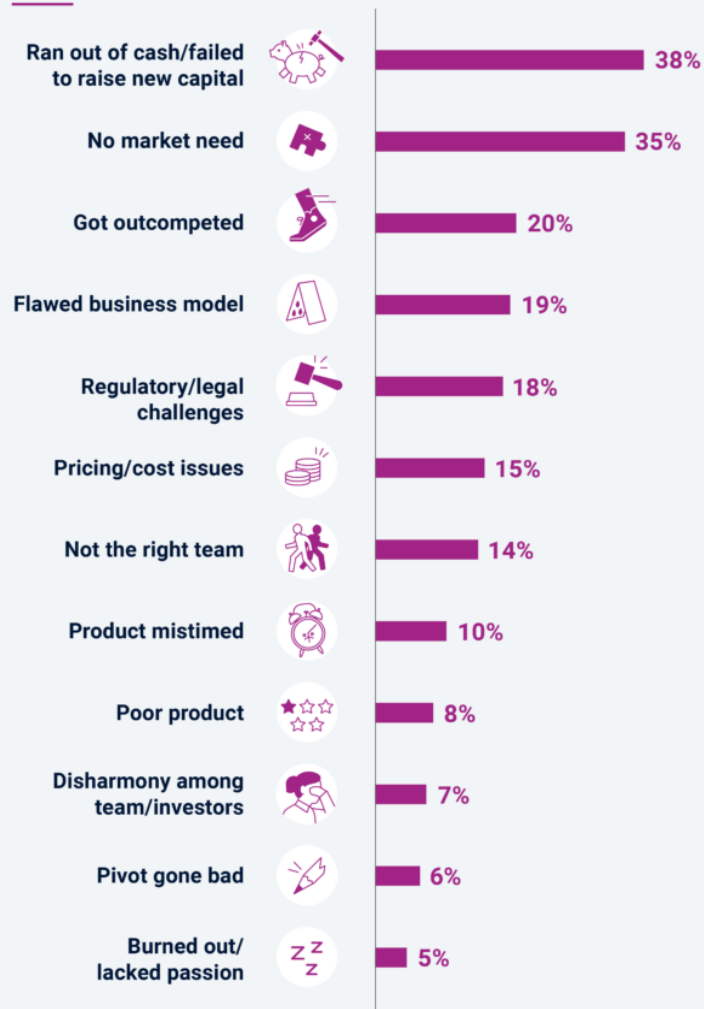
Horticulture



Port & Maritime
Industry



Top reasons startups fail



Note: Based on an analysis of 111 startup post-mortems since 2018.

EDIH Service: Market Readiness Program (MRP)

Focus of Market Readiness Program:

01 Market Validation

- Identify customer problems
- Analyze existing complaints
- Develop scalable business model

02 Consistent Growth

- Match resources with company's life stage
- Focus on market orientation instead of technical development
- Invest equally in product development and market research

Best Practice of Market Readiness Program (MRP)

APEX: central hub for data analytics

Before MRP:

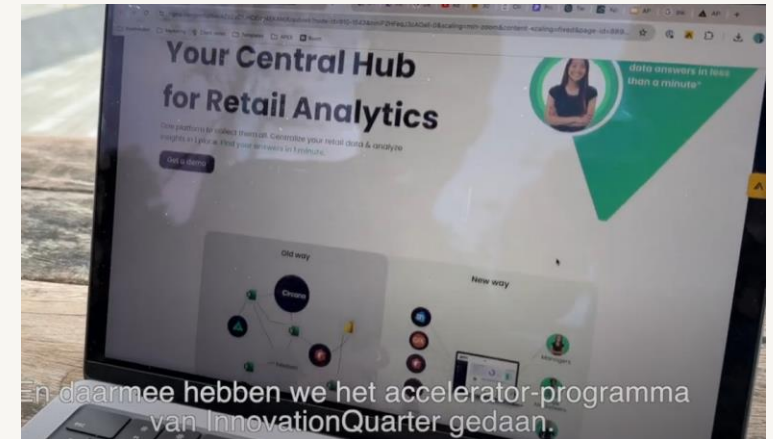
Focus on horticulture sector

During MRP:

- 60 Interviews customers
- No problem solution fit
- Changing sector focus

Conclusion:

- APEX found a perfect problem solution fit
- New paid customer commitments



"Our participation in the Market Readiness Program? Intensive, but practical and effective."

– Roy van Beest, co-founder of PEAX



EDIH Service: What is Token Financing?

Modern fundraising:

- Raise capital through blockchain-based tokens that represent value, ownership or access.

Real assets, digitized:

- Tokens can be tied to shares, bonds, or stakes, offering real-world value.

Decentralized & global:

- No need for banks or intermediaries, enabling fast, borderless transactions.

Security Token Offering (STO):

- Regulated and trusted way to fund innovation with asset-backed tokens.



EDIH Service: Token Financing

Tokens fill the gaps in the current traditional financial ecosystem;

- Bank loans are not always available for digital SME's
- SME's want to keep full ownership over their company
- Venture capital is not always the first choice

Token offering can be a solution.

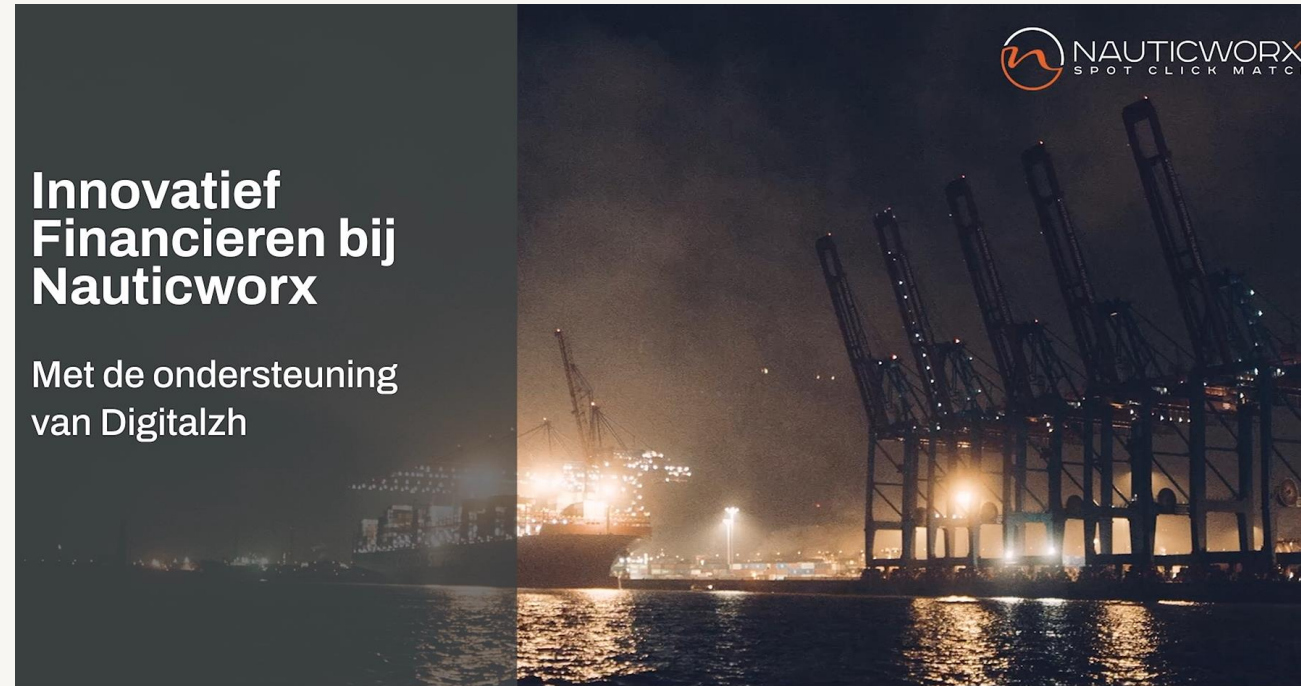
We offer 2 new services:

- Advice how to tokenize businesses
- Implementing tokens

Best Practice: Token service

Nauticworx is a matchmaking platform in Maritime sector for:

- Charterers
- Brokers
- Shipowners



Best Practice: Token service

1. Transaction tokens that enable service payments on the platform.

Example: shipowner books the nearest crane using tokens.

2. Access tokens unlock premium features.

Example: broker uses tokens for insights on cost-effective shipping routes.

3. Incentive mechanism: tokens reward actions.

Example: charterer earns tokens by sharing vessel availability data.

4. Tokens power smart contracts for deals.

Example: broker's tokens are held in escrow until a crane job is completed.

5. Tokens can function as loyalty points and discounts

Example: shipowner uses tokens from repeated bookings for discounts on future services.

6. Verification and identity: tokens support a reputation system

Example: token-backed score validates a charterer's reliability.

7. Tokens enable bidding and payment for additional marketplace services

Example: charterer uses tokens for priority crane services during peak times.