enterprise europe network

Meet in Italy for Life Sciences 2018

Brokerage Event – MIT4LS2018 BE

Participant's Guide

The following guide provides information about **registering** and **meetings management** regarding the brokerage event of Meet in Italy for Life Sciences

Please make sure that e-mails from noreply@b2match.io are not blocked or classified as spam by your e-mail server. All communications from the system come from that address.

MIT4LS2018 BE Dates to remember

01 Oct 2018*, midnight **Registrations can be closed earlier depending on the number of participants*	**Deadline for registration**
19 Sep - 03 Oct 2018, 14:00	**Book Face2Face meetings**
05 Oct 2018	**Release of first version of meeting schedule**
10 Oct 2018 11:00 – 18:30	**Bilateral face-2-face meetings**
11 Oct 2018 09:30 – 18:30	**Bilateral face-2-face meetings**

If you want to attend the Brokerage Event, please register at

https://mit4ls2018.b2match.io/

In this platform is possible also to register at:

- *Workshop*, 10 – 11 October
- *Italian Healthcare venture Forum Bootcamp*, 11th october

If you are **only** interested in attending:

- *Opening conference*, 10th October, 9:00-11:00 “Investment trends in healthcare”
- *Workshops*, 10-11 October
- *Italian Healthcare Venture Forum Bootcamp*, 11th October
- *International closing conference*, 12th October “Digital Transformation in medicine: average is dead!”

you have to fill in a separated form at:

https://meetinitalylifesciences.eu/en/iscrizioni/

Conferences Registrations is only possible at

https://meetinitalylifesciences.eu/en/iscrizioni

In the following sections **you find** information for:

- how to register to Meet in Italy for Life Sciences 2018 Brokerage Event – MIT4LS2018 BE
- how to manage your meetings/search for partners at MIT4LS2018 BE
- follow-up

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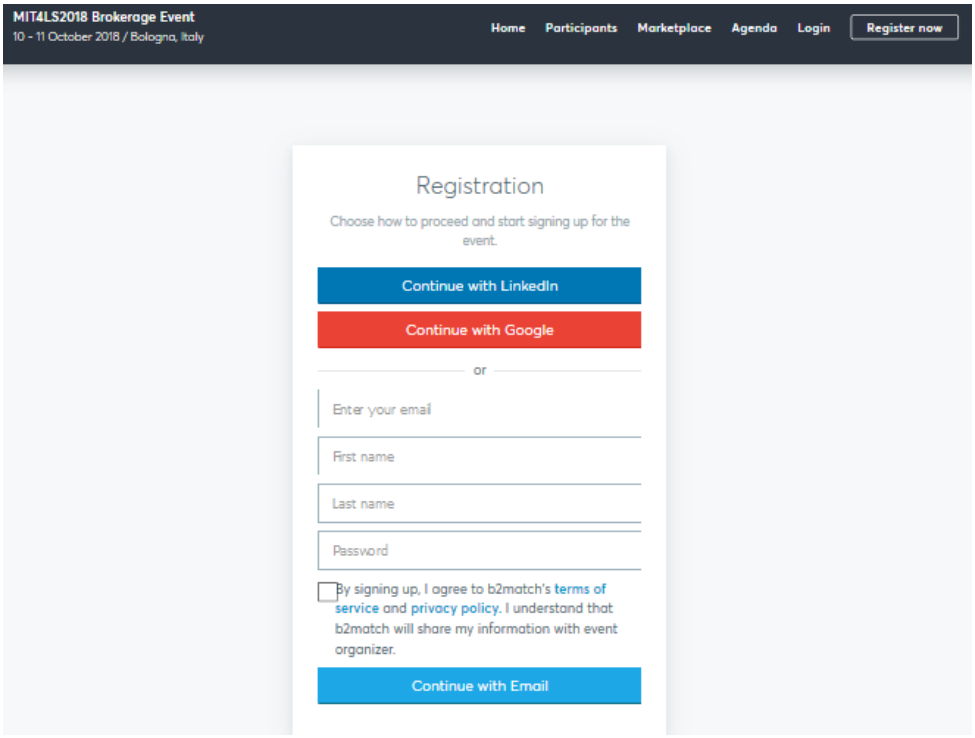
1. How to register

Participant registration is quite easy. Just click the green button "**Register now**", on the right, at https://mit4ls2018.b2match.io/ and fill in the form with your name, e-mail (that will be your login credential) and a password for your account:



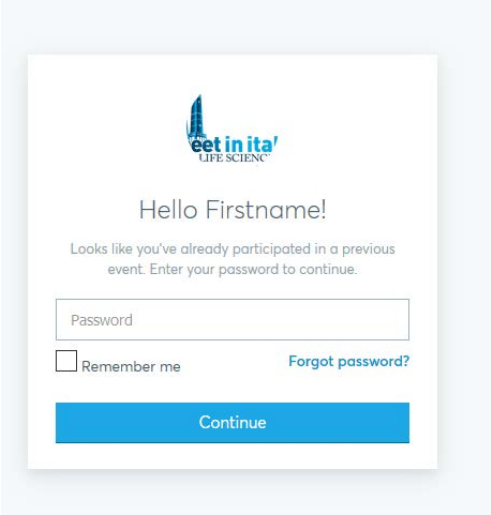
If this is the first B2match-managed event you are participating in, an e-mail with a verification link is sent to the e-mail address you provided.

If you have instead already participated in events based on the B2match platform, you will be recognised by the system with an "Hello your first name" message and prompted to type again your account password. There, you can also recover the password using the "Forgot password" link.

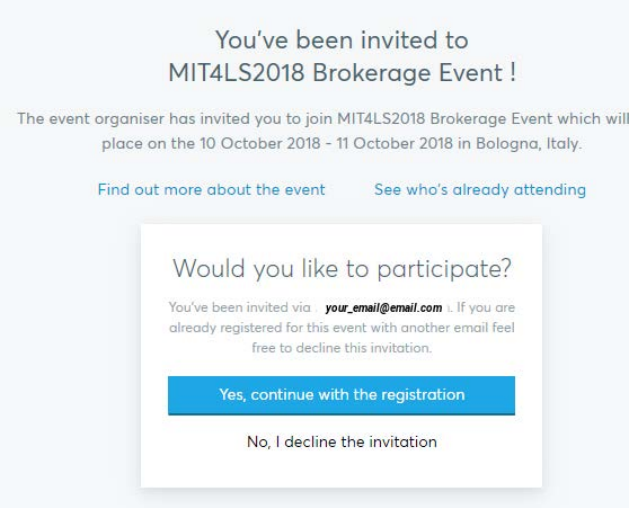
Have a look at the terms of service and privacy policy at the bottom of the form page.

Please, **be advised that by registering to the MIT4LS brokerage event you accept, besides the B2match's terms of service and privacy policy, also the terms of use reported in the website under the Terms of use section**:

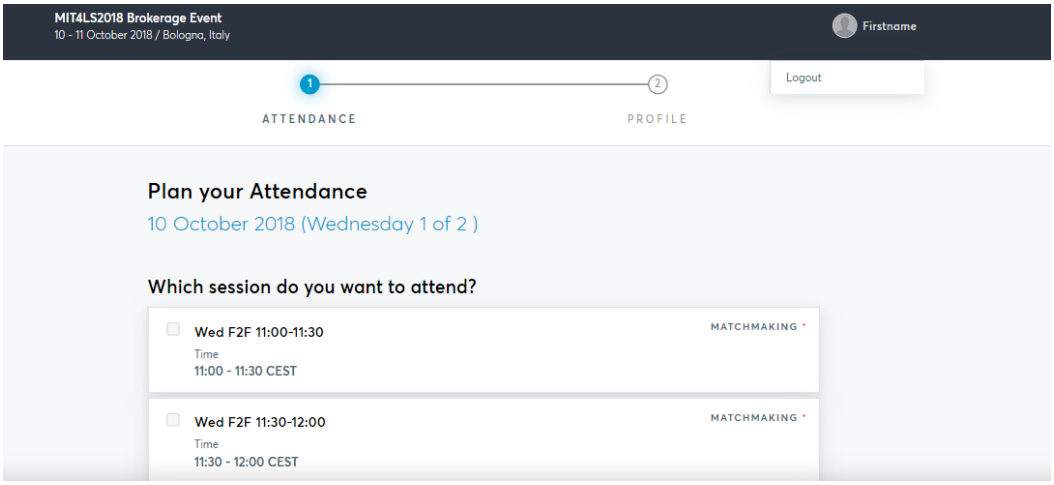
https://mit4ls2018.b2match.io/page-1851



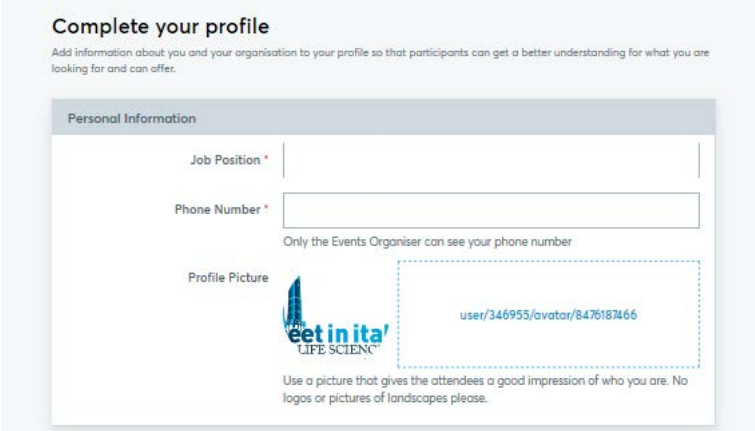
If you participated in one of the previous editions of Meet in Italy brokerage events, you should have received an invitation to join MIT4LS2018 BE from **noreply@b2match.io**, with a link that leads to the following page:



In all the cases, you are eventually redirected to the Plan your Attendance page, where you can select your available time slots for meetings on Wednesday 10 October. At the bottom of the page click “Next day” and make your choice for Thursday 11 October and then click on “Continue” at the bottom. You have to select at least one time slot to go on, but you can refine or modify your selections later on, thus don’t worry if you are not sure yet about your actual availability. In the Attendance section you also find the checkboxes regarding the registration to listen to Italian Healthcare Venture Forum pitch presentations (11 October morning) and to attend the available workshops (10-11 October).

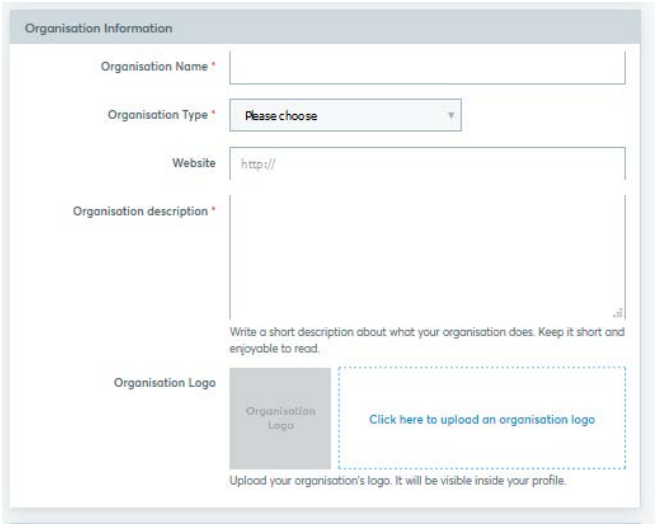


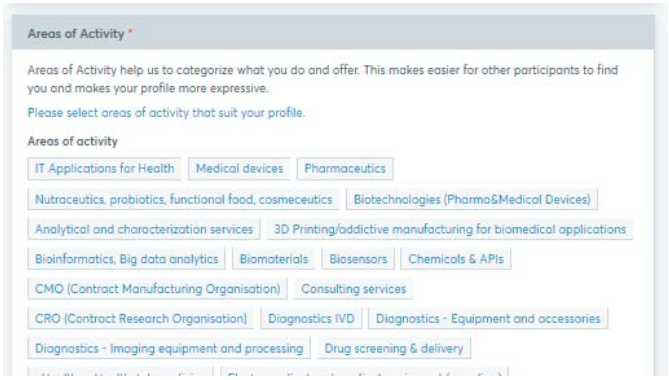
After the Plan your Attendance section, you will be prompted to insert your personal data.

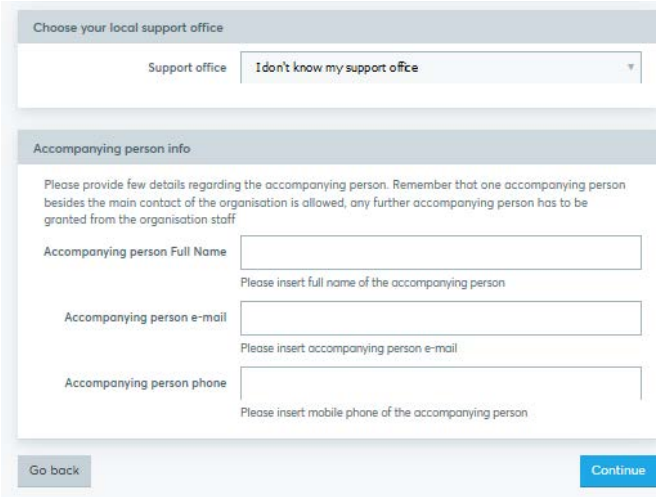


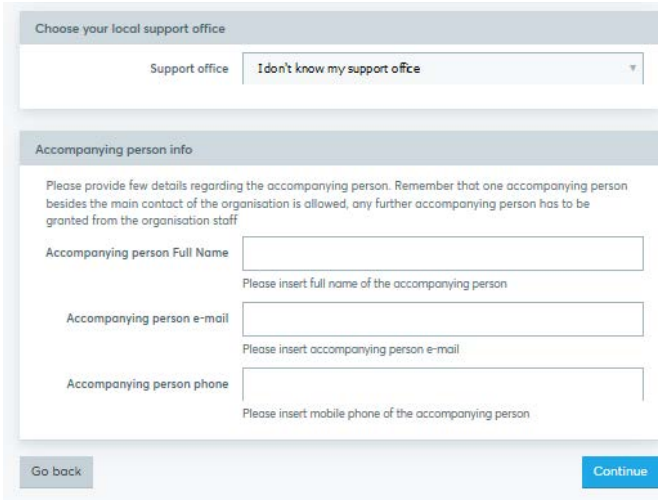
and organisation data (organisation name, description and type, logo, address, website, areas of activity). There you can also select your Enterprise Europe Network (EEN, https://een.ec.europa.eu/) local supporting office (SO). EEN is the world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions. EEN is a network of technology poles, innovation support organisations, universities and research institutes, regional development organisations, chambers of commerce and industry supporting organisations to innovate and grow on an international scale, active in more than 60 countries with more than 600 supporting members.

If you don't know your local EEN SO, the event main organisation will check your profile and assign you one SO on a regional base. Your SO will contact you offering to support you before, during and after the event.


Organisation Information
Organisation Name *
Organisation Type *
Please choose
Website
http://
Organisation description *
Write a short description about what your organisation does. Keep it short and enjoyable to read.
Organisation Logo
Organisation Logo
Click here to upload an organisation logo
Upload your organisation's logo. It will be visible inside your profile.


Areas of Activity *
Areas of Activity help us to categorize what you do and offer. This makes easier for other participants to find you and makes your profile more expressive.
Please select areas of activity that suit your profile.
Areas of activity
IT Applications for Health
Medical devices
Pharmaceutics
Nutraceutics, probiotics, functional food, cosmeceutics
Biotechnologies (Pharma&Medical Devices)
Analytical and characterization services
3D Printing/addictive manufacturing for biomedical applications
Bioinformatics, Big data analytics
Biomaterials
Biosensors
Chemicals & APIs
CMO (Contract Manufacturing Organisation)
Consulting services
CRO (Contract Research Organisation)
Diagnostics IVD
Diagnostics - Equipment and accessories
Diagnostics - Imaging equipment and processing
Drug screening & delivery

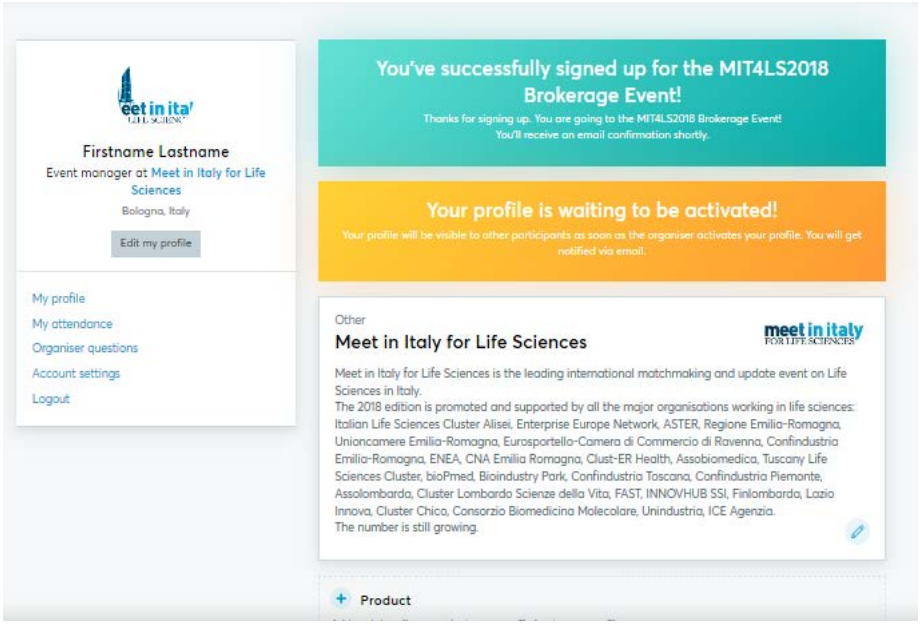

Choose your local support office
Support office
I don't know my support office
Accompanying person info
Please provide few details regarding the accompanying person. Remember that one accompanying person besides the main contact of the organisation is allowed, any further accompanying person has to be granted from the organisation staff
Accompanying person Full Name
Please insert full name of the accompanying person
Accompanying person e-mail
Please insert accompanying person e-mail
Accompanying person phone
Please insert mobile phone of the accompanying person
Go back
Continue



If you are planning to participate to the event with two people from your organisation, you have to insert there their data (name, e-mail and mobile phone) of the accompanying person. You can also do it later on from your profile account. Any further accompanying person participation to the event has to be approved from the organisation staff (https://mit4ls2018.b2match.io/page-3141), thus you have check if that is possible.

The description of your organisation should provide enough details to correlate your activities to the life sciences sector value chain (pharma, biotech, medical devices, nutraceutics, ICT for health).

Click “Continue” and the registration is completed, **but you need one more step to get the profile activated and published online**, the creation of at least one **marketplace profile entry**. You will receive a notification about it by e-mail from **noreply@b2match.io**:



Marketplace profiles are a detailed, tailored description of what you are requesting or offering when participating in the brokerage event. There are six categories, each one with optional, additional tags to get an even more specific entry. All the entries have a separated section on the website, with their own filters, the Marketplace, in the main menu bar at the top of the page.

The marketplace profile types are:

- **Product**: describe a product you are offering, generally a commercially available product, looking for distribution partners, licensing opportunities, potential customers.

- **Service**: describe a service you are offering, like R&D, internationalisation, project proposal support, consulting, CRO, CMO

- **Partnership**: describe your offer or request about engaging other participants in business, R&D, manufacturing, consulting, co-development, project partnership etc.

- **Project cooperation**: use this for offer/request about a specific project, for instance for European call partner search, or a project idea already defined, looking for partners and expertise to complete it.

- **Investment**: describe your request for investment (start-ups generally fill this kind of profile) but use this profile also if you are an investor looking for investment opportunities.

- **Request**: if your request is not well represented by the profiles above, use this generic request profile.

Each registered profile is **manually checked** by the organisation staff or your EEN SO **before activation and publication**, to see if it fits to the event topic and if the mandatory condition of at least one, clear marketplace entry has been satisfied. Integration or clarification could be asked from the organisation before proceeding with the activation.

Thus, before asking the organisation why your profile has not gone public yet, check if you have fulfilled the creation of a detailed marketplace entry and organisation description.

All the information provided during the registration (organisation data, attendance, accompanying person etc) as well the creation and editing of the marketplace entries can be updated accessing your account profile using your credentials at: https://mit4ls2018.b2match.io/

2. How to search for partners and manage your meetings

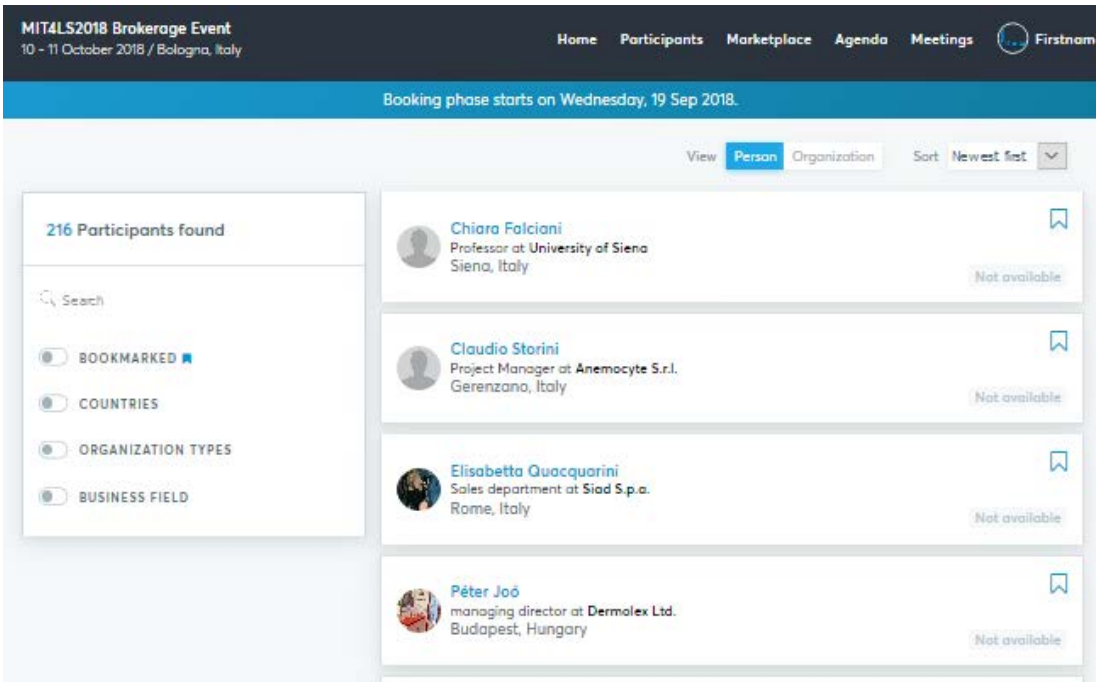
2. 1. Searching for potential partners

You can look for potential partners accessing the "Participants" section from the menu bar. By default, newest activated participants are displayed first. You can also change the view from person to organisation, sort alphabetically or by availability, and take advantage of the filters and the search box on the left.

In the same way you can search the marketplace entries in the Marketplace section.

If you are logged in, you can bookmark the organisation of interest (the small blue icon on the top right of each person/organisation box) and create your own list of participants of interest.

All the participants are showed as “Not available” until the **booking phase begins, on the 19th of October.**



2. 2. Booking phase and meetings management

From the **19th of September up to the 3rd of October at 14:00 the booking phase takes place**. That means that you can ask or receive requests for meetings. After that deadline, no bookings are possible through the online platform for the participants. Extra-meetings have to be verified and arranged contacting your local support office or the organisation staff, or directly at the event.

Only validated participants with at least one F2F session availability selected under My attendance section can ask or receive requests for meetings.

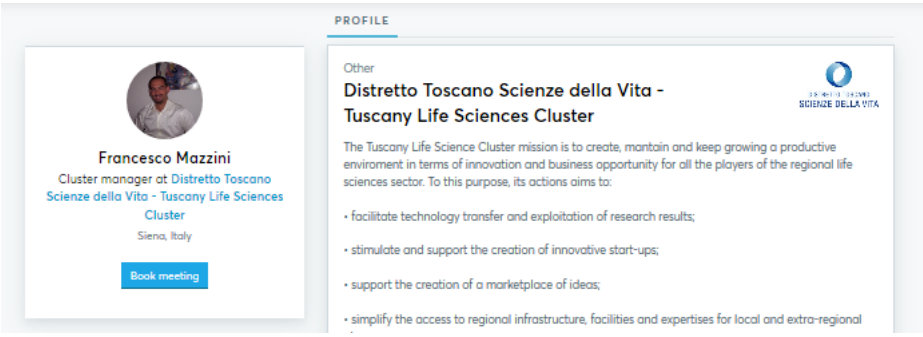
You can ask or receive requests for meetings only with participants still having free slots matching the time availability you provided under My attendance section. Each meeting lasts about 30 minutes.

Not available participants provided time slots availability not in common with yours or have no free time slots.

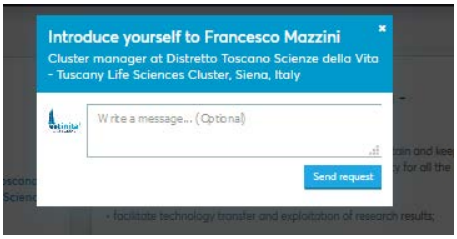
To maximise your chances of meeting, **it is strongly suggested to provide the wider possible time availability**, selecting the corresponding time slots under My Attendance section.

Consider that increasing your sessions availability during or after the booking phase does not affect requested/accepted meetings, **but reducing it can affect meetings only possible in that time frame**, resulting in the potential loss of meetings. Thus, if you have to reduce your availability during the booking phase and, in particular, after the 3rd of October, check with your local EEN supporting office or the organisation the impact on your meetings, to allow them to manage already asked meetings and inform the participants involved.

To ask for meetings: just select an available participant of your interest. In the participant profile, in the box on the left, under the picture and name, just click the blue button “Book meeting”.



A pop up appears in which you can type a message that will be delivered together with the e-mail notification of meeting request to the participant of interest. Clicking the blue “Send request” button finalizes the meeting request.

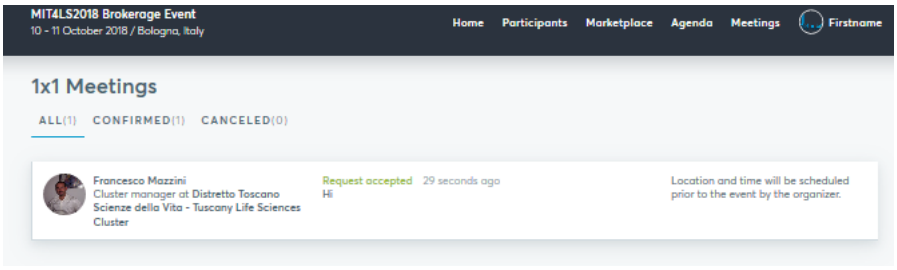


The other participant will receive a notification from noreply@b2match.io regarding the meeting request, together with the message you typed in (if any). If you want to answer to the message, don’t reply to the notification e-mail, but use the message system connected with each meeting (see below).

Bookings are assigned based on the "First Come - First Served" principle. The longer you wait, the higher is the possibility that interesting profiles will be already fully booked.

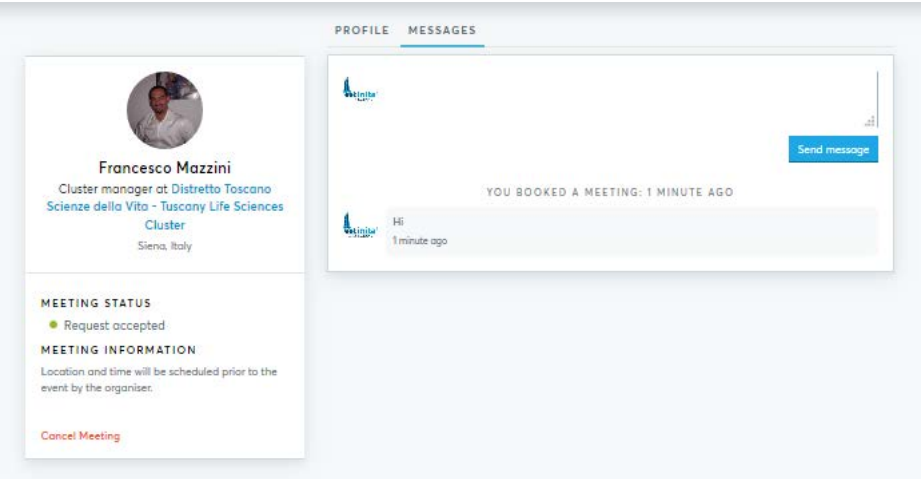
Please **remember that the requests of meeting are given ACCEPTED by default. If you want to cancel or reject a meeting, you have to manually do it from the Meetings panel** (see below). **Check regularly your meetings during the booking phase** to cancel meetings not interesting to you and to get back free time slots for other meetings.

All your meetings are reported under the Meetings section (in the website top menu bar), that you can access from the main menu bar.

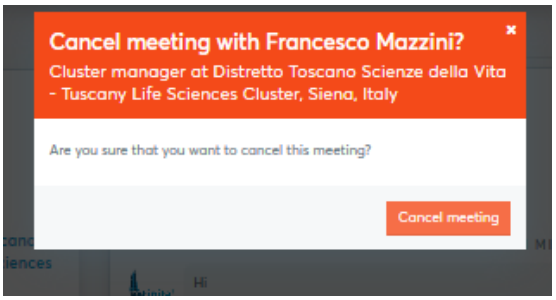


Clicking a meeting box provides you all the details and messages connected to it. There you can reply to message sent from the other participant, in particular if you want to explain why you have to cancel a meeting and how to keep in touch with the participant to explore potential collaborations.

An e-mail notification is sent for every new message created.



From the meeting overview, you can also **cancel a meeting**, there is a red "**Cancel meeting**" link at the bottom of the left box, under Meeting information. Click it and a pop up appears asking if you are sure of the cancellation. Confirm and the participant will receive the e-mail notification informing about the cancellation. You can still use the message board of a canceled meeting to discuss further topics with the other participant.



Once again, please **remember that the requests of meeting are given ACCEPTED by default. If you want to cancel or reject a meeting, you have to manually do it from the Meetings panel**, as outlined above.

If you are interested in a "Not Available" participant, you can ask your local supporting office or the organisation staff to put you in contact with that participant to discuss potential collaboration or to try to arrange an extra-meeting at the event.

2. 3. Meeting schedule

Your meeting schedule will be set up according to the time availability you provided in My attendance section, but you cannot decide the specific time of each meeting within that time frame you selected. Thus, it is pointless indicating, for instance, “meet me at 10.30” in the message accompanying or replying a meeting request.

The system that will take care of meeting schedule. A semi-automatic scheduler algorithm optimizes the meeting schedule taking into account the sessions availability of all participants and trying to limit the time between each meeting whenever possible. Some manual operations, done by the organisation staff, is generally carried out to further optimize the meetings scheduling and to try also to fulfil particular requests. **Participants are strongly recommended to ask for changes only for really unavoidable matters.**

During the booking phase, the organisation will run several times the scheduler algorithm to verify possible problems with some meetings and in case warn the participants. Don’t consider as set or definitive any possible schedule provided before the booking phase end **at 14:00 of the 3rd of October.**

After the optimisation, on the **5th of October** a meeting Agenda will be released by the organisation, you will receive an e-mail from the system about it. The pdf that you can download from the Agenda section of the main menu bar, blue button on the top right, contains now your meeting schedule besides the time slots availability provided and the possible chosen workshops.

Be advised that after the first release, **the meeting schedule can change** as last minutes changes and particular situation arisen after the agenda release are not uncommon in these kind of events, so **please check your agenda regularly**. The downloadable pdf of the meeting agenda represents the most updated, real time meeting schedule, that takes into account also last minute changes and cancellations.

At the event, please pay attention to the message boards in the meeting room to know possible no-shows or very last minute changes. Take also advantage of the b2match app to track your meetings.

Participants are strongly invited to communicate as soon as possible to the organisers if they cannot show up at the event or have to reduce their session availability after the booking phase.

2. 4. Feedback after the event

After the event, all participants will be asked to rate their meetings and to give additional feedbacks about the event organisation and extra-meetings. It takes **just 2-3 minutes** to give the organisation your feedback, and **it is very important** to understand how and where to improve the event, thus please fill in the form.

About a week after the end of the event you will receive an e-mail containing a personalized link directing to the **first feedback form**, asking about rating your meetings and the event organisation.

After about 6-8 months, a **second follow-up feedback** link will be sent you, asking for information about how your meetings evolved (No further contact, No further contact (but knowledge gain), Valuable contact for future projects, Still on-going, Negotiations started, Cooperation agreement reached). Again, **it is very important** for the organisation to have this information to improve the event.

Contacts

All the EEN SO contact details can be found at the Contact page:

https://mit4ls2018.b2match.io/page-3141

For any questions don't hesitate to contact MIT4LS2018 BE organisation staff:

ASTER, Consortium for innovation and technology transfer

Staff SIMPLER: simpler@aster.it, tel. +39 051 6398099;

Tuscany Life Sciences Cluster

Francesco Mazzini: f.mazzini@scienzedellavita.it, tel. +39 335 5312546