

## Would you like to participate in our free Innovation Acceleration Program (2<sup>nd</sup> edition)?

**NOVExport** is a European Project designed to increase the competitiveness of small and medium-sized businesses in the **space and digital technologies sector**, and to support their **internationalization** toward **Latin America's agricultural, environmental and maritime markets**.

The project is financed by the Interreg Sudoe Programme through the European Regional Development Fund.

**We are looking for innovative small and medium-sized enterprises (SMEs), wishing the technological maturation of their products and services thanks to the use of spatial and digital data, to support their internationalization through our NOVExport Acceleration Program.**

Throughout this acceleration program, totally free of charge, entrepreneurs will receive training and coaching to manage advanced projects and operations to develop better products and services (New Product Development). The training will be carried out through webinar sessions, all sessions in English.

Objectives:

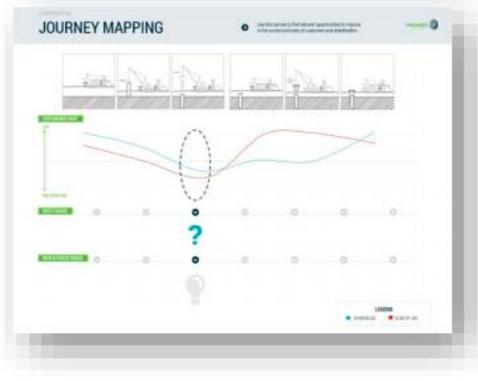
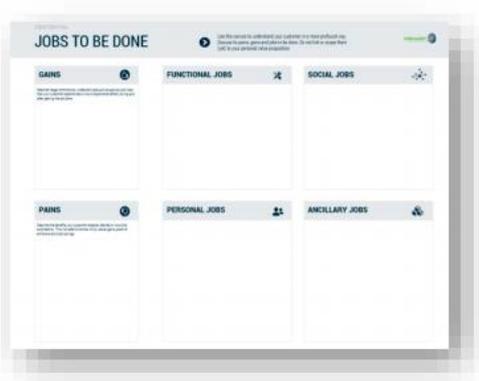
- Design or update new products or services.
- Apply rapid prototyping strategies to refine and enhance new products and services or iterate existing ideas.
- Analyze the viability of a new product or innovation, as well as potential challenges
- Manage projects to launch product and services to market
- Identify customers and potential partners
- Analyze distribution and go to market strategies
- Use IoT or other disruptive technologies to develop a business model for Latin American markets.

The training will be conducted in 4 webinar sessions (september21 – november21), focusing on innovation and product development.

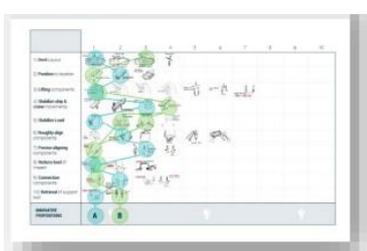
The deadline for submitting applications from interested companies is July 30<sup>th</sup>. More information and application for the selection of SMEs: <https://www.novexport-sudoe.eu/call/>

**Overall program:**

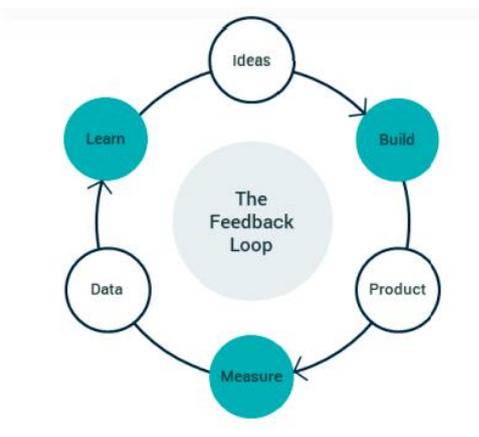
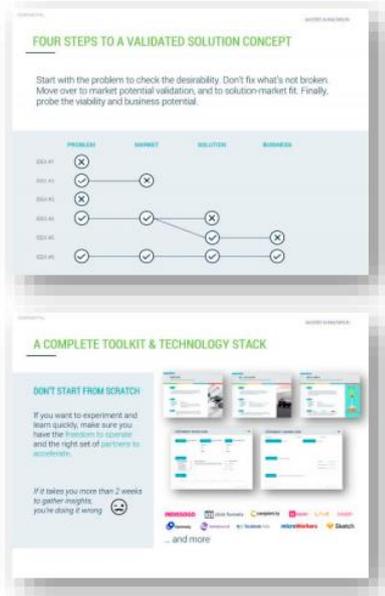
• Session 1 – design thinking



• Session 2 – value proposition design



• Session 3 – lean validation & iteration

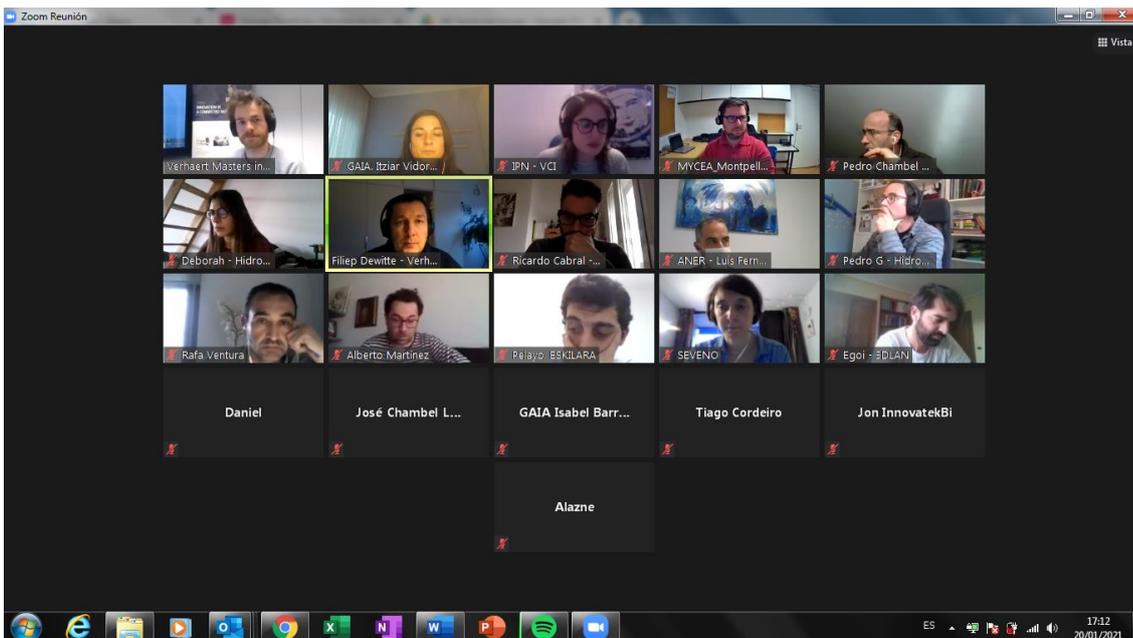


• [Session 4 – agile implementation](#)



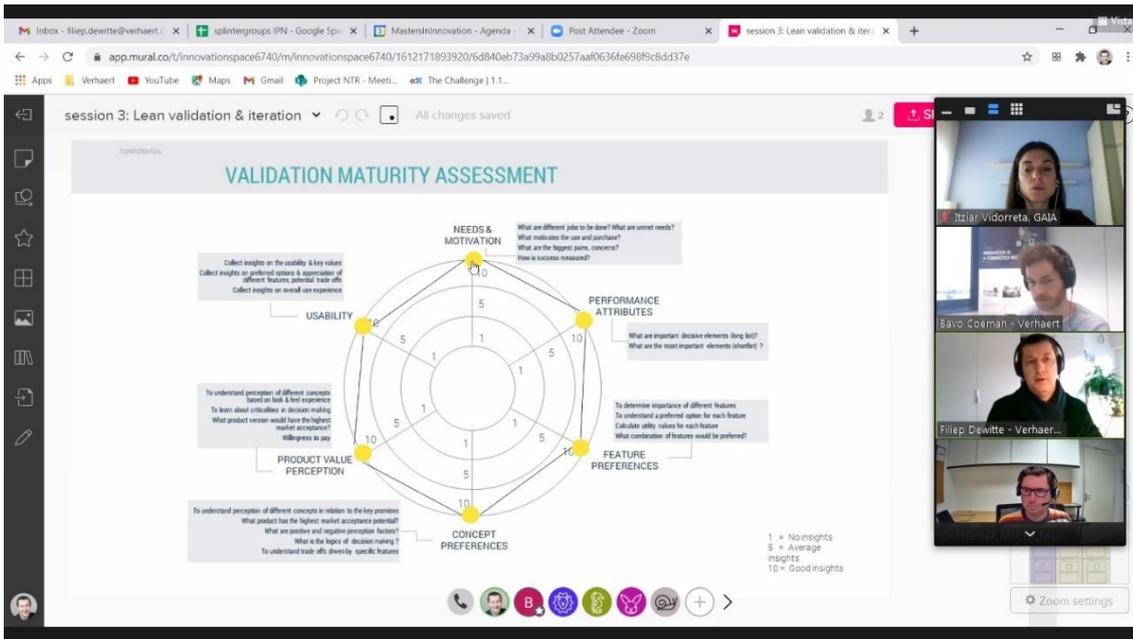
## Results of Novexport Acceleration Program: 1st Edition

The NOVExport 1st Acceleration programme took place during the month of February. During the sessions, both practical and theoretical, 25 SMEs received training and coaching to manage advanced projects and operations to develop better products and services.

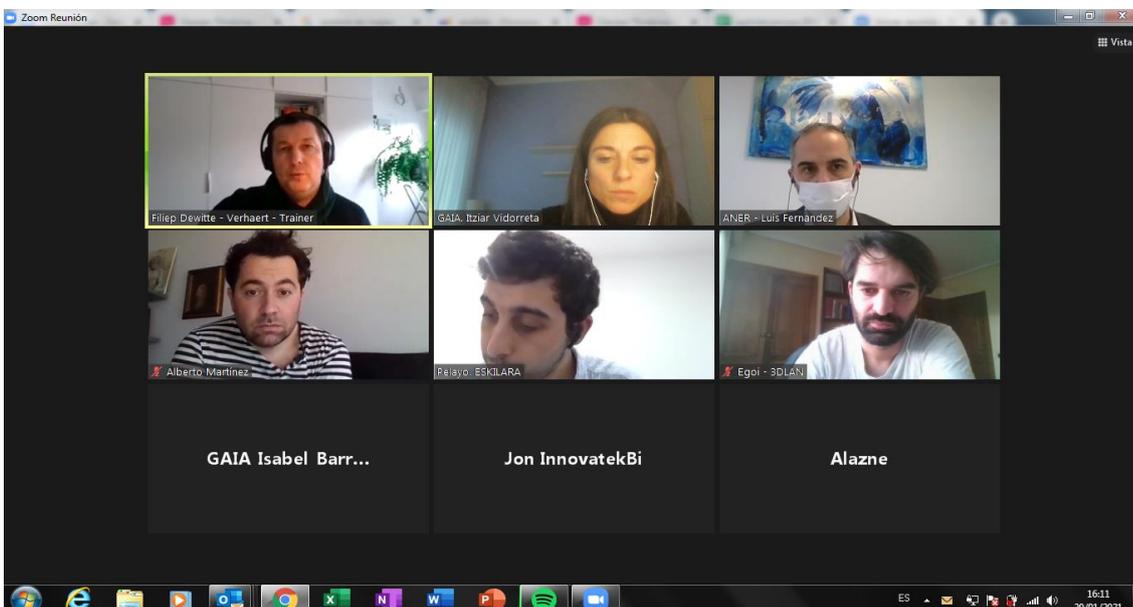


In total, 25 companies from Spain, Portugal and France were selected for the training, the profile and the background were very heterogeneous but all of them had the same objective: improve the innovative aspect of their products and services.

The 25 selected companies took benefit from a complete Innovation Acceleration Programme, with access to online tools developed by the project, training to improve innovation methodology, ongoing mentoring, matchmaking opportunities, access to an international network of support and follow-up support.



The training was conducted through webinar sessions, focussing on innovation and product development and the sessions were supported by local staff from our six Hubs in France (Montpellier and Bayonne), Spain (Badajoz, Bilbao and Madrid) and Portugal (Coimbra).



## Get benefit from more than 200 relevant recourses in NOVExport's Virtual Resources Center. Register now!

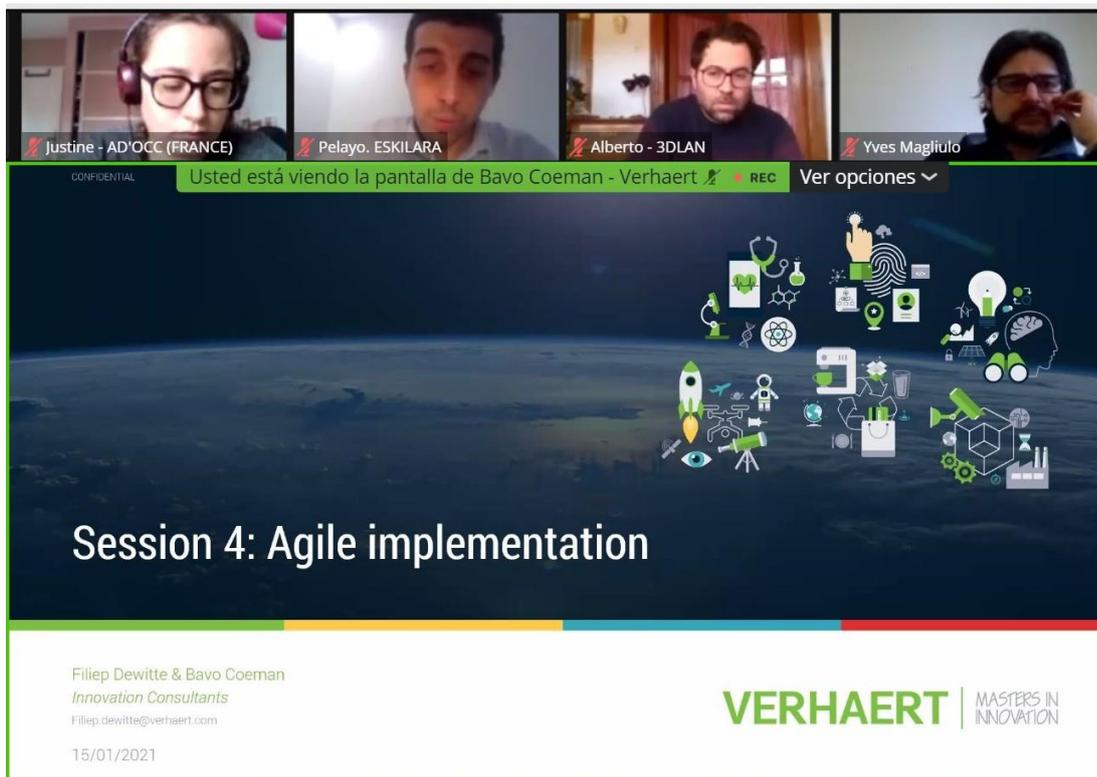
The NOVExport project offers an open resource center, a common dematerialized platform for accessing and sharing data (spatial and digital) providing data processing, training and international market research tools.

[NOVExport](https://crv.novexport-suodoe.eu) provides to European SMEs an opensource platform, <https://crv.novexport-suodoe.eu> focused on the economic development of SUDOE regions by promoting market access in Latin American countries.

Our [Center of Virtual Resources](#) is an evolving and growing dynamic platform that currently has more than 200 publications where you will find:

- more than 100 news of relevant topics as innovation, fundings, exports, environment, data, international strategies, etc
- almost 60 commercial reports ranging from case studies of the use of spatial data to strategy studies and evolution of the agro, environment or maritime sectors
- more than 40 international reports that seek to update the commercial information of the LATAM countries and the impact that the pandemic is taking in them,
- 11 trainings from different fields always within the interest of technological and innovative products and services.

## Acceleration Program 1<sup>st</sup> Edition: 3DLAN Experience



The screenshot shows a Zoom meeting interface. At the top, there are four video thumbnails for participants: Justine - AD'OCC (FRANCE), Pelayo. ESKILARA, Alberto - 3DLAN, and Yves Magliulo. Below the thumbnails, a green bar indicates 'Usted está viendo la pantalla de Bavo Coeman - Verhaert' with a 'REC' icon and a 'Ver opciones' dropdown menu. The main content area features a dark blue background with a space-themed image of Earth from space and various colorful icons representing technology, innovation, and business. The text 'Session 4: Agile implementation' is prominently displayed in white. At the bottom left, the contact information for Filiep Dewitte & Bavo Coeman, Innovation Consultants, is provided. At the bottom right, the 'VERHAERT | MASTERS IN INNOVATION' logo is visible. The date '15/01/2021' is shown in the bottom left corner.

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Usted está viendo la pantalla de Bavo Coeman - Verhaert  Ver opciones

Session 4: Agile implementation

Filiep Dewitte & Bavo Coeman  
Innovation Consultants  
Filiep.dewitte@verhaert.com

15/01/2021

VERHAERT | MASTERS IN INNOVATION

From the first edition of the acceleration plan that took place last February, we want to highlight the presence and participation of an innovative start-up, 3DLAN ([www.3dlan.org/](http://www.3dlan.org/)).

Alberto Martinez and Egoi Azkarraga participated in all the theoretical and practical sessions, they both explained their product/service and made us feel their enthusiasm and passion for their aim of making accessible to anyone with functional diversity, a sport like surfing.

During the sessions, they worked their project Surf Irekia, an innovative project with the aim to make surf inclusive.

Few days ago, we met with Alberto and Egoi and had a little talk.

**Novexport:** Egoi, Alberto, can you explain us what 3DLAN is?

**Egoi & Alberto:** 3DLAN is an association based in Getxo, North Spain, created with the aim of fostering a technological and social ecosystem for diversity.

Our mission is to ease the life of people with disabilities through design and new technologies taking advantage of the opportunities offered by free software and hardware: Making visible and raise awareness of the problems of adaptation, searching customized solutions, co-creating technical solutions with and for people with functional diversity... The main objective is to increase their personal autonomy.

**Novexport:** How did the Surf Irekia project arise?

**Egoi & Alberto:** We wanted to open the possibility of enjoying the waves of the sea to everyone, promoting the therapeutic power of the sea, the practice of sport and encourage the spirit of self-improvement.

And we want to do it considering the people, the methodologies, the material and the accessibility of the environment.

**Novexport:** How did Novexport Acceleration Program helped you?

**Egoi & Alberto:** Thanks to the NOVExport project and all the team, we have been able to learn, in collaboration with other companies, how design thinking methodology is used and how to use its tools in our project to design a solution adapted to the needs of our end user.

**Novexport:** How have you taken benefit from the tools given during the program?

**Egoi & Alberto:** We have worked to empathize with people, to define and ideate work methodologies, prototype with new materials and test in adapted environments, to meet the specific needs of people and adapt to their capabilities.

**Novexport:** Would you recommend other SMEs participate in the 2nd acceleration program?

**Egoi & Alberto:** Of course! This program has allowed us to know, with new methodologies, our business model in deep. Also, with practical tools we have had the opportunity to learn about how to develop new products. Very interesting and useful!

The progress on Surf Irekia has led to the first hits. In June, the official presentation of the project was carried out together with various authorities and participants. We are very proud of all their achievements!



Follow 3DLAN in LinkedIn and twitter: @3dlan\_org

## Hub of the Month: Hub Badajoz



NOVExport project has 6 Hubs at your disposal, these centres are our local networks for innovation and internationalization.

The goal of the Hubs is to develop a favourable environment for the maturation of business projects and to foster a co-creation focus that will bring together the providers of space and digital technologies and application markets, while maintaining a focus on internationalization.

We will present the hubs throughout our newsletters, releasing this month **Badajoz Hub**.

This Hub is a business accelerator for SMEs and Start-ups willing to develop new products and processes using spatial and digital data, IoT and other digital tools as well as interested in accessing new emerging markets.

Managed by **FUNDECYT-PCTEX**, placed in Badajoz (Spain), with broad expertise in providing advisory services for R+D+i projects, knowledge and technology transfer, entrepreneurship and business development, the Badajoz Hub intends to be the centre of reference in the southwest of Spain for promoting new solutions based on the application of space and digital technologies in more traditional sectors, such as the agro-food industry, and which respond to the challenges of new emerging markets.

## Badajoz Hub: Participate in Novexport to stay connected with your local and international ecosystem

You will be able to benefit from the activities organised in your Hub of reference, as well as those carried out in other Hubs of the partner countries. The objective of these activities is to promote learning and innovation culture through sessions with emphasis on the areas of Technological Innovation, Digital Transformation or Internationalisation. You will be able to meet and exchange experiences with companies from the partner countries (France, Portugal and Spain).

From the Badajoz Hub we promote the use of digital technologies, spatial or related to the Internet of Things to support companies in the development of their products or services to Latin American markets. Where the following have already been developed:

- Use and application of spatial data
- Deep Learning applied to remote sensing
- Blockchain for international trade

We have designed an action plan for the coming months, the next one will be held in July and will focus on how Big Data can help companies to optimise economic benefits. The aim of the session is to offer tools that help business management through the processing of massive data.

In terms of internationalisation, we will work ad hoc with companies on the definition of a strategic plan to internationalise their services or technological products, as well as prospecting in the market of interest to the company. If you are planning to internationalise your technology in Latin American countries, contact the Badajoz Hub and we will inform you about the opportunities offered by NOVExport.

Visit the NOVExport platform <https://crv.novexport-sudoe.eu/> where you can find information about all the activities carried out from the Badajoz Hub, access to recordings of them, opportunities for collaboration or funding, as well as relevant information about markets and upcoming sessions.

Don't miss the opportunity to improve your product or service while working in an international environment.