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# MobiGoIn – Mobility Goes International

key achievements, good practices and  
lessons learned

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Brussels, 21 Feb. 2018



*This document is part of the project MobiGoIn which has received funding from the European Union's  
COSME Programme (2014-2020) - grant agreement No. 689937*



# Key achievements

- **MobiGoIn Network: 274** SMEs and startups mapped according to MobiGoIn Smart Mobility Focus.
- **MobiGoIn Internationalisation Strategy and Roadmap:** identification of priorities based on the companies needs and the market opportunities abroad.
- **7 new European and international partners** – setting the bases for the development of the MobiGoIn Internationalisation Strategy.



# Good practices

1. **Map of SMEs and startups competences:** profiling MobiGoIn network based on the competences, solutions and services of the companies within the Smart Mobility focus of the project.
2. **Final event format:** not only a plenary about the results of the project but an interactive and participative event: pitch speech from SMEs and startups, B2B meetings, networking lunch and live webstreaming.
3. **Valorisation of the informal activities between the project clusters' team** helped reducing the risks and criticalities regarding collaboration, maintaining a good environment throughout the project and beyond.



# Lessons learned

- To held focus groups at the beginning of the project but also later on. It is important to have a botton-up approach that takes into consideration the needs, experiences and takes of the SMEs and startups that will benefit from the project. A second meeting allows also to ask for feedbacks and perceptions about what has been developed, validating the results with the target users.
- Contacts with potential partners abroad is more difficult when not in person. Having more time to find the contacts in the markets and planning more effort for this task would have been helpful to have more contacts in fewer time. Defining the target countries early on also allows a more focused approach when contacting potential new partners.
- Remote interventions within events – if it is not indispensable, better to have the experts in situ. Always use a specific tool for these connections.

# Thank you for your attention!

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