

Accelerator Office Launch Event Report



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PROJECT INFORMATION

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0. Executive Summary

This document offers a comprehensive description of the Bioeconomy Accelerator Office Launch Event, covering its planning, execution, outcomes and recommendations for upcoming events. The aim is to improve future promotion acts within the Bioboost project.

The *event planning and preparation* section present critical considerations before the event, including defining objectives, budget considerations, marketing strategies and creating an agenda. Emphasis is placed on the list of invitees to ensure targeted participation.

The *event execution* section focuses on the actual implementation, highlighting the agenda, its noteworthy aspects and the attendance and participation of the intended audience.

The *achievements and outcomes* section assesses the feedback received, emphasizing positive outcomes resulting from the event.

The *lessons learned and recommendations* section reflects on insights gained, addressing challenges encountered and offering strategies to overcome them. It also provides recommendations for future launch events to enhance event planning and execution.

1. Introduction

The launching event of the Bioeconomy Accelerator Office serves as a crucial milestone for the Bioboost project in establishing a robust presence within the bioeconomy sector. This event offers a valuable opportunity to convene all relevant stakeholders, including potential partners, clients, and investors, with the aim of showcasing the project's goals, objectives and services.

Given that the Accelerator Office operates in alignment with the BioHubCat, the Bioeconomy Hub in Catalonia, it reinforces the Bioboost project's integration with the broader bioeconomy community in the region. This affiliation presents a unique chance to leverage the Bioboost's extensive network, resources, and expertise, ultimately advancing the project's objectives and aspirations.

The launch event aims to serve as a platform for introducing the Bioboost project and the Accelerator Office to the wider bioeconomy community in Catalonia. Attendees will have the opportunity to gain insights into the project's focal areas and services, thereby enhancing their understanding of how the Bioboost initiative can contribute to their bioeconomy endeavors.

Moreover, the event provides an avenue for engaging with potential partners, clients and investors. The networking opportunities offered during the event will enable the project team to foster relationships with key stakeholders in the bioeconomy sector, explore potential collaborations and identify new business prospects.

2. Event planning and preparation

The organization and execution of the Accelerator launch event required meticulous planning coordination and adherence to sustainable practices. The event organizing committee, comprising key members of the Bioboost project team, took charge of the planning process and allocated specific responsibilities to team members. Regular coordination meetings were established among the committee members to ensure effective collaboration and timely decision-making.

To ensure a successful and sustainable event, the organizing committee followed a comprehensive planning process outlined in the "[Guide to organizing sustainable events](#)". This document served as a valuable resource, providing guidelines and best practices for incorporating sustainable principles into the event's organization. By following this guide, the committee demonstrated their commitment to minimizing environmental impact and promoting social responsibility.

The attention to detail, proactive problem-solving and effective communication among team members contributed to the overall success of the planning phase and set the stage for a remarkable event.

Defining the objectives

To ensure a clear direction for the launch event, the organizing committee prioritized defining its objectives. These objectives were carefully crafted to align with the overall goals of the Bioboost project and set the foundation for subsequent planning activities. The defined objectives encompassed the following key aspects:

- Creating awareness about the project: one of the primary objectives was to raise awareness about the project within the bioeconomy sector. The committee recognized the importance of showcasing the project's goals, activities and potential contributions to catalyze interest and support from relevant stakeholders.
- Generating interest among potential stakeholders: a crucial objective of the launch event was to generate enthusiasm and interest among potential stakeholders. The committee specifically aimed to attract individuals and organizations from the industry sector, as they play a vital role in the implementation of bioeconomy projects. By highlighting the opportunities and benefits of collaborating with the project, the event sought to engage these stakeholders and foster meaningful partnerships.
- Attracting project proposals to enhance the project pipeline: the launch event aimed to serve as a platform for attracting project proposals. The committee recognized the significance of expanding the project pipeline with innovative and sustainable projects. By showcasing the support and resources available through the Accelerator Office, the event sought to encourage entrepreneurs and project promoters to submit their ideas and proposals.
- Targeting investors: the committee acknowledged the importance of attracting investors to the launch event. Securing investments is crucial for the successful implementation of bioeconomy projects.
- Involving public administration stakeholders: while the committee recognized the essential role of public administration stakeholders in providing support and validation to the project, they

anticipated a relatively smoother engagement with this sector due to existing contacts and relationships. Nonetheless, ensuring the presence and participation of public administration stakeholders added credibility and prestige to the event, showcasing the project's alignment with regional bioeconomy strategies.

By establishing these objectives with clarity, the organizing committee effectively charted a clear path for the launch event. Placing a strong emphasis on drawing in stakeholders from the industry sector and investors highlighted the significance of involving influential participants who possess the ability to make valuable contributions to the project's triumph. Moreover, the inclusion of public administration stakeholders aimed to harness their influence and backing in driving the project's growth and execution.

Budget considerations

Budget considerations played a critical role in the planning of the launch event, with a thorough evaluation conducted to ensure the optimal utilization of available resources. The committee carefully allocated funds to various key aspects of the event, including venue rental, travel costs, catering and promotional materials.

In terms of venue rental, a budget was set aside to secure a suitable location that could accommodate the anticipated number of attendees and provide a professional setting for the event. Factors such as the size of the venue, amenities and technical requirements were taken into account to ensure a seamless and engaging experience for all participants.

To control costs associated with travel, careful planning was undertaken to minimize expenses. Efforts were made to select a venue that was easily accessible for both local and out-of-town attendees, reducing the need for extensive travel arrangements.

Catering expenses formed an essential part of the budget. The committee carefully considered the number of attendees and their dietary preferences to ensure that ample food and beverages were provided. This included accommodating special dietary requirements and considerations, such as food intolerances, allergies, and vegetarian or vegan options. By catering to diverse needs, the committee aimed to create a welcoming and inclusive atmosphere for all participants.

In terms of promotional materials, the committee made a cost-effective decision by utilizing existing resources from past events, eliminating the need for additional expenditure in this regard. This allowed for the allocation of budget resources to other important areas. Additionally, digital platforms and social media channels were leveraged to maximize event reach and engage a wider audience at a lower cost.

To optimize the budget, the committee sought guest speakers who could contribute their expertise and insights without requiring a speaking fee. By engaging accomplished professionals and experts in the field, the event aimed to enhance its credibility and offer valuable knowledge to attendees, while effectively managing the budget.

Throughout the budget planning process, the committee maintained a careful balance between cost efficiency and the quality of the event. By considering each aspect in detail and exploring alternatives,

they aimed to ensure that the launch event was a well-executed and impactful gathering that effectively represented the objectives and aspirations of the project.

Marketing and communication strategy

A comprehensive marketing and communication strategy was implemented to effectively promote the launch event. The committee developed captivating messages and visually appealing promotional materials, such as digital invitations, flyers and engaging social media campaigns.

A user-friendly form was created to streamline event registrations. Leveraging their existing networks and partnerships, the project team successfully disseminated information about the event to key stakeholders in the bioeconomy sector.

Figure 1. Image of part of the form used to register for the event, in Catalan

The image shows a digital registration form for a launch event. At the top, there is a header with the 'BIO BOOST' logo and the text 'Acceleradora de projectes de bioeconomia'. To the right, the event date '20 de juny de 2023' and location 'Auditori Joan Oró, Parc Agrobiotech Lleida' are listed. Below this, a large green arrow contains the text 'INAUGURACIÓ DE L'OFICINA ACCELERADORA DE LA BIOECONOMIA A CATALUNYA'. The main title of the form is 'Formulari d'inscripció', followed by the subtitle 'Inauguració de l'oficina de Bioboost, l'Acceleradora de la Bioeconomia a Catalunya'. The form contains three input fields: 'Nom' (Name), 'Cognom' (Surname), and 'Correu electrònic' (Email), each marked with a red asterisk. Below each field is a placeholder text 'Texto de respuesta corta'.

Furthermore, to enhance the marketing and communication efforts, a pop-up was implemented on the website, directing visitors to the event registration platform. This ensured that anyone visiting the website would have easy access to the registration process. Additionally, detailed information about the event, including registration options, was prominently displayed in the "news" section of the website. This allowed visitors to access all relevant information about the event and conveniently register through the provided form.

Figure 2. Image of the pop-up implemented on the website to facilitate registrations, in Catalan



Figure 3. Image of the news implemented on the website, in Catalan



El pròxim 20 de juny al matí celebrem la inauguració de l'Oficina Acceleradora de Projectes de Bioeconomia a Catalunya. L'esdeveniment tindrà lloc a l'Auditori Joan Oró del Parc AgroBioTech de Lleida. L'Oficina Acceleradora de Projectes de Bioeconomia té com a objectiu principal brindar suport gratuït a projectes de bioeconomia a Catalunya. Durant l'esdeveniment, comptarem amb la ... [Read more](#)

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- Creació d'un consorci finançat per la Comissió Europea per assessorar projectes de bioeconomia
- BioBoost visita el projecte de Bioeconomia d'Alcarràs Bioproductors SAT

Recent Comments

To expand the reach and engage with a wider audience, the project team focused on creating dynamic and interactive content on social media platforms, specifically Twitter and LinkedIn. Engaging posts were shared regularly to captivate the attention of followers and increase the overall network of the

event. These platforms were utilized strategically to generate buzz, encourage discussions, and foster a sense of anticipation among the target audience.

Figure 4. Image with an example of a post on Twitter published before the event, in Catalan



By leveraging their existing networks and partnerships within the bioeconomy sector, the project team ensured that key stakeholders were informed about the launch event. Personalized invitations were sent to relevant industry professionals, organizations and influential individuals, emphasizing the value and importance of their participation. Additionally, partnerships were utilized to disseminate information through collaborative marketing efforts, such as cross-promotion on relevant platforms.

We should highlight that all communication and dissemination materials for this event are in Catalan, as the event was celebrated in Catalonia and specifically aimed to attract projects from Catalonia. The marketing and communication strategy was tailored to effectively reach the local audience and align with the cultural context and language preferences of the region. By utilizing the Catalan language, the project team ensured clear and effective communication, fostering a stronger connection with the target audience and reinforcing the event's focus on promoting local projects and initiatives within Catalonia.

Agenda

The selection of an appropriate venue was a crucial aspect of planning the launch event, as it sets the tone and provides the necessary infrastructure to accommodate the expected number of attendees. After careful evaluation, the committee chose the Joan Miró Auditorium at the AgroBioTech Park in Lleida as the ideal location, considering its close proximity to the future Accelerator Office. This choice not only provided a convenient setting but also symbolized the project's integration within the bioeconomy community. The committee worked closely with the venue management to secure the required facilities, including audiovisual equipment, seating arrangements and hospitality services.

To ensure a seamless and engaging event, the committee developed a comprehensive agenda and program flow. Each segment, including speeches, presentations, a round table and networking activities, was carefully scheduled to maintain attendee engagement and optimize their experience throughout the day.

In addition to internal preparations, the committee actively engaged with potential speakers and panelists who could bring valuable insights to the event. Invitations were extended to notable figures in the bioeconomy sector, such as industry experts, government officials, and successful bioeconomy project representatives. The committee collaborated with these individuals to align their contributions with the objectives of the launch event, further enhancing its impact and value.

List of invitees

The task of creating the list of invitees for the launch event was both crucial and time-consuming. The organizing committee approached this responsibility with diligence and care, aiming to compile a comprehensive roster of relevant stakeholders. The list included potential partners, clients, investors, and representatives from the public administration.

To ensure the inclusion of key individuals and organizations, the committee undertook thorough research and consulted a variety of databases and networks. This meticulous approach was essential to guarantee the presence of influential and significant figures at the event.

The committee recognized that not all invitees would be able to attend the launch event. Therefore, the goal was to invite between 80 and 100 individuals, keeping in mind that a larger list would be necessary to achieve the desired attendance. By extending invitations to a greater number of stakeholders, the committee aimed to ensure a successful turnout despite potential scheduling conflicts or other constraints.

Once the list was finalized, the committee took the necessary steps to contact each invitee and extend a formal invitation to the event. This process involved sending personalized invitations via email and making follow-up phone calls to ensure the invitations were received and acknowledged. The committee maintained a record of the invitations and responses for efficient guest management.

To streamline the event logistics, the committee utilized a Google form to collect data from the invitees. The form included sections where attendees could indicate their dietary preferences, food intolerances and any special requirements. This information was crucial in making appropriate arrangements for the breakfast and lunch services, ensuring that all attendees' needs were catered to effectively. This information was then shared with the catering team to accommodate specific food preferences and provide a seamless dining experience for all participants.

Format selection strategy

In planning the Biobio project Launch Event, special attention was dedicated to the strategic selection of the event format, reflecting our commitment to sustainability, networking efficacy, and global accessibility. The format election strategy was guided by a dedication to regional sustainability, prioritizing in-person networking opportunities, while also recognizing the importance of providing an online alternative for global accessibility.

Throughout the planning process, a conscious decision was made to position the Biobio project Launch Event as a regional gathering, in line with our commitment to sustainability. This regional focus not only encourages attendees to utilize environmentally friendly public transport options but also significantly reduces the carbon footprint associated with extensive travel.

Understanding the irreplaceable value of face-to-face interactions, the event design emphasized creating an environment conducive to meaningful networking. By maintaining a regional focus, the event provided a unique opportunity for participants to establish connections with local contacts, fostering collaboration and synergy within the Catalan stakeholder community.

Acknowledging the diverse geographical locations of potential stakeholders, especially participants from beyond Catalonia, including other EU projects participating in the event, an online version of the event was integrated. This strategic decision aimed to broaden the reach of the Biobio project launch, ensuring the active participation of EU projects and accommodating individuals unable to attend in person.

Importantly, we want to clarify that while the primary nature of the event was in-person, the online option was thoughtfully introduced to facilitate the participation of other EU projects, offering them the flexibility to follow or attend the event on-demand as per their convenience. The online attendees were not counted due to their limited impact within the event, as most attendees were physically present.

This approach not only allowed for a more inclusive event but also enabled the Biobio project to extend its impact beyond physical boundaries, enhancing overall participation, collaboration, and success and reflecting our commitment to innovation and inclusivity in the entrepreneurial ecosystem.

3. Event Execution

Agenda and highlights

The launch event took place at the Joan Miró Auditorium in AgroBioTech Park, Lleida, as scheduled. The event commenced at 10:00 a.m., with attendees being welcomed by Miquel Aran, the manager of the AgroBioTech Park, who delivered an opening speech. This was followed by an institutional speech by Carmel Mòdol, the Food Secretary of the Department of Climate Action, Food, and Rural Agenda.

Figure 5. Image of the launch event schedule

 20 de juny de 2023 Auditori Joan Oró Parc Agrobiotech Lleida	
INAUGURACIÓ DE L'OFICINA ACCELERADORA DE LA BIOECONOMIA A CATALUNYA	
09:30h - 10:00h	Recepció
10:00h - 10:15h	Benvinguda A càrrec de - Miquel Aran Gerent del Parc Agrobiotech
10:15h - 10:30h	Benvinguda institucional A càrrec de - Carmel Mòdol Secretari d'Alimentació del Departament d'Acció Climàtica, Alimentació i Agenda Rural
10:30h - 11:00h	Presentació del projecte Bioboost A càrrec de - Emma Pipó Coordinadora general del projecte Bioboost
11:00h - 11:45h	Bioeconomia en projectes europeus: com fer front a les barreres amb solucions efectives • Life Bioeffortmed. Implantació d'una bioefinència mediterrània per impulsar la gestió forestal sostenible millorant l'obtenció de productes d'alt valor afegit. A càrrec de - Neus Poy Investigadora al Centre de Ciència i Tecnologia Forestal de Catalunya • Resourcer. Ajuda al desenvolupament de projectes regionals per a l'adopció d'una economia circular a l'Aragó. A càrrec de - Lucas Rivera Investigador del departament de I+D+i al ARIQ Centro Tecnológico • Waste. Enfortir la bioeconomia urbana a Europa. A càrrec de - Elisa Gambuzzi PhD i R&D Manager al Centro Tecnológico de la Energía y Medio Ambiente. • Bioeconomy Ventures. Creació d'un ecosistema empresarial dins del sector de la bioindústria. A càrrec de - Carolina Perlatto PhD i investigadora del departament de I+D+i al ARIQ Centro Tecnológico
11:45h - 12:00h	El paper de Bioboost en el marc de l'Estratègia de la Bioeconomia de Catalunya A càrrec de - Jaume Solé Cap del Gabinet Tècnic de la Secretaria General del DACC
12:00h - 12:40h	Taula Rodona: Potencial de les inversions en projectes sistèmics: més enllà dels projectes amb impacte Moderador - Verónica Kuchinow - CEO a Symbiosy A càrrec de • Teresa Botargues - Assessora en Transformació Econòmica de la Diputació de Lleida • Jaume Solé - Cap del Gabinet Tècnic de la Secretaria General del DACC • Jordi Caballé - Sumo Capital • Juan Simó - Director I+D+i Grup Ametller • Sergi Chimenos - Soci a Roca Junyent
12:40h - 12:55h	Cloenda: Conclusions i següents passos A càrrec de - Verónica Kuchinow, CEO a Symbiosy
13:00h	Disbar Networking

Figure 6. Miquel Aran and Carmel Modol giving the welcome speech at the start of the event



At 10:30 a.m., the Consortium presented the vision, objectives, and service offerings of the Bioboost project. The project team, represented by Emma Pipó (Inveniam) and Anna Lluís (Símbiosy), provided comprehensive insights into the initiative and addressed attendees' queries, facilitating a deeper understanding of the project.

Figure 7. Emma Pipó and Anna Lluís during the presentation of Bioboost project



The session at 11:00 a.m. focused on presenting various European bioeconomy projects under the theme "How to face the barriers with effective solutions." Four projects were showcased, where representatives explained their respective projects and shared insights on the barriers they encountered. They discussed the solutions, tools, and methodologies employed to overcome these obstacles. The projects presented were [Life Bioreformed](#), [Resource](#), [Hoop](#) and [Bioeconomy Ventures](#).

Following this, at 11:45 a.m., Jaume Sió, head of the Technical Bureau at the Department of Climate Action, Food, and Rural Agenda, discussed the Bioboost project within the Bioeconomy Strategy in Catalonia.

At 12:00 p.m., Verónica Kuchinow moderated a round table discussion on "The potential of investment in systemic projects, beyond projects with impact." The round table featured representatives from various spheres, including investors, public administration, legal experts, and bioeconomy project representatives. The participants of the round table were Teresa Botargues (Public Administration), Jaume Sió (Public Administration), Jordi Caballé (representing the investors from Suma Capital), Sergi Chimenos (representing the legal sector from Roca Junyent) and Miquel Torrente (representing the business sector from Grinyó). They engaged in a meaningful discussion on investment opportunities in systemic projects and shared their expertise and perspectives.

Figure 8. (From left to right) Jordi Caballé, Teresa Botargues, Jaume Sió and Miquel Torrente during the round table, moderated by Verónica Kuchinow (standing)



After the round table, Verónica Kuchinow provided concluding remarks and outlined the next steps. The round table discussions highlighted several key points. One of them emphasized the importance of collaborative projects and the need for agreements to ensure a shared vision among participants. It was acknowledged that while territorial aspects may vary, the focus should be on the project itself, even if it involves multiple companies.

The consensus emphasized the necessity of creating spaces for experimentation beyond existing regulations, enabling the development of a clear framework for these projects. It was also noted that such initiatives should go beyond pre-commercial pilots and encompass systemic aspects such as regulations, administrative management, and not just infrastructure.

A recurring theme was the understanding that these projects are not owned by any individual entity but are beneficial to all. A facilitator role was deemed necessary, whether it be the public administration, a business group, or a social organization, to drive these initiatives forward. This figure should be empowered and allocated a budget to ensure their effectiveness and long-term viability.

Two main focal points emerged from the discussions. Firstly, changing the rules of the game was seen as essential to facilitate and expedite bioeconomy projects. This could include incentivizing markets and streamlining administrative processes. Secondly, effective communication and measurement were identified as crucial, requiring awareness among stakeholders and consistent messaging to the broader society.

The event culminated with a networking lunch, providing attendees with the opportunity to connect, exchange ideas and explore potential collaborations.

Attendance and participation

The launch event was a resounding success, with a turnout of relevant stakeholders. The gathering included government officials, industry representatives, potential investors and project teams. The event surpassed expectations, attracting over 100 attendees.

The presence of government officials added a sense of importance and recognition to the occasion. Their participation demonstrated their support and interest in the initiative, further validating its significance. Industry representatives, who play a crucial role in shaping the field, also graced the event with their expertise and perspectives. Their presence provided valuable networking opportunities and potential partnerships for the project.

The attendance of potential investors added another layer of excitement and anticipation. Their interest in the event reflected a keen eye for innovative opportunities and signaled the possibility of future collaborations or financial backing. The presence of project teams further highlighted the event's significance. Their contribution and expertise were acknowledged during the event.

The fact that the event attracted more than 100 attendees exceeded expectations and served as a testament to the organizing committee's meticulous efforts in creating an inclusive and comprehensive invitee list. The diverse array of stakeholders in attendance fostered a dynamic environment conducive to networking, knowledge sharing, and potential synergies.

Figure 9. Image of some of the attendees before the start of the event



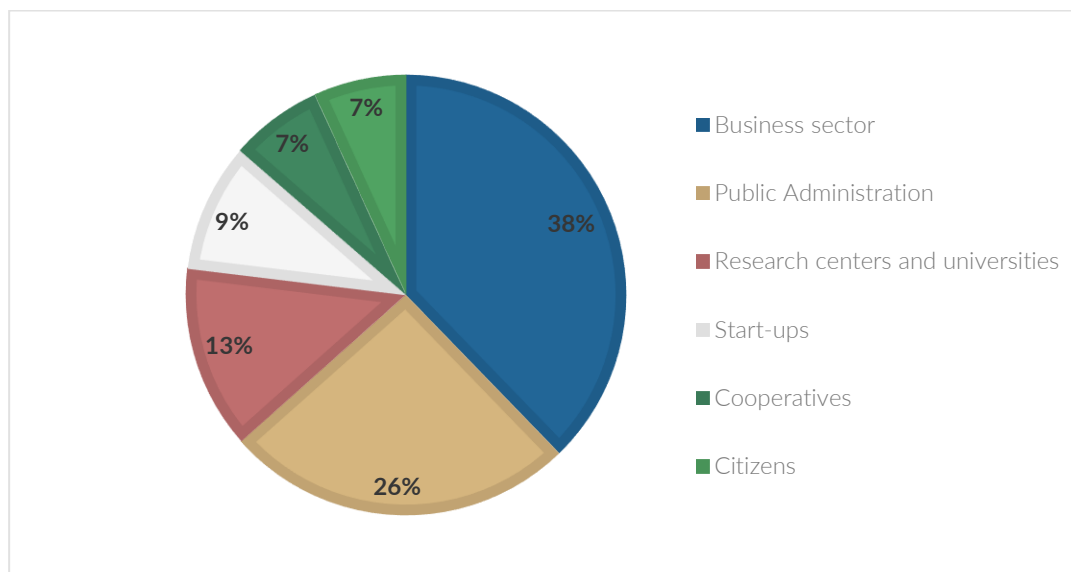
The use of the Google Forms registration system allowed the organizing committee to effectively manage data and gather essential information from the attendees. The registration data proved to be a valuable resource, providing valuable insights into the participants' organizations, sectors and interests. By analyzing this information, the organizing committee gained a deeper understanding of the diverse range of attendees and their affiliations.

Based on the data collected from the registration forms, it was evident that the event attracted a diverse range of attendees, depending on their type of organisation (see Figure 10). The business sector holds the highest percentage of representation at 37.80%. This indicates that a significant portion of the attendees belonged to various businesses across different industries. The public administration sector comprises 25.70% of the participants. A substantial number of government officials or individuals associated with public administration were in attendance. Research centers and universities represented 13.50% of the attendees, indicating the presence of academic and research institutions interested in the initiative. Start-ups accounted for 9.50% of the participants, suggesting the involvement of entrepreneurial ventures and innovative new businesses. Both cooperatives and citizens had equal representation at 6.80% each. This indicates the presence of cooperative organizations and individual citizens who showed interest in the event and its objectives.

It is noteworthy that the term 'potential investors' encompasses a diverse group that may fall within various sectors, such as businesses, start-ups, or even individuals affiliated with cooperative organizations. The decision to present the attendance breakdown by organizational type was made to provide a comprehensive overview of the event's diverse audience, showcasing the varied interests and sectors represented. As potential investors could be distributed across multiple categories, their specific representation within the overall attendance percentage is not explicitly outlined. This approach aims to highlight the inclusive nature of the event and the broad spectrum of stakeholders it attracted.

In addition, it is essential to note that we did not start compiling investor information until June. Therefore, during the preparation of the Launch Event, the investor's list was not yet ready or complete. Our priority at that time was to secure public administration support and enhance our project's pipeline. We believe that focusing on building a strong foundation for the project and ensuring it is well-known and explained is crucial before prioritizing investor engagement. Without a clear understanding of the project and a robust set of services to offer, targeting investors prematurely may not be the most effective strategy. This approach aligns with our commitment to ensuring the project's success by first establishing a solid groundwork before seeking potential investments.

Figure 10. Type of organizations to which those attending the launch event belong, from the highest percentage to the lowest percentage¹



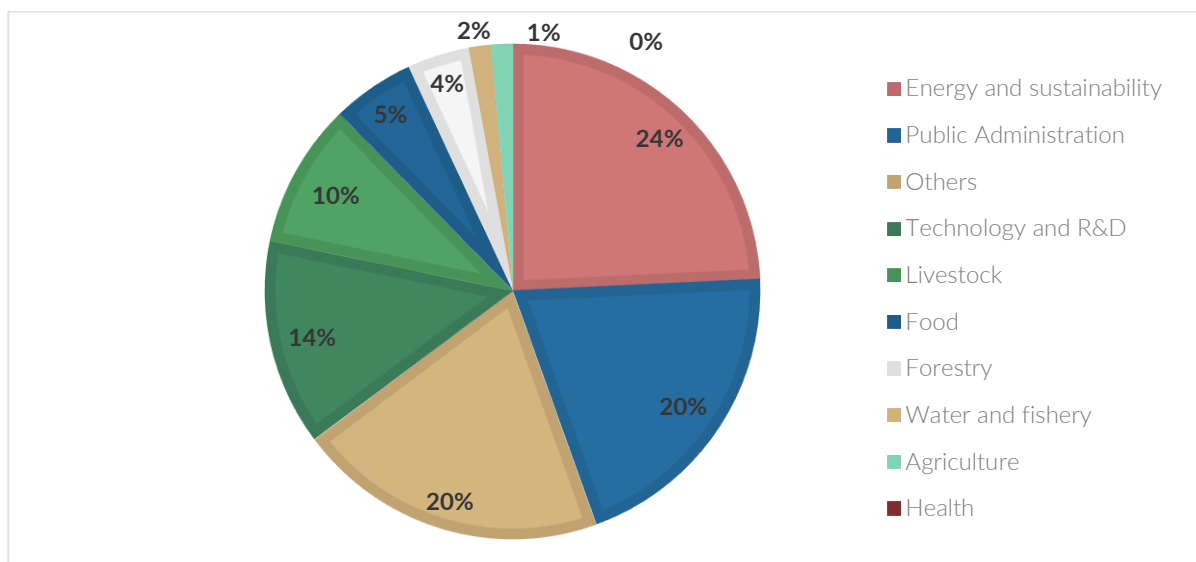
The event attracted a diverse range of sectors, with a notable emphasis on energy and sustainability, public administration, and technology and R&D (see Figure 11). The presence of participants from various sectors showcases the interdisciplinary nature of the initiative and the broad interest it generated across different industries.

The largest sector represented among the attendees was energy and sustainability, accounting for 24.30% of the participants. This suggests a strong interest and involvement in topics related to renewable energy, environmental conservation and sustainable practices. Public administration follows closely, representing 20.30% of the attendees. The "Others" category also holds a significant share of 20.30%, suggesting a diverse range of sectors not specifically mentioned in the provided data. This indicates that attendees from various industries and sectors outside the specified categories were also present at the event. Technology and R&D accounted for 13.50% of the participants, signifying the involvement of individuals and organizations focused on technological advancements, innovation and research and development. Livestock sector represented 9.50% of the attendees, indicating the presence of participants involved in livestock farming and related industries. Food sector accounted for 5.40%, suggesting the involvement of individuals or organizations focused on food production. Forestry accounted for 4.10% of the participants, indicating the presence of individuals or organizations involved in forestry management, conservation, wood construction or related activities. Water and fishery and agriculture represented a smaller portion at 1.40%. Lastly, the health sector had 0%

¹ Source: author's elaboration with data obtained from the forms used for online registrations

representation among the attendees, implying that there were no participants specifically associated with the healthcare industry at the event.

Figure 11. Sector to which those attending the launch event belong, from the highest percentage to the lowest percentage ²



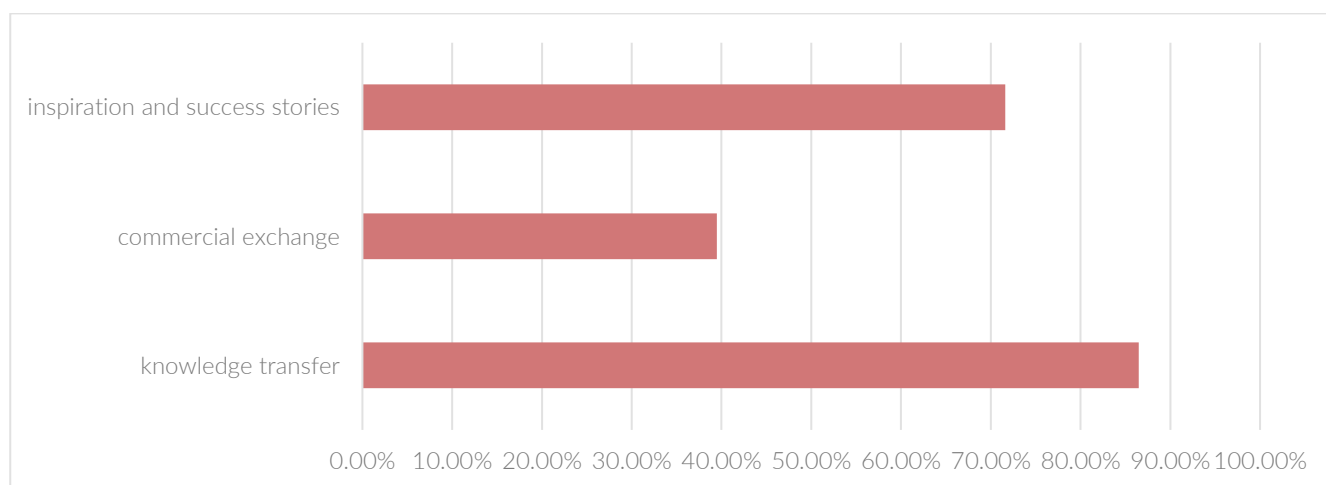
The data reveals that knowledge transfer is the primary motivation for the attendees of the launch event. This indicates a strong desire among participants to acquire new knowledge, learn from experts and gain insights into innovative practices in the relevant field. The event is perceived as an opportunity to exchange ideas, gather information and enhance their expertise (see Figure 12).

Inspiration and success stories also play a significant role, with part of the attendees seeking motivation and encouragement from notable achievements and experiences shared by industry leaders. These success stories serve as a source of inspiration, igniting creativity and driving attendees to explore new possibilities and potential avenues for their own projects.

Moreover, a notable portion of the attendees expressed a strong interest in commercial exchange during the launch event. This signifies their intention to engage in networking activities, establish valuable business connections, and explore potential collaborations or partnerships. The event serves as a strategic platform for attendees to seize commercial opportunities and expand their professional networks, enhancing their prospects within the industry.

² Source: author's elaboration with data obtained from the forms used for online registrations

Figure 12. Areas of interest for those attending the launch event³



³ Source: author's elaboration with data obtained from the forms used for online registrations

4. Achievements and outcomes

In this section, we delve into the achievements and outcomes of the Accelerator launch event. We explore the feedback received from attendees, highlighting their impressions and level of engagement. Additionally, we examine the positive outcomes resulting from the event, including a notable increase in project inquiries and the enhanced online presence.

Feedback received

The feedback received from attendees was overwhelmingly positive. Participants expressed their impressions of the event, highlighting its high level of organization, engaging content and valuable networking opportunities. Numerous attendees praised the informative presentations and engaging round table, which offered valuable insights into the objectives and benefits of the project and the bioeconomy. The level of engagement during the event was notable, with attendees actively participating in networking breaks and post-event discussions.

Moreover, the event successfully piqued the interest of the attendees in participating in the project. Several individuals and organizations expressed a strong desire to become part of Bioboost, citing the potential for mentorship, access to resources and the opportunity to collaborate with like-minded entrepreneurs and professionals.

Positive outcomes

The launch event resulted in a range of positive outcomes for the project. Firstly, it generated significant interest and led to a notable increase in project inquiries. Many attendees were inspired by the event's presentations and discussions, prompting them to submit their project proposals for consideration.

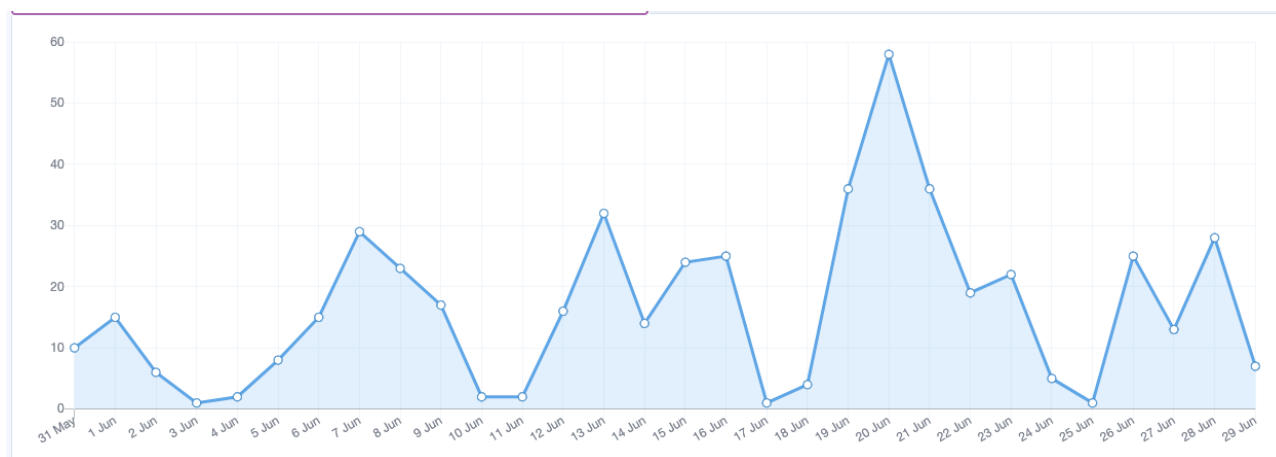
Additionally, the launch event had a substantial impact on the project's online presence and community engagement. Not only did it generate interest among attendees, but it also translated into tangible growth in our online following and website traffic.

Our social media platforms experienced a significant increase in followers, indicating a growing audience interested in our initiatives and updates. In particular, our LinkedIn page has seen an increase of approximately 30 followers since June 2023, bringing the total to 180 followers. Similarly, our Twitter account has gained 15 new followers in the past month, reaching a total of 143 followers. These growing numbers reflect the expanding audience engagement and indicate a positive response to the content and activities we share on these platforms.

Furthermore, the event played a crucial role in driving traffic to our website. The number of visits to our website saw a notable surge before, during and after the launch event, as attendees and individuals intrigued by the program sought more information and resources. This heightened online visibility not

only raised awareness of the project but also provided an opportunity to showcase our expertise and offerings to a wider audience.

Figure 13. Overview report on the Bioboost website, June 2023⁴



	Units	% increase vs. previous 30 days
Sessions	497	181%
Pageviews	1308	175%
Total users	304	126%

Moreover, the launch event served as a catalyst for growing our newsletter subscribers. Many attendees, recognizing the value and potential of the project, expressed a keen interest in staying informed about program updates. As a result, the number of subscribers to our newsletter significantly increased, reaching 321 individuals, and creating a dedicated community eager to remain engaged with the project's activities.

The combination of increased social media followers, website visits and newsletter subscribers underscores the event's effectiveness in expanding our reach and building a strong community around Bioboost. This enhanced online presence and growing audience provide a solid foundation for future communication, collaboration, and engagement with stakeholders, ultimately bolstering the project's mission of fostering innovation and supporting entrepreneurial endeavors.

⁴ Source: Bioboost webpage

5. Lessons learned and recommendations

In this section, we reflect on the lessons learned from the launch event and provide recommendations for future events. We examine the event's strengths and weaknesses, address challenges encountered and offer strategies to overcome them, as well as recommendations for future events.

The launch event provided valuable insights into its strengths and weaknesses. The strengths included a well-organized agenda, engaging content, ample networking opportunities, absence of technical issues and good time management. However, weaknesses were identified in the lack of data collection and analysis, as well as unexpected technical challenges.

To address these challenges, proactive equipment maintenance is recommended, along with implementing a systematic approach for data collection and analysis. Enhancing program content and creating diverse networking opportunities were also recommended for future events. These recommendations aim to improve the overall impact, attendee experience and success of future events.

6. Conclusions

In conclusion, the launch event of the Accelerator proved to be a significant milestone in advancing the program's objectives and fostering innovation. The event successfully showcased the program's potential, garnered positive feedback from attendees, and generated tangible outcomes.

The achievements and outcomes resulting from the launch event are noteworthy. Attendees expressed strong interest in participating in the Bioboost project, leading to an increase in project inquiries. Moreover, the event attracted the attention of potential investors, laying the foundation for future financial support.

Looking ahead, Bioboost is poised for continued growth and success. Building on the momentum generated by the launch event, the program will embark on the next phase of its journey. With the valuable lessons learned and recommendations outlined in this report, future launch events can be further enhanced to maximize engagement, improve logistics and broaden the program's reach.

As the project moves forward, it will actively pursue the next steps, including evaluating project proposals, fostering collaboration and mentorship and providing the necessary resources and support for participants. The future of Bioboost holds immense promise, as it continues to empower and accelerate the development of innovative projects that will shape the future of their respective industries.

The launch event of the Accelerator served as a catalyst for success. It marks the beginning of an exciting journey, propelling Bioboost towards its vision of fostering groundbreaking innovation and driving positive change in the entrepreneurial ecosystem.

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