

**#EUvsVirus**  
challenge

can you hack it?



**Matchathon meeting**

**With**

**Academia and Research & Development  
institutions**

**#EUvsVirus**  
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# The Matchathon



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR RESEARCH & INNOVATION

Directorate TF - European Innovation Council  
**TF.2 - Innovation ecosystems**

Brussels, 27 April 2020  
RTD.TF.2/ILB

### **NOTE ON MATCHATON: saving lives together**

#### **Rationale for the Matchathon: #EUvsVirus as a process**

#EUvsVirus is a process with three phases: ideation phase (done at the Hackathon), Matching phase (the Matchathon) and development/deployment phase (to occur at the EIC Covid Platform).

The Matchathon is the natural evolution of the Hackathon. The Hackathon is a generation of ideas by teams at large scale (many thousands) in a short period of time. As a side product, #EUvsVirus Hackathon has also been able to attract a big group of partners.

Similarly, the matchathon is the match-making of ideas/teams at scale in a short period of time. We aim at matchmaking the best teams/ideas with the 600+ partners that joined the Hackathon and that are willing to support that the best ideas are turned into actual solutions.



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Matchathon is a concept easily understood by the constituency.

## Why #EUvsVirus Matchathon

#EUvsVirus Hackathon has generated a great pool of partners willing to support the implementation of the best ideas into actual solutions. We have now a pond full of excellent ideas and a big group of partners looking for fishing into that pool to support the best ones that fit into their strategy. Previous hackathons had focused on getting ideas but they have not been able to create a big group of partners around because that is not the focus of the usual hackathons. #EUvsVirus hackathon was focus on the follow-up phase from the design phase.

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**IMPLEMENTATION: It is about short term impact that has tremendous impact to save lives and help those who are suffering the most**

1. Hackathon Phase

The hackathon phase is the collection of ideas at scale (2146 ideas for solutions) in a short period of time (48 hours).

2. Matchathon Phase

The Matchathon is a matchmaking at scale and in a short period of time (72 hours, with 2/3 weeks of preparatory work before). The matchmaking will be between winning teams

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with ideas/MVPs and partners with available resources to help the implementation of the ideas.

The Matchathon has three stages: needs stage, resources stage and match-making stage.

- *The 'needs' stage* will last for 3 weeks and will be dedicated to collect the needs of the teams. Some teams might be in a very early stage and in need of financial resources for development. Other teams might be looking for partners with factories able to manufacture their solution at scale. Other teams might be looking for support to enter into other countries' markets. Work to be done by the volunteers and EIC officers.
- *The 'resources' stage* is the collection of what the partners are willing to offer to the winning teams. The partners might be willing to offer financial support, manufacturing support, acceleration support, internationalisation support, marketing and design support. Work to be done by the volunteers and EIC officers.
- *The 'match-making' stage* is the actual matching between needs and available resources. The match-making stage will occur within the slack platform as it is very familiar to all involved stakeholders (it is the platform used for the hackathon). It will have a duration of 72 hours, similar to the hackathons. This stage will be curated by the volunteers and EIC staff.

3. Development/Deployment Phase (at the EIC covid platform)

The 'development/deployment' phase will be the period (normally no more than 2 months, but possible to extend if needed) where the matched corporates and teams will develop/deploy the solutions that were originally created in the hackathon. This phase will occur within the EIC covid platform using the structure of challenge and sponsors developed by EASME team.

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## Timing:

- Hackathon – preparatory stage: April 3<sup>rd</sup> to April 23<sup>rd</sup>
- Hackathon – hacking stage: April 24<sup>th</sup> to April 26<sup>th</sup>
- Hackathon – evaluation stage: April 27<sup>th</sup> to April 30<sup>th</sup>
- Matchathon - Needs stage: May 4<sup>th</sup> to May 19<sup>th</sup>
- Matchathon - Resources stage: May 4<sup>th</sup> to May 19<sup>th</sup>
- Matchathon - Matching stage: May 22<sup>th</sup> pm to May 25<sup>th</sup> pm.
- Development/deployment phase: May 25<sup>th</sup> onwards

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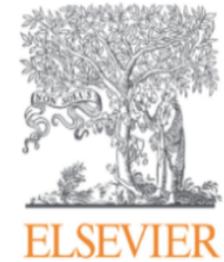
# The Academia and R&D core team

# Academia and R&D Project Manager



Renata Petrevska Nechkoska

PhD in Business Economics & PhD in Management /  
Assistant Professor / Postdoc at UGent / WBAA Head of  
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# Academia and R&D

Deputy PM, core team, Business-Academia Manager



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# Academia and R&D

## Deputy PM, core team, Coordinator for healthcare providers



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# #EUvsVirus challenge

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# Academia and R&D

## European Commission Liaison



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**Academia**  
**R&D**  
**Partners**

**As institutions**

**As departments**

**As Research Support and TTOs**

**As networks/associations/...**

**As individuals**

(academic staff, researchers, students, ...)

**Scientific Disciplines: ALL**

**Industry Domains: ALL**

**Academia  
R&D  
Partners**

**Scientific Disciplines: ALL**

**Industry Domains: ALL**

**Let's mobilise academia, speed up the applied research, provide multidisciplinary collaboration, cross-discipline fertilisation and functional business-academia-innovation bridges, via this sample of projects, in these challenging times for all but for the better future of many more!**

# Academia R&D Partners

**A note for you, dear partners:**

- **if possible, please type in chat your Name, Surname, Institution (eMail if open for public)**
- **as we speak, please feel free to engage via typing suggestions and questions in the chat;**
- **we will also have time for discussion**

**PLEASE BEAR IN MIND**

**that this is more a brainstorming and reflection session and your input is precious at this stage too!**

# Potential perceived benefits?

Proximity to Companies of all kinds?

Research testbed

Applied science

Methodology

Publications

Case studies, experiments

Help your students and staff

Open access science

Technologies for distance learning

Find talent

EIC covid platform

...

# Potential perceived contribution?

Assessment

Training

Methodology

Immediate capabilities (advice, coaching, mentoring, guidance, facilitation, lectures)

Accumulated knowledge

Dissemination

Strategy/Tactics/Operations/Projects guidance for complexity (adaptability)

State of the art

Business models

Innovation and Innovation in context

Circular economy

Technology transfer (and its labyrinths)

Best practices, positive deviances, copy-paste special

Feasibility

Business processes

Industry-specific knowledge and science

Problem-based, learning by doing, rapid reconfiguration of capabilities,

...

# First engagement

## Panels (multidisciplinary)

### For overall assessment of the projects/teams

- Criteria
- Needs Assessment
- Profiling
- Recommended improvements  
(short, mid, long term)
- Wrapping up a report
- Communicating with the teams/  
matchmakers/account managers

## Second challenge

**Big picture overview and creative solutions**

**120 teams (Devpost)**

**One on one matchmaking**

**How do we see the big picture?**

**And maybe design a supply net and investor kaleidoscope and reconfigure capabilities for greater impact with what is given?**

**Which**  
**ROLES**  
**do**  
**you**  
**think**  
**you**  
**can**  
**populate?**



## Next steps

Reach out to us if you would like to be in **ACTIVE** role:

- Who would like to do what and contribute how?
- How can we meet in the middle?

**We communicate needs, roles, engagements as we go!** - mind your mailbox or even better, join us in Slack workspace

# Academia and R&D matchathon team

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