



D4.4 NEEDS' ASSESSMENT QUESTIONNAIRE



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004374.

Work package	WP4
Task	Task 4.3
Due date	06/07/2021
Submission date	06/07/2021
Deliverable lead	Science Park Graz
Version	1.0
Authors	Simone Carli
Reviewers	Goda Jonaityte (SD)

Document Revision History

Version	Date	Description of change	List of contributor(s)
V1.0	06/07/2021	1st version for comments	
V1.1	07/07/2021	Final version for submission	

DISCLAIMER

The information, documentation, and figures available in this deliverable are written by the "Space hUbs Network" (SUN) project's consortium under EC grant agreement 101004374 and do not necessarily reflect the views of the European Commission.

The European Commission is not liable for any use that may be made of the information contained herein.

COPYRIGHT NOTICE

© 2021 - 2023 SUN Consortium

Project co-funded by the European Commission in the H2020 Programme	
Nature of the deliverable:	Report
Dissemination Level	
PU	Public, fully open, e.g., web
CL	Classified, information as referred to in Commission Decision 2001/844/EC
CO	Confidential to SUN project and Commission Services

* R: Document, report (excluding the periodic and final reports), DEM: Demonstrator, pilot, prototype, plan designs, DEC: Websites, patents filing, press & media actions, videos, etc. OTHER: Software, technical diagram, etc.

TABLE OF CONTENTS

1 INTRODUCTION..... 4

2 NEEDS’ ASSESSMENT..... 4

3 CONCLUSION..... 5

4 ANNEX 6

1 INTRODUCTION

SUN project will launch Open Calls to select 40 entrepreneurs and early-stage start-ups in the space sector. These will be offered a 3-month mentorship scheme, referred to as the Pre-Incubation Programme, for a total of 12 support hours per Mentee. This programme will be led by Science Park Graz, with the support of external mentors selected by the Consortium. The goal will be contributing to increasing the Investment Readiness Level (IRL) and Technology Readiness Level (TRL) of the selected Mentees, preparing them to receive Incubation as the expected next step after the programme.

2 NEEDS' ASSESSMENT

The Pre-Incubation programme will be based on the know-how of the Key Account Manager (KAM) and Mentors, who will provide tailored support in their fields of expertise. To ensure a homogeneous experience for all attendants and to efficiently manage the processes from the SUN project side, some common tools will be utilised in the programme.

A **Programme Journal** will be created for each Mentee. The Journal, with a similar methodology to the [Copernicus Accelerator](#) initiative, will be the main repository for all the information and activities carried out in the programme. It will be accessible to the Mentee, their KAM and their allocated Mentors. It will contain the assessment of needs, the agreed KPIs and steps to success for the programme. It will also be used to allocate the Mentoring hours, as well as to report the outcome of each Key Account Management and Mentoring meeting. Lastly, the document will include the final evaluation performed by each KAM at the closure of the programme.

The **Needs' Assessment** will be performed by the Key Account Manager, who will be responsible for identifying:

- the main business objectives of the Mentee, in line with the goal of the SUN Pre-Incubation program to prepare the entrepreneur to receive incubation services;
- other objectives that are not listed in the pre-defined list of business objectives but that might be relevant for the development of the company;
- key strengths, weaknesses, opportunities and threats (SWOT) of the Mentee, aiming to identify the main areas of intervention for the Mentoring activity.
- the type of support requested by the Mentee, which will be combined with the evaluation of the Key Account Manager to define the support programme.

Findings from the Needs' Assessment will be used by the Key Account Manager to identify key goals of the program, define a Mentoring Plan and monitor the progress of the Mentee. These activities will be tracked on the Programme Journal, which will be stored in the online folder of the SUN project. An offline copy of the template can be downloaded here:



2021_SUN_Journal
Template.xlsx

IMAGE 1: NEEDS’ ASSESSMENT TEMPLATE

Needs' Assessment -			
Business Objectives	Develop/fine-tune business plan	<input type="checkbox"/>	Select at least one
	Incorporate as a company	<input type="checkbox"/>	
	Develop a new product / service	<input type="checkbox"/>	
	Identify and approach a potential first client	<input type="checkbox"/>	
	Design strategy to reach profitability level with a first product	<input type="checkbox"/>	
	Define roadmap to expand to a foreign market (internationalisation)	<input type="checkbox"/>	
	Prepare for other start-up support initiatives (e.g. industry accelerator, incubator, etc.)	<input type="checkbox"/>	
	Prepare to raise equity funding (angel, seed or venture capital)	<input type="checkbox"/>	
	Prepare to obtain debt funding	<input type="checkbox"/>	
Other Objectives	Prepare to obtain public funding	<input type="checkbox"/>	List other objectives (e.g. technological ones)
Strengths			List the main 3 strengths of the company proposed solution
Weaknesses			List the main 3 weaknesses of the company proposed solution
Opportunities			List the main 3 opportunities of the company proposed solution
Threats			List the main 3 threats of the company proposed solution
Requested Support			Describe the type of support requested from the company

3 CONCLUSION

A Needs’ Assessment of each Mentee will be carried out at the beginning of the SUN Pre-Incubation Programme. The Key Account Manager will perform the activity on the Programme Journal that will be created for each Mentee as a repository for all the relevant information for the programme: needs, goals, mentors’ allocation, progress monitoring and closure. The Needs’ Assessment will identify the main areas to cover during the program and will support the Key Account Manager’s decisions in designing a tailored plan for each Mentee.

4 ANNEX

4.1 PROGRAMME JOURNAL

A Program Journal will be created for each Mentee and will be stored in the SUN Google Drive folder, with accessibility from SUN Consortium, KAMs, Mentors and the Mentee. The following images are to be considered as a mock-up of the final document.

IMAGE 4: PRE-INCUBATION JOURNAL – GENERAL INFO

General Info -		
Program		<i>Select from dropdown menu</i>
Coach		<i>Insert coach name</i>
Company		<i>Insert company name</i>
Team Lead		<i>Insert team lead's name</i>
Team Lead Email		<i>Insert team lead's email address</i>
Main Country		<i>Select from dropdown menu</i>
Country 2 (if applicable)		<i>Select from dropdown menu</i>
Country 3 (if applicable)		<i>Select from dropdown menu</i>
Name of the product/service		<i>Insert name of the solution</i>
Description (min 500 characters including spaces)		<i>Insert a description of the solution, highlighting key aspects and connection to the program</i>
Investment Readiness Level (IRL)		<i>Select from dropdown menu</i>
Technology Readiness Level (TRL)		<i>Select from dropdown menu</i>

IMAGE 5: PRE-INCUBATION JOURNAL – NEEDS’ ASSESSMENT

Needs' Assessment -			
Business Objectives	Develop/fine-tune business plan	<input type="checkbox"/>	<i>Select at least one</i>
	Incorporate as a company	<input type="checkbox"/>	
	Develop a new product / service	<input type="checkbox"/>	
	Identify and approach a potential first client	<input type="checkbox"/>	
	Design strategy to reach profitability level with a first product	<input type="checkbox"/>	
	Define roadmap to expand to a foreign market (internationalisation)	<input type="checkbox"/>	
	Prepare for other start-up support initiatives (e.g. industry accelerator, incubator, etc.)	<input type="checkbox"/>	
	Prepare to raise equity funding (angel, seed or venture capital)	<input type="checkbox"/>	
	Prepare to obtain debt funding	<input type="checkbox"/>	
Other Objectives	Prepare to obtain public funding	<input type="checkbox"/>	<i>List other objectives (e.g. technological ones)</i>
Strengths			<i>List the main 3 strengths of the company proposed solution</i>
Weaknesses			<i>List the main 3 weaknesses of the company proposed solution</i>
Opportunities			<i>List the main 3 opportunities of the company proposed solution</i>
Threats			<i>List the main 3 threats of the company proposed solution</i>
Requested Support			<i>Describe the type of support requested from the company</i>

IMAGE 6: PRE-INCUBATION JOURNAL – PROGRAMME KPIS

Programme KPIS -				
KPI	Description	Completion date	Potential Risks	Mitigation Measures
<i>Identify up to 5 KPIS for the program</i>	<i>Describe the measurable KPI</i>	<i>Insert target completion date</i>	<i>List potential risks connected to the KPI</i>	<i>List potential mitigations for identified risks</i>

IMAGE 7: PRE-INCUBATION JOURNAL – STEPS TO SUCCESS

Steps to Success -		
Detailed Steps	1.	<i>Detail the steps required to achieve the business objectives and KPIS, as well as how these actions will be supported in the program</i>
	2.	
	3.	
	4.	
	5.	
Expectations		<i>Describe the agreed expectations for the program</i>

IMAGE 8: PRE-INCUBATION JOURNAL – MENTORING PLAN

Mentoring Plan -		
Mentor	Type of Mentoring	Hours Allocated
		Total Hours Allocated 0
<i>List the Mentor(s) allocated to the company</i>	<i>Describe the reason for providing the allocated Mentoring</i>	<i>Insert amount of hours allocated</i>

space
hubs
network

End of Document



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004374.