

D.2.1.1 – Testing pilots' framework

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Table of content

Glossary	5
Abbreviations	5
1. Background.....	6
1.1 Big picture & TIGER pilot service journey	6
1.2 TIGERpath & services.....	7
1.3 Outputs and long-term impact	9
2. Pilot service overview	10
2.1 Expert assessment (EA).....	12
2.2 Hackathon (HA).....	14
2.3 Market entry accelerator for innovative technologies (MEAIT)	16
2.4 Product validation in target environment (PVTE)	18
2.5 Market access strategy for mature technologies (MASMT).....	21
2.6 Platform (PLT)	25
2.7 Go2payers (G2P)	27
2.8 Sustainability compliance (SC).....	29
3. Implementation of innovation support services pilots.....	31
3.1 Subperiods & pilot service availability	31
3.2 Coordinated implementation & collaboration.....	33
3.2.1 IGZ responsibilities for implementation phase	33
3.2.2 Partners activities related to SSM / Tigerpath	35
3.3 Open call guide	35
3.3.1 Open call submission.....	35
3.3.2 Eligibility & Selection	36
3.3.3 Service provision.....	39
3.3.4 Validation	41
3.3.5 Feedback questionnaire.....	41
4. Peer – Learning and assessment	42
4.1 Concept of peer learning	42

TIGER

4.1.1 BEFORE peer learning	43
4.1.2 DURING peer learning	43
4.1.3 AFTER peer learning	43
4.2 Role allocation.....	44
4.2.1 BEFORE phase: preparation	44
4.2.2 DURING phase: Implementation.....	45
4.2.3 AFTER phase: Follow-up	45
5. Communication and engagement strategy	45
5.1 Promotion of services and Tigerpath	46
5.2 Promotion of open call.....	47
5.3 Promotion of done implementation.....	47
Annexes.....	48
ANNEX A: Description of open call criteria with accompanying scoring	48
ANNEX B: Open call Timeline	49
ANNEX C: Open call guide – summary (template).....	50
ANNEX D: Open call – Charter (template)	52
ANNEX E: Service feedback questionnaire (template)	53

Index of figures

Figure 1: TIGER pilot service journey (above) and BIG picture (bellow).....	7
Figure 2: TIGERpath.eu, a transnational one-stop-shop for health innovators, https://tigerpath.eu/	8
Figure 3: TIGER services to be tested and validated	9
Figure 4: Contents leaders per pilot service	9
Figure 5: Engagement BEFORE (blue) and AFTER (red) service provision.....	12
Figure 6: Customer journey for EA	14
Figure 7: Customer journey for HA	16
Figure 8: Customer journey for MEAIT	18
Figure 9: Customer journey for PVTE.....	21
Figure 10: Customer journey for MASMT	24
Figure 11: Customer journey for PLT	27
Figure 12: Customer journey for G2P	29
Figure 13: Customer journey for SC	31
Figure 14: Pilot service's process	32
Figure 15: Distribution of activities and availability of pilot services per subperiods	33
Figure 16: Customer journey protocol	35
Figure 17: Eligible territories (regions within country).....	38
Figure 18: EU definition for SME (left) and independence structure (right)	39
Figure 19: Open call steps and actions within timeline	40
Figure 20: Concept of peer learning	42
Figure 21: Role allocations	44

Index of tables

Table 1: Innovation support service matrix.....	10
Table 2: Novelty of pilot services per provider	11
Table 3: EA identity card	12
Table 4: Steps of EA	13
Table 5: HA identity card	14
Table 6: Steps of HA.....	16
Table 7: MEAIT identity card	16
Table 8: Steps of MEAIT	17
Table 9: PVTE identity card	18
Table 10: Steps of PVTE.....	20
Table 11: MASMT identity card	21
Table 12: Steps of MASMT	23
Table 13: PLT identiy card	25
Table 14: Steps of PLT.....	26
Table 15: G2P identity card.....	27
Table 16: Steps of G2P.....	28
Table 17: SC identity card.....	29
Table 18: Steps of SC.....	30
Table 19: Distribution of activities per subperiods.....	32
Table 20: Availability of pilot service according to cut-off dates and partners as pilot service provider involved	33
Table 21: Tools & technical setup	34
Table 22: Open call communication strategy	34
Table 23: Eligibility criteria	38
Table 24: Open call selection criteria	39
Table 25: Target groups and channels	46

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Glossary

CONTENT LEADER - one of the consortium organisations, taking the lead of the process of elaborating the definition and implementation of individual pilot service; defined as an organisation & person.

CUSTOMER JOURNEY - the process a customer goes from expressing interest in a pilot service via open call/platform until the end of service delivery, including providing feedback about the service.

EXTERNAL EXPERT - independent external expert who become a part of TIGER Expert Pool.

INTERNAL EXPERT - expert, member from consortium organisations involved into providing of pilot service.

NATIONAL TIGER EXPERT – National TIGER Expert is the equivalent for Regional service point when used for external communication. It shall not be used as an acronym (no NTE abbreviation).

PILOT SERVICE - A preliminary implementation of a service designed to test its concept, processes, and impact in a real-world setting. It allows for evaluation, feedback collection, and refinement before potential full-scale deployment.

PILOT SERVICE JOURNEY - The complete cycle of developing and delivering a pilot service, including defining the service with the consortium and experts, implementing the pilot, collecting feedback through peer learning, and refining the service based on insights gathered during the process.

REGIONAL SERVICE POINT - Regional service points are the entry gate that the SMEs can contact to get access to the services. There are 5 different RCP, located in different countries and responsible for SMEs coming from their nation; Regional service points are defined as persons within the organization. RCPs shall exclusively be used for internal communication, not for external (website, social network).

SERVICE PROVIDER - An individual, organization, or entity responsible for delivering a specific service to customers / internal experts, including managing its development, implementation, and execution according to agreed requirements during the implementation of pilot services.

SYSTEMIC SUPPORT MODEL - is a framework tool/platform for coordinated&structured service provision on transnational level.

TIGER PATH - The one-stop-shop hub for the Systemic Support Model and its services have been called Tiger Path and can be found under the URL: www.tigerpath.eu

TIGER CHARTER - A formal document that defines the purpose, responsibilities, and commitments of collaboration of both parts of TIGER actors, SMEs taking part of service provision and project partners.

VALIDATION - a process that follows testing and engagement with SMEs; a process which is done when i) service is delivered in at least four regions, ii) all feedback of supported SMEs are received, iii) received feedback is evaluated with documented suggestion for improvements.

Abbreviations

BMC – Business model canvas

RCPs – Regional service points

SSM – systemic support model

SME – Small and Medium Enterprise

TIGER – FosTering ehealth and social Innovations as **G**ame-changers in **sE**nior and **R**emote care

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1. Background

1.1 Big picture & TIGER pilot service journey

The TIGER project aims at providing **co-designed services for innovation diffusion** in senior and remote care by i) shaping the mindset of relevant actors in regional health innovation ecosystems, ii) assisting SMEs at all technology readiness levels to develop eHealth and social innovations and bring them closer to market, iii) introducing effective co-creation processes, optimise market entry support and facilitate the access to finance for innovations.

Collaboration within TIGER is rooted in a shared commitment to structured, high-quality service provision across regional and national boundaries. Work Package 2 (WP2), exemplifies this joint effort by **piloting services** through a network of internal and external experts. These experts, working transnationally, offer standardized innovation support to SMEs leveraging their diverse backgrounds and comparative regional advantages. TIGER actors involved are: i) SMEs as customers ii) internal experts (as consortium members), iii) external experts (as TIGER pool of experts), iv) others (EUSALP AG1 members, observers, ...).

TIGER PILOT SERVICE JOURNEY

- Step 1 – designing of service and methodology for implementation

The TIGER consortium aims to identify the most effective methods for implementing the new¹ TIGER services through testing. This approach will enable **TIGER’s internal experts to independently execute** the service in the future with minimal reliance on external experts.

- Step 2 - testing with a certain amount of companies

Testing provides critical feedback to determine whether the new service concept, as defined at the beginning, represents **the ideal customer service journey** or requires adjustments.

- Step 3 - validation with tiger actors

Feedback, gathered from all TIGER actors involved, contributes to the validation process to build **ideal TIGER service journey**.

¹ new-to-territory, new-to-sector, new-in implementation method.

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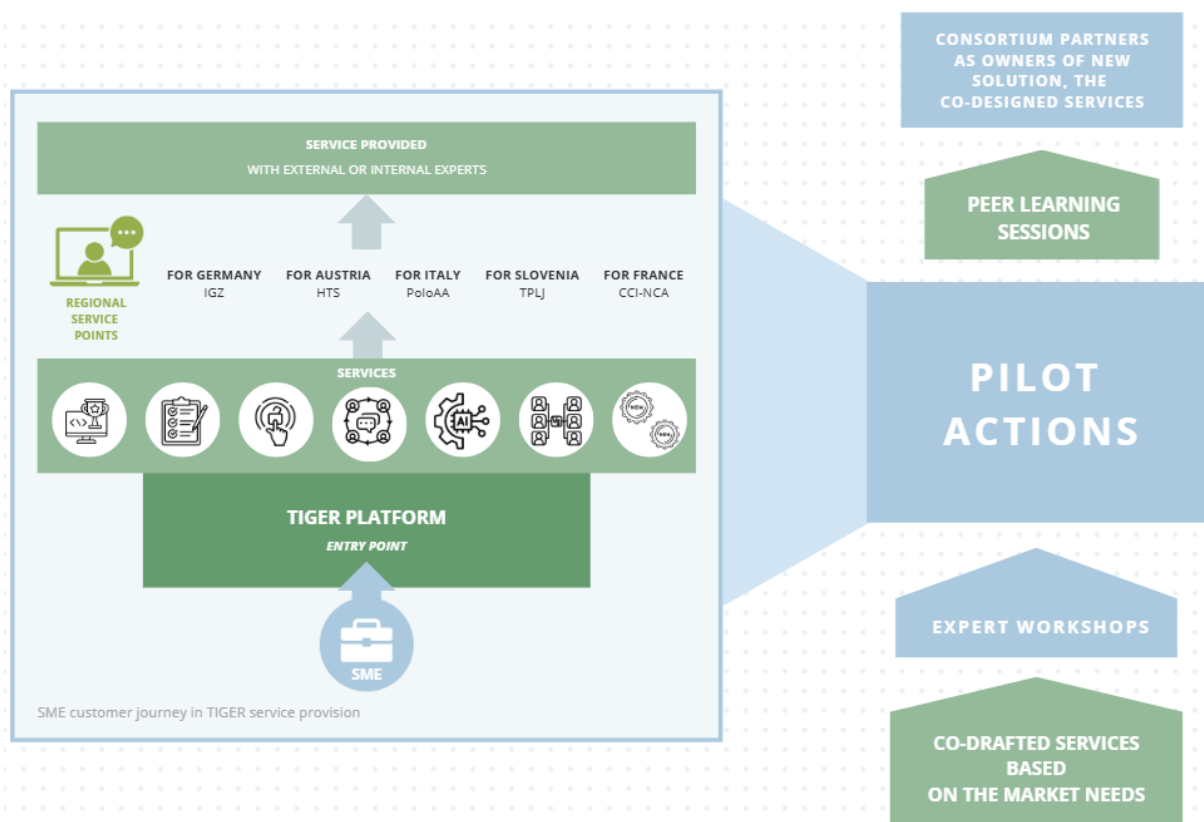


Figure 1: TIGER pilot service journey (above) and BIG picture (below)

1.2 TIGERpath & services

TigerPath.eu, (<https://tigerpath.eu/>) transnational one-stop-shop for health innovators, is the heart of jointly collaboration and starting entry point for target group engagement. The suggested Systemic Support Model will enable joint service provision in a coordinated manner and in a transnational context: start-ups and SMEs may enter the services via the Online Access Point and will then be assisted by

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regional service points (selected consortium member in the region). The solutions will be taken up by actors beyond the partnership, positively affecting also policy development and stakeholder interactions on a transnational level. Through the co-creation approach, eHealth and social service and product development will become more customer-driven and transnational validation will increase the potential market uptake. The transnational network for structured support in innovation diffusion will further increase the attractiveness of the Alpine Region to become a common future market for many companies.

To clearly address target group, pilot services are divided in two categories: low TRL service and high TRL services.



Figure 2: TIGERpath.eu, a transnational one-stop-shop for health innovators, <https://tigerpath.eu/>

Predefined innovation support services to be tested and validated are:

- i) at low TRL stage: Expert assessment, Hackathon, Market entry accelerator for innovative technologies;
- ii) at high TRL stage: Product validation in targeted environment, Market access strategy for mature technologies, Matchmaking platform, and 2 newly co-designed services Go2Payers and Sustainability compliance².

² Go2Payers and Sustainability Compliance services were newly defined at the end of period 2, during PPs meeting no2, 4.6.2025.

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Figure 3: TIGER services to be tested and validated

The management of each service was assigned to one partner, while all partners who opted for the individual service were involved in the defining & elaboration and implementation of the service.



Figure 4: Contents leaders per pilot service

1.3 Outputs and long-term impact

The co-designed 8 services for innovation diffusion will be tested, refined (if necessary) + validated through pilot actions in at least 4 participating regions. The validated service solutions will be owned by the project partners. The PPs will publish an Innovation Support Guide summarizing all validated services as well as giving recommendations on how to implement them. The Guide will target other service providers willing to uptake the solutions + will be made available upon signed MoU.

Key outcomes:

- **Empowered internal experts** with improved knowledge and competencies
- **New services introduced** to regional or sectoral innovation ecosystems
- **For each pilot service:**
 - Implementation and transfer guidelines will be provided

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- If a pilot service did not achieve positive outcomes, lessons learned, and improvements will be documented.

Long-term adjustments & sustainability measures:

- Online feedback questionnaires for SMEs integrated into TigerPath
- Replacement of intro meetings with automated online sessions being ordered via TigerPath.eu
- Improved and automated online sessions with SME to ensure sustainability beyond the project lifecycle.
- Services provided to SMEs during the project duration are free of charge, but at the end of the project these services will be provided as a paid service.

2. Pilot service overview

Depending on interest of the partners, the distribution of provision (by internal or external experts) of pilot services among the partners is defined, as showed in the Table 1. The partners also defined the type of novelty of the new service, represented in Table 2.

Table 1: Innovation support service matrix

	ICS	HTS	GGZ	IGZ	OTH-AW	EBM	CCI-NCA	Polo-AA	UNIVE	TPLJ	IZRIIS
Expert assessment			X	X	X	X				X	
Hackathon			X	X	X		X	X	X		
Market entry accelerator for innov. technologies		X		X		X	X			X	
Product validation in target environment			X					X			X
Market access strategy for mature technologies	X	X		X	X	X				X	
Platform								X	X		
Go2Payers	X			X		X	X				
Sustainability Compliance	X			X	X			X		X	
	Austria		Germany		France		Italy		Slovenia		

Legend :

X	Service provided with internal experts (staff cost only)
X	Service provided with external experts (by external support)
	Service provision is not considered/foreseen here

Table 2: Novelty of pilot services per provider

	ICS	HTS	GGZ	IGZ	OTH-AW	EBM	CCI-NCA	Polo-AA	UNIV E	TPLJ	IZRIIS
Expert assessment			N-T	N-IM	N-IM	N-IM N-T				N-IM	
Hackathon			N-IM	N-IM	N-IM		N-IM	N-T N-IM	N-T N-IM		
Market entry accelerator for innov. technologies		N-IM		N-IM		N-IM N-T N-S	N-T, N-IM			N-S	
Product validation in target environment			N-IM					N-IM			N-IM
Market access strategy for mature technologies	N-T N-S N-IM	N-IM		N-S	N-S	N-IM N-T				N-IM	
Platform								N-IM N-T	N-IM N-T		
Go2Payers	N-IM			N-S		N-IM	N-IM				
Sustainability Compliance	N-IM			N-S	N-S N-T			N-IM		N-S N-IM	
	Austria		Germany		France		Italy		Slovenia		

Legend :

N-T	Service new-to-territory
N-S	Service new-to-sector
N-IM	Service new-in implementation method

Regardless of which pilot service customers enter, engagement process BEFORE and AFTER service provision the same for all.

BEFORE

→ Entry point: request submitted via online platform

Users (startups or SMEs) access our platform and submit a request to receive the TIGER business support. They select their country, which determines which regional service point (RCP) receives their entry.

→ Eligibility check by the RCP & First Call/meeting with RCP for general TIGER service procedure and for piloting requirements.

AFTER

→ The customer is asked to fulfil online questionnaire before last interaction of service provision. Both participants go through written feedback, this should be flexible (1:1 meeting, phone call, meeting).

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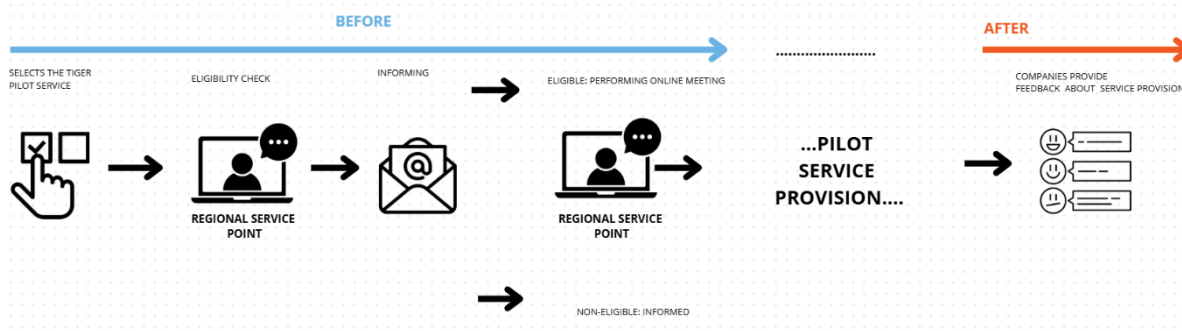


Figure 5: Engagement BEFORE (blue) and AFTER (red) service provision

2.1 Expert assessment (EA)

Table 3: EA identity card

Name:	Expert assessment
TRL level:	LOW TRL
Countries providing:	Austria (GGZ), Germany (OTH-AW), France (EBM), Slovenia (TPLJ)
Leader:	Human.technology Styria, Michael Pichler
Activities:	1.) workshops with internal experts: 5.2.2025 <i>(Partner Meeting Ljubljana)</i> 2.) workshops with external experts: 11.6.2025 <i>(online exchange workshop)</i>
Description:	<p>The "Expert Assessment" service, offered through the TIGER platform, is designed to help SMEs and startups with low TRL in the eHealth sector take the next strategic step in developing customer-driven, impactful solutions for senior and remote care. This service guides companies through a structured and collaborative process to better understand their innovation needs and establish a clear path forward.</p> <p>How it works:</p> <p>1.) Initial Meeting and Questionnaire: The process begins with a comprehensive meeting between the company and the experts at your regional service point. In this session, a tailored questionnaire is completed to capture the company's unique challenges, goals, and requirements within the field of eHealth and elderly care.</p> <p>2.) Requirements Profile Development: Based on the insights gathered during the meeting and from the questionnaire responses, a detailed requirements profile is created. This profile outlines the company's specific needs, opportunities for innovation, and areas where their products or</p>

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	<p>services can make the most impact within the context of senior and remote care.</p> <p>3.) Action Plan and Next Steps: Following the development of the requirements profile, a clear and actionable plan is crafted. This plan identifies the next steps for the company, offering practical guidance on how to move forward with their product or service development in alignment with international standards and emerging trends in eHealth.</p>
Target Group needs:	The target group are SMEs and startups with low TRL in the eHealth sector. The service fosters innovation in sectors most affected by the growing shortage of skilled labor. By leveraging international expertise and creating actionable, tailored strategies, the Expert Assessment empowers companies to create solutions that address real-world needs in senior and remote care, accelerating the development of much-needed products and services.
Novelty:	The Expert Assessment brings something new to the table by focusing specifically on elderly and remote care innovation — a sector that’s often underserved when it comes to tailored support. The structured yet conversational approach, plus the regional and international dimension, gives it added value compared to more generic innovation services.
TIGER experts contribution:	Feedback was provided by the Head of technology transfer department at Pomurje technology park and the Head of the “Connected Computing” research group at Joanneum Research DIGITAL. As a result, we will try to extend the service with the following add-on: Benchmark inspiration box – we try to add a short section in the final report with 2–3 short examples of similar innovations from other Alpine regions (if available). This gives companies inspiration and shows them what’s working elsewhere.
Validation KPI:	Mandatory 1 SME per country; recommended additional 2 per country

Table 4: Steps of EA

1.step	Initial Meeting and Questionnaire
output	Online Meeting (0.5-1 hour) between RCP and customer and filled out questionnaire.
2.step	Requirements Profile Development
output	A detailed requirements profile is created. This profile outlines the company’s specific needs, opportunities for innovation, and areas where their products or services can make the most impact within the context of senior and remote care
3.step	Action Plan and Next Steps

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output	A clear and actionable plan is crafted. This plan identifies the next steps for the company, offering practical guidance on how to move forward with their product or service development in alignment
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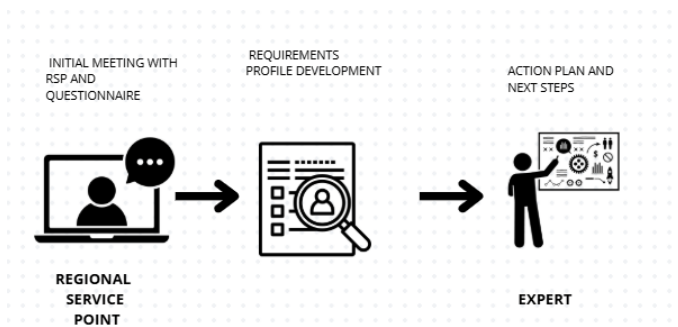


Figure 6: Customer journey for EA

2.2 Hackathon (HA)

Table 5: HA identity card

Name:	Hackathon
TRL level:	low in Italy, high in other countries
Countries providing:	Austria (GGZ), France (CCI NCA), Germany (IGZ), Italy (PoloAA and UniVE)
Leader:	PoloAA, Tiziana Perin
Activities:	Workshops with internal experts: 05/03/2025, 7 project partners Workshops with external experts: 16/06/2025, 3 external experts
Description:	The hackathon enables the co-creation of innovative, digital solutions for healthcare and social challenges by connecting startups, SMEs, and interdisciplinary teams in intensive, expert-supported sprints. It supports SMEs and innovators by offering a low-risk, high-impact environment to validate ideas, access diverse talent, accelerate product development, and gain visibility. In Italy, the focus is on early-stage startups (low TRL) , fostering experimentation and networking. In France, Germany, and Austria, the service targets higher TRL (near-to-market) challenges through on-demand hackathons. Regarding AI, telemedicine, or wearables, the hackathon framework allows for such technologies , depending on the SME's or startup's specific challenge. The model promotes cross-border collaboration and is aligned with EU digital and innovation priorities.
Target Group needs:	The target group includes startups and SMEs , particularly those in the healthcare and social sectors across Italy, France, Germany, and Austria , including Alpine regions. Their key unmet needs are access to innovation, limited internal R&D capacity, difficulty attracting talent, and slow

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	<p>digital transformation. Many also lack cross-border collaboration opportunities and exposure to emerging tech and markets. The TIGER hackathon service responds by offering a structured, low-risk format to solve real problems, test ideas, and connect with experts and peers. In mountainous and rural Alpine areas, these challenges are amplified by isolation, limited networks, and brain drain. The service fosters cross-border innovation, supports digital inclusion, and enhances competitiveness—directly addressing needs unique to the Alpine Space.</p>
<p>Novelty:</p>	<p>The TIGER hackathon service is new to the Alpine territory by introducing international, cross-border innovation sprints where SMEs act not just as participants but also as challenge owners and promoters. It differs from typical hackathons by offering on-demand customization, expert guidance, and a focus on real-world, near-to-market solutions. The service builds on regional strengths in health innovation, silver economy, and research networks, while aligning with smart specialization strategies like digital health, ageing well, and regional resilience. It directly addresses Alpine challenges: improving rural healthcare access, responding to ageing demographics, and fostering cross-border collaboration. By embedding innovation into the regional economy, the service strengthens the Alpine innovation ecosystem and supports sustainable, inclusive development in areas often underserved by traditional R&I programs.</p>
<p>TIGER experts contribution:</p>	<p>We had feedback from 3 experts from 2 countries: Nicole Traxler (social innovation, startup mentoring), Alberto Monachesi (strategic communication, territorial engagement), and Patrick Holzmann (entrepreneurship, digital innovation). Their combined expertise enhances the impact and relevance of TIGER hackathons. Key suggestions: improve communication, clarify the value proposition, and tailor engagement. Use strong health/innovation messaging, clear calls to action, and a digital ecosystem. Pricing should be flexible and SME-focused post-project. The cross-border, SME-led model is innovative but needs strategic outreach and possible involvement of public institutions. All recommendations were integrated into the revised hackathon definition, emphasizing the added value for SMEs and startups.</p>
<p>Validation KPI:</p>	<p>The success will be measured with number of SME/startups involved. All the partners providing the service will contribute to the cross validation process. We will provide a questionnaire to all the participants to have feedback on the events and suggestions for improvement. We will open the call for the participation in 1 event in Italy at international level and participation in at least 1 national hackathon per other countries involved (France, Austria, Germany), so minimum of 4 is going to be respected.</p>

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	PoloAA and UniVE will invite target groups from Switzerland and Liechtenstein to the international hackathon in Italy if specific contacts will be established with the support of the LP and all PPs.
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Table 6: Steps of HA

1.step	In Italy: receive applications to the hackathon after launching the challenge
output	RCP: evaluate them with criteria to be defined (in Italy: PoloAA and UniVE with support by an external agency) – 20 hours.
2.step	Performance of Hackathon
output	PoloAA and UniVE with support by an external agency) – 2 person months including preparation and realization. In other countries: please ask them directly.
3.step	Cross-border validation
output	Validation of the hackathon with the other PPs providing the service (number of participants, winners ideas, elaboration of feedback from questionnaires) – 20 hours.
4.step	Delivery report
output	Delivery report on the hackathon realization and results (20 hours).
Parallel step	In Austria, France and Germany: local hackathon on demand
output	Hackathon offered as a service to solve challenge of one or several SMEs. Steps will be elaborated during T2.2.

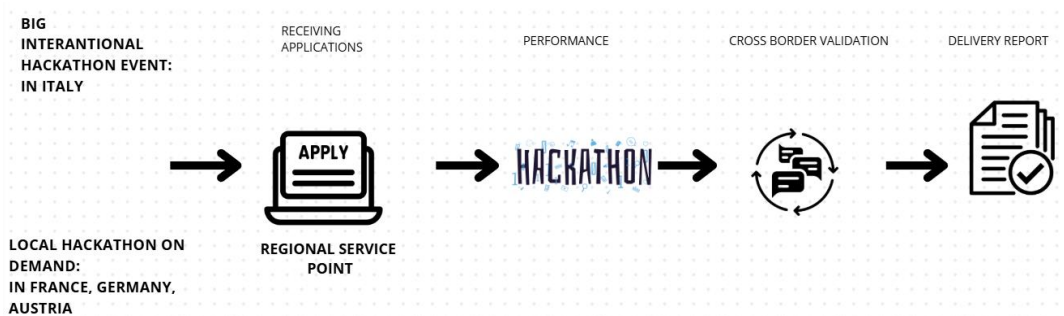


Figure 7: Customer journey for HA

2.3 Market entry accelerator for innovative technologies (MEAIT)

Table 7: MEAIT identity card

Name:	Market entry accelerator for innovative technologies
TRL level:	Low (TRL 1-4)
Countries providing:	Austria (HTS), Germany (IGZ), France (EMB, CCI-NCA), Slovenia (TPLJ)
Leader:	Technology park Ljubljana, Rebeka Žerovnik

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Activities:	Workshop with internal experts: 5.5.2025, 8 participants; 26.6. 2025, 8 participants 12.5. 2025 – workshop with external experts: 10 participants
Description:	<p>The service supports early-stage companies in elderly care and telemedicine through a business model canvas and expert guidance.</p> <p>This service will provide hands-on support at an early stage (low TRL) to help innovators:</p> <ul style="list-style-type: none"> ➔ Understand the complex needs of elderly users and care ecosystems ➔ Build trust-based, practical care models — not just tech prototypes ➔ Align their solution with market realities, funding pathways, and health outcomes ➔ Receive multi-country feedback to improve cross-border potential <p>The business canvas serves as a guideline for companies on how to explain their product/service to providers, prepare training sessions and adapt the sales process accordingly. Another aspect is payment and reimbursement options for care products.</p> <p>The business model canvas is designed to reflect real-world complexity in elderly care — from human needs to delivery systems and funding models.</p>
Target Group needs:	Startups and small or medium-sized enterprises (SMEs) based in the Alpine Space, working on early-stage (low TRL) solutions in the fields of elderly care or telemedicine; who wants to approve business model as a strategic planned document.
Novelty:	<p>A newly developed business Canvas tailored to remote and elderly care sector.</p> <p>Cross-regional feedback as a perspectives on market opportunities and challenges.</p>
TIGER experts contribution:	<p>Confirmed the need and relevance of the service for early-stage companies.</p> <p>Emphasized focus on low TRL-level questions to match early development stages.</p> <p>Found the proposed/ new canvas too complex; recommended simplifying using the classical business model canvas.</p> <p>Highlighted the importance of in-person or live interaction, especially from regional service points.</p> <p>Called for a guided, user-friendly process to improve clarity and reduce drop-off.</p>
Validation KPI:	Mandatory 1 SME per country; recommended additional 2 per country.

Table 8: Steps of MEAIT

1.step	Meeting with RCP for introducing the Business Model Canvas
output	Online meeting (0.5-1 hour) between RCP and customer, providing business model brief by RCP site.

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2.step	Delivery of tools and scheduling / assigning of expert session
output	A digital version of business model canvas provided by RCP A confirmed date/ time for 1:1 online session with sector-specific / internal or external expert.
3.step	Preparation phase for customer
output	Completing Business Model Canvas.
4.step	Expert-led canvas review session
output	Reviews the prepared canvas inputs during online 1:1 session (online, 60-90 min) Discusses key sections with the customer Offers concrete advice on improving business logic and health fit.
5.step	Cross-regional expert input
output	One additional opinion on cross-border relevance, market potential and business model soundness, gained by expert from another region.
6. step	Delivery of consolidated feedback
output	Written feedback report, combining input from both experts, highlighting i) strengths to build on, ii) critical gaps or risks, iii) referrals to other services, funding opportunities or partners.

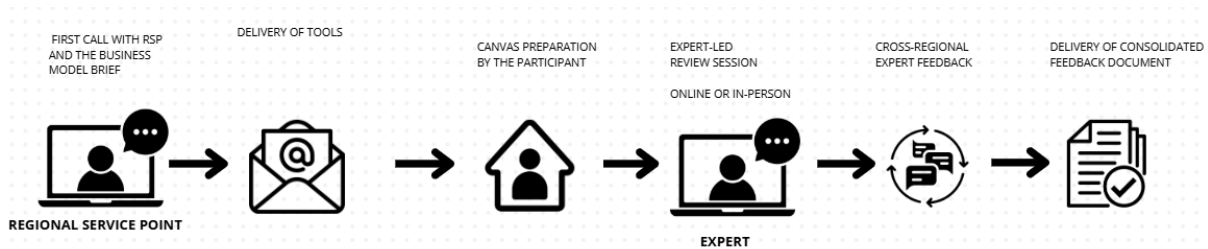


Figure 8: Customer journey for MEAIT

2.4 Product validation in target environment (PVTE)

Table 9: PVTE identity card

Name:	Product validation in target environment
TRL level:	High TRL
Countries providing:	Austria (GGZ), Italy (Polo-AA), Slovenia (IZRIIS)
Leader:	Geriatric Health Centres of the City of Graz, Albert Schweitzer Institute for Geriatrics and Gerontology, Julia Wagner

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Activities:	Workshop with internal experts: March 5 th , 2025, 6 participants, July 7 th , 2025, 5 participants Workshop with external experts: May 22 nd , 2025, 5 participants
Description:	This service offers product validation in the target environment for SMEs and start-ups with a high TRL (Close2Market). Developers of innovative new health care products can request a product testing under realistic conditions or in its actual usage environment to ensure it meets specific requirements and functions as expected. The goal is to identify potential issues early, allowing for optimization before market launch or entry. A partner organization of experts conducts the validation under a standardized protocol in various settings (e.g. private households, nursing homes, artificial labs). The target environment for testing depends on the subsequent use of the product. Products for nursing homes should ideally be tested in nursing homes, household products in private households, etc. This can be done either in real conditions or in a simulation environment – preferably involving the actual target users such as older people or care staff.
Target Group needs:	SMEs often struggle to get access to real world validation and feedback from (final) users for their product in the course of product development. This leads to products that might not fit market demands or the target customer. This service should therefore offer easy and fast critical appraisal of service or product prototypes by the target audience in a standardized way and provide feedback to the SME to improve it before market access.
Novelty:	The service product validation is new-in-implementation-method. The test process will be divided in five steps, which represents a novel methodology: 1) Preparation , 2) Test planning , 3) Execution of tests , 4) Analysis of results , 5) Final evaluation . The service addresses regional health challenges, especially rural access and demographic shifts. The service helps SMEs to get access to real world testing and in order feedback from end users for their product development. This leads to products that fit the market as well as the demands of target customers in the alpine region.
TIGER experts contribution:	In the process of service development three expert workshops were held. Two workshops with internal experts and one workshop with external experts. The external experts come from the fields of start-up, SME, business angel and ministry of health. They provided valuable feedback, which was then incorporated into the service definition. They suggested the following aspects: i) Add a preparation step before the test planning step ii) Communication – always be in touch with SME, prepare a communication plan at the very beginning, create a joint communication channel, stay in touch with SME throughout every step (not just beginning and end iii) Involvement of SME – they should be heavily involved, e.g. explaining the product to test persons The expert feedback improved the impact and usability of the service by adding an additional step and describing the individual points in more detail.

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Validation KPI:	At least one product validation service needs to be done in four regions. GGZ will cover applications from the DACH area (Austria, Germany, German Switzerland, Liechtenstein), PoloAA will cover Italy and IZRIIS will cover Slovenia. The validation of the service is done when it is delivered in four regions, all feedbacks of SMEs are received and feedback is evaluated with documented suggestion for improvement. A critical KPI of the service validation will be whether expectations of the applicant were met and whether the service contributed to improvement of the product tested. Therefore, a standardized questionnaire will be developed to assess SME feedback. To standardize the service in all countries the principal 5 steps of the service must be followed for every product validation service provision. Every content partner will, after considering acceptance of an application by a manufacturer, develop a product validation concept, outlining the 5 steps and defining the basic validation process including study design, appropriate and validated testing tools and outcome parameters. If necessary, external reviewers will be invited to the service validation as well as product validation process.
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Table 10: Steps of PVTE

1.step	Meeting with service provider (preparation) & Communication
output	Decision on feasibility Mutual expression of intent to collaborate (Letter of Intent) Documentation of TIGER project
2.step	Test planning
output	Complete test plan with test methodology, role allocation, schedule Signed cooperation agreement between SME and provider.
3.step	Execution of tests
output	Product was tested under real-world conditions Data material collected (feedback, observations)
4.step	Analysis of results
output	Final report documenting the test and results
5.step	Final evaluation
output	Final report of evaluation

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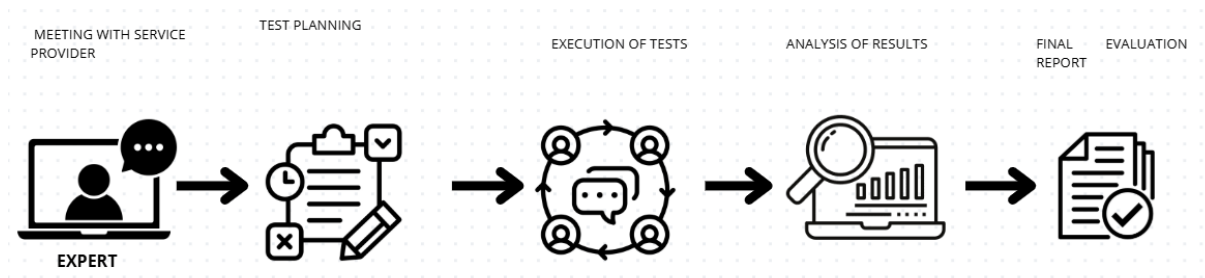


Figure 9: Customer journey for PVTE

2.5 Market access strategy for mature technologies (MASMT)

Table 11: MASMT identity card

Name:	Market access strategy for mature technologies
TRL level:	High TRL (5-8); market ready products
Countries providing:	Austria (ICS, HTS), France (EBM), Germany (IGZ, OTH), Slovenia (TPLJ)
Leader:	ICS Internationalisierungszentrum Steiermark GmbH, Simone Jelitzka-Kahlen
	<ul style="list-style-type: none"> - Workshop I with 7 external experts: April 23 2025 - Workshop II with 5 external experts: June 2 2025 - Workshop with internal experts: July 8 2025 - AI workshop for RCP: planned in September/October 2025
Description:	<p>This service supports companies that have already developed a market-ready product in entering additional markets in the Alpine space and/or worldwide. On the one hand, companies in the Alpine region will become more competitive and, on the other hand, the Alpine region will be strengthened in terms of elderly and remote care.</p> <p>After an initial meeting with the company, during which the company explains its product/service as well as its internationalization efforts and - if available - also provide a pre-selection of potential markets it wishes to enter, this service will be delivered in three steps:</p> <ol style="list-style-type: none"> 1. Market Pre-Selection by AI 2. Expert Consulting by RCP 3. Refinement and In-Depth Analysis by external experts
Target Group needs:	<p>Companies need support in internationalizing their products because entering foreign markets involves complex challenges that require specialized knowledge and resources. Internationalization requires a holistic view of market conditions, internal capabilities, and external risks. External support from specialized consultancies helps to avoid mistakes, save time, and strategically secure market entry.</p>

<p>Novelty:</p>	<p>The service's novelty lies in its integration of AI-powered screening with human expertise, enabling data-driven internationalization even for small or early-stage companies. Its strength is amplified by supporting AI model combinations, summarized output formats, and privacy-first tools such as locally deployed open-source models. This hybrid system enhances decision-making and market strategy agility of companies in the remote and elderly care sector.</p>
<p>TIGER experts contribution:</p>	<p>2 workshops with external experts were held. One with internationalisation experts and the other with AI experts.</p> <p>An important result of the workshop was that we need to understand the following data in order to obtain an accurate market analysis: regulatory requirements (medical device Y/N), socio-economic and healthcare environment, stakeholders, cultural aspects, technical availability (for example, access to internet for digital solutions), desired business model (reimbursement Y/N) or other reimbursement options (selective contracts, innovation fund, DiGA, etc.), chosen marketing strategy (D2C, B2B etc.) & macroeconomic data.</p> <p>The key factors of a market selection are:</p> <ol style="list-style-type: none"> 1. Macro and Market Environment Includes PESTLE factors, regulatory requirements, socio-economic and healthcare context, demographic trends, market size, existing competition, and geographic distribution. 2. Regulatory and Legal Framework Covers medical device classification, telehealth laws, data privacy and security requirements, reimbursement options (e.g., insurance coverage, selective contracts, innovation funds), and administrative complexity. 3. Healthcare Infrastructure and Ecosystem Encompasses the structure of the healthcare system (public/private), long-term and elderly care networks, payer landscape, care pathways, local partnerships, and potential multipliers. 4. Technological and Digital Readiness Refers to telecom infrastructure, device availability and compatibility, integration capabilities, population's digital maturity and acceptance, and environmental sustainability standards for new solutions. 5. Socio-cultural and Demographic Factors Includes aging population statistics, chronic disease prevalence, caregiver landscape, cultural attitudes towards remote care, family dynamics, language and accessibility considerations, and affordability for target groups. <p>The experts' ranking of recommended AI research tools is:</p>

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	<ol style="list-style-type: none"> 1. CHAT GPT 4.0+ for structuring insights and strategic prompting 2. Gemini for multilingual, search-rich, and regional deep dives 3. Perplexity AI for real-time web access and academic source citation 4. cross checked with Google Gemini, Deepseek or Qwen 5. Public data APIs (e.g. World Bank, OECD, WHO): to source macroeconomic and demographic indicators 6. Python with Pandas/Scikit-learn or Power BI with AI plugins: for data processing, ranking and visualization 7. Optional tools like Quid (for trend analysis) or (for sentiment analysis) can be added later for qualitative research. 8. Notion AI or Microsoft Copilot supports structured documentation and reporting <p>Other important conclusions of the workshop were the following:</p> <ul style="list-style-type: none"> → internationalization expert should be involved to help creating the optimal prompt for step 1 of the service → 1st step of the service can only provide a general overview, which is then specified with experts and partners in the respective target countries → shall be a pre-selection tool → data can be gathered and analyzed by AI but need to be double-checked!
Validation KPI:	In each of the four countries where the project partners offering this service are located, at least one company will test and validate the service.

Table 12: Steps of MASMT

1.step	Evaluation of Companies' Market Entry Plans with providing partner
output	Possible target markets will be identified in a discussion with the company.
2.step	Market pre-selection by AI
output	An AI tool will conduct a market pre-selection, either starting with the potential markets provided by the company or considering all markets worldwide, using publicly available macroeconomic data. This process will generate a shortlist of potentially relevant markets for the respective product or service. The responsible partner will cross-check the results for plausibility.
3.step	Expert Consulting by providing partner
output	The partner will provide additional consulting for one market based on the results from step 2 and their own expertise focusing on their respective country (HTS: Austria; ICS: USA and UK, EBM: France, IGZ, OTH: Germany, TPLJ:

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	<p>Slovenia).</p> <p>This step will especially include:</p> <ul style="list-style-type: none"> - A preliminary evaluation whether the company is ready for the specific market. - Advice on how to gain access to insurance companies and healthcare providers. - Recommendations on how to effectively approach these entities to stand out. - Insights into the healthcare environment, including relevant events, trade fairs, regulatory provisions etc.
4.step	Refinement and In-Depth Analysis by external expert/project partner
output	<p>Building on the previous general consultation for the countries mentioned in step 3, this step involves an individual consultation by an external consultant/project partner tailored specifically to the needs of the company. The results of the consultation will be summarised in a short report provided to the company.</p>

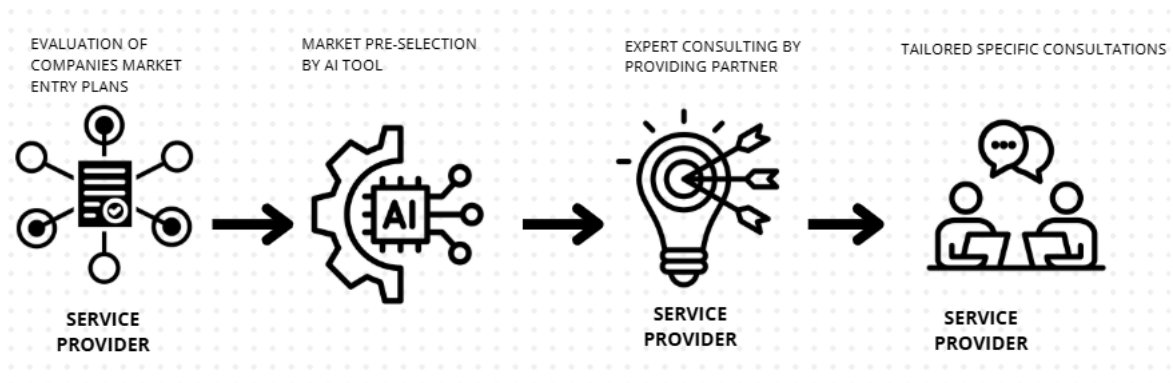


Figure 10: Customer journey for MASMT

2.6 Platform (PLT)

Table 13: PLT identity card

Name:	Platform
TRL level:	From 5 to 9
Countries providing:	All partner's countries
Leader:	Polo AA, Diego Santaliana
Activities:	<p>Workshop with internal experts: 12.03.2025, all project partners involved</p> <p>Workshop with external experts: 27.05.2025, invited 7 external experts, participated 2 external experts from project partners (selected by project partners on fee base) and 4 external experts (on voluntary base selected by POLOAA) + participation of Christina Rupp and Marwa Elrefaey-Katz.</p>
Description:	<p>A new online platform will be developed to connect start-ups and investors, offering the following benefits:</p> <p>For Start-Ups:</p> <ul style="list-style-type: none"> - Product Showcasing with two levels of access and visibility: <ul style="list-style-type: none"> o Level 1: Open and visible to all (no IP concerns) o Level 2: Access restricted to start-ups with a higher TRL; visible only to investors who have signed a non-disclosure agreement (NDA). These start-ups will also be eligible for funding. - Collaboration & Networking: <ul style="list-style-type: none"> o Launch a need along the value chain, allowing others to participate. o A private discussion room to facilitate connecting with potential partners. o Integration with existing platforms such as Living Lab event platform and Collaborative Initiatives for Research and Industry. - Mentoring & Pitch Improvement: <ul style="list-style-type: none"> o Tutorials on creating effective pitches. o Personalized feedback and suggestions for improvement. o Written feedback from investors to refine pitches. <p>For Investors:</p> <ul style="list-style-type: none"> - Exclusive Registration for investors, including venture capitalists and business angels (KPI: At least 10 investors need to register!). - Investor-Start-Up Meetings to facilitate direct engagement. - Access to a Pre-Selected, High-Quality Pool of Start-Ups based on a rigorous selection process. <p style="text-align: center;">The platform will be linked to the TIGER Services Platform. From Service #7, users will</p>

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	be directly connected to the Start-Up/Investor Platform for seamless access.
Target Group needs:	The target group includes innovative startups, SMEs and their spin-outs , particularly those in the healthcare and social sectors across Italy, Slovenia, France, Germany, and Austria , including Alpine regions. Their key unmet needs are access to innovation, limited internal R&D capacity, difficulty attracting talent, and slow digital transformation , need of funding. The TIGER investor platform service responds by offering a structured, low-risk format to solve real problems , test ideas, and connect with investors and develop POC (proof of concept) initiatives with potential partners. In mountainous and rural Alpine areas , these challenges are amplified by isolation, limited networks, and brain drain.
Novelty:	Currently, services that connect start-ups and investors are primarily available at the regional level, leading to a fragmented landscape with limited cross-border collaboration. Establishing such a platform in the Alpine Space area is a novel approach, aiming to bridge this gap by fostering a more integrated and dynamic ecosystem. By overcoming fragmentation, the platform will enable start-ups to access a wider pool of investors while providing investors with a diverse selection of high-potential ventures across the region.
TIGER experts contribution:	Experts discussed how to identify promising startups and spinouts based on: 1) their TRL; 2) their technological maturity, market understanding, and management; 3) their investment journey timeline; 4) their social reach and the startup/spinout's ability to build a community of users and suppliers along the value chain; and 5) their compliance with regulatory schemes. After these considerations, it emerged that it would be useful to profile startups and spinouts based on the above points when they register on the platform.
Validation KPI:	Platform set and functioning + 10 investors involved.

Table 14: Steps of PLT

1.step	User Profiling
output	Different access to different platform feature based on profiling results
2.step	For the most promising startups and spin-outs: Entrance to dedicated rooms with investors
output	Attraction of funds for the start-ups / spin-outs
3.step	For the most promising startups and spin-outs: Entrance to rooms and proof-of-concept development paths with industrial and research partners
output	Development of POCs for the start-ups / spin-outs

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Figure 11: Customer journey for PLT

2.7 Go2payers (G2P)

Table 15: G2P identity card

Name:	Go2payers
TRL level:	Starting from TRL 8 – 9, companies preparing clinical pilots or commercial rollout in the countries below
Countries providing:	Austria, Germany, France
Leader:	Association Eurobiomed, Marwa Elrefaey-Katz
Activities:	<p>A collective service + tailored consultancy</p> <ol style="list-style-type: none"> 1. Information Sessions: health insurance and reimbursement pathways in Austria, France, and Germany 2. Selection of high potential CE marked innovations 3. Expert Support: One-on-one calls with national specialists. 4. Strategic planning: Support to define a detailed plan to enter and get reimbursed in the target market. 5. Connection with a mentor company for ongoing guidance
Description:	<p>This service is likely to be modified slightly in the upcoming months as part of the service development to best respond to companies' needs, where it will be a Go2Business instead of a Go2Payer service.³</p> <p>This service provides in-depth guidance on healthcare coverage and reimbursement pathways in multiple Alpine countries. It combines:</p> <ul style="list-style-type: none"> • Dedicated information sessions that clarify payers' landscapes in Austria, France, and Germany. • Individualised consultations with local experts and payers (public and private). <p>Unlike the Market Access Strategy service, Go2Payer focuses exclusively on payer systems and reimbursement strategies for CE-marked products ready for market launch.</p>

³ Noted 29.8.2025

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Target Group needs:	<ul style="list-style-type: none"> • Understanding the fragmented and complex EU payer systems • Early insight into reimbursement challenges • Market-specific guidance • Support to engage the right actors • Strategic preparation for pilots or entry
Novelty:	<ul style="list-style-type: none"> • Transnational perspective: opportunity to explore multiple countries in a single service • Direct support from payers and reimbursement experts
TIGER experts contribution:	<p>3 workshops to co-develop and refine the service:</p> <ul style="list-style-type: none"> • Workshop 1: TIGER experts (25/06/2025 – completed) • Workshop 2: External experts from TIGER’s Expert Pool (November 2025) • Workshop 3: TIGER partners (December 2025 – January 2026)
Validation KPI:	<ul style="list-style-type: none"> • 1–2 collective information sessions • At least 4 individual consultations between companies and internal/external reimbursement experts

Table 16: Steps of G2P

1.step	Information session/s
output	Companies gain a clearer understanding of reimbursement and coverage landscapes in France, Austria, and Germany, enabling them to take concrete steps toward commercialisation.
2.step	Applications & selection of companies
output	Companies apply to join the service and access reimbursement and coverage guidance for their target market.
3.step	Consultation for qualification
output	Needs are assessed by TIGER experts and the company is matched with the most relevant external expert or payer.
4.step	Expert / payer matchmaking
output	One-to-one consultancy with a reimbursement expert to develop a roadmap, and—where possible—direct dialogue with a public or private payer.
5.step	Consolidated report

output	Final report summarising the service deliverables, guidance provided, and recommended next steps.
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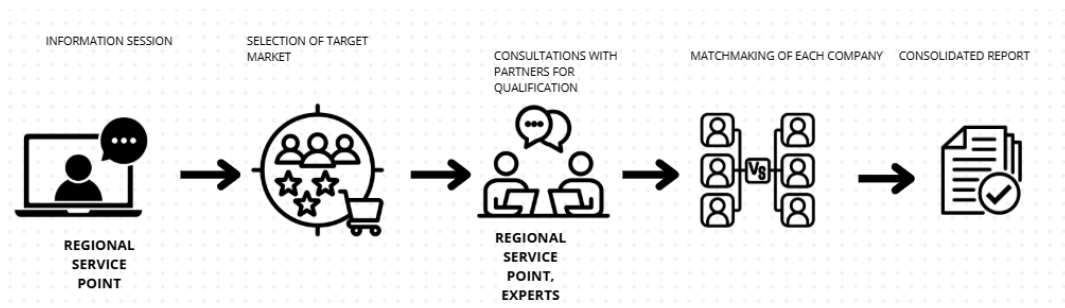


Figure 12: Customer journey for G2P

2.8 Sustainability compliance (SC)

Table 17: SC identity card

Name:	Sustainability compliance
TRL level:	High TRL (5-8)
Countries providing:	Austria (ICS), Germany (IGZ, OTH), Italy (Polo-AA), Slovenia (TPLJ)
Leader:	ICS Internationalisierungszentrum Steiermark GmbH, Simone Jelitzka-Kahlen
Activities:	<ul style="list-style-type: none"> - Exchange Workshop with internal experts: June 26 2025 - Workshop with external experts: planned September 2025
Description:	The aim of the service is to support companies in the field of remote care and elderly care in identifying, assessing, and implementing legal requirements in the context of sustainability-related regulations at national and European level.
Target Group needs:	<p>As sustainability-related regulations continue to grow in scope and complexity, the demand for specialized compliance consulting is increasing.</p> <p>Companies must navigate key regulatory frameworks under the European Green Deal such as the CSRD, CSDDD, EUDR, and the EU Taxonomy Regulation and ensure their effective integration into day-to-day operations.</p> <p>We provide consolidated expertise to help companies systematically understand, interpret, and implement these regulatory requirements. These targeted advisory services will reduce operational burden and support efficient, legally compliant sustainability practices across the enterprise.</p>

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<p>Novelty:</p>	<p>The regulatory landscape is constantly changing, presenting companies with the challenge of identifying new requirements at an early stage, integrating them into their corporate strategy, and implementing them operationally.</p> <p>This service provides companies with advice on the entire opaque set of rules relating to sustainability from a single source, including the provision of templates for various reports that companies are required to submit (one-stop shop).</p>
<p>TIGER experts contribution:</p>	<p>TIGER experts will consult on the following:</p> <ul style="list-style-type: none"> • Evaluation of the current state (e.g. sustainability strategy, reporting, supply chain management) • Comparison with applicable regulatory requirements (e.g. CSRD, CSDDD, EUDR, Taxonomy Regulation) • Identification of compliance gaps and prioritization of areas for action • Detailed review of relevant legal obligations and timelines based on company-specific exposure (e.g. by sector, size, supply chain structure) • Support in preparing legally compliant sustainability disclosures (e.g. CSRD-aligned reporting) <p>The consulting approach will be modular and tailored to individual company needs</p> <ul style="list-style-type: none"> - strategic project - ongoing compliance advisory - or topic-specific expert support.
<p>Validation KPI:</p>	<p>In each of the four countries where the project partners offering this service are located, one company will test and validate the service.</p>

Table 18: Steps of SC

<p>1.step</p>	<p>Initial Assessment / Sustainability Diagnosis</p>
<p>output</p>	<ul style="list-style-type: none"> • Evaluation of the current state: strategy, processes, KPIs, and reporting practices • Regulatory relevance analysis (e.g. CSRD, EU Taxonomy, CSDDD) • Stakeholder mapping (internal and external expectations) • Identification of sustainability-related risks and opportunities
<p>2.step</p>	<p>Regulatory Mapping and Impact Analysis</p>

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<p>output</p>	<ul style="list-style-type: none"> • Detailed review of relevant legal obligations and timelines • Analysis of company-specific exposure (e.g. by sector, size, supply chain structure) • Derivation of strategic, operational, and governance implications
<p>3.step Implementation Support</p>	
<p>output</p>	<ul style="list-style-type: none"> • Support in preparing legally compliant sustainability disclosures (e.g. CSRD-aligned reporting) • Training sessions and awareness-building within the organization

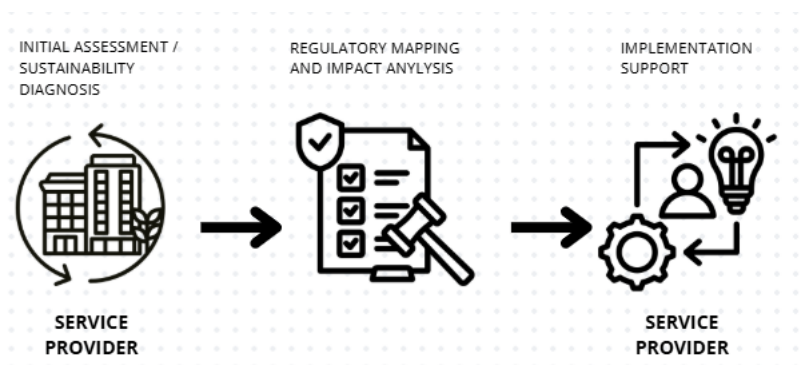


Figure 13: Customer journey for SC

3. Implementation of innovation support services pilots

3.1 Subperiods & pilot service availability

Duration of implementation is foreseen for 18 months, starting with 1st of September 2025. During this period each pilot service needs to be tested in at least four different territories and accompanied with peer learning workshops and validation process (figure 14).

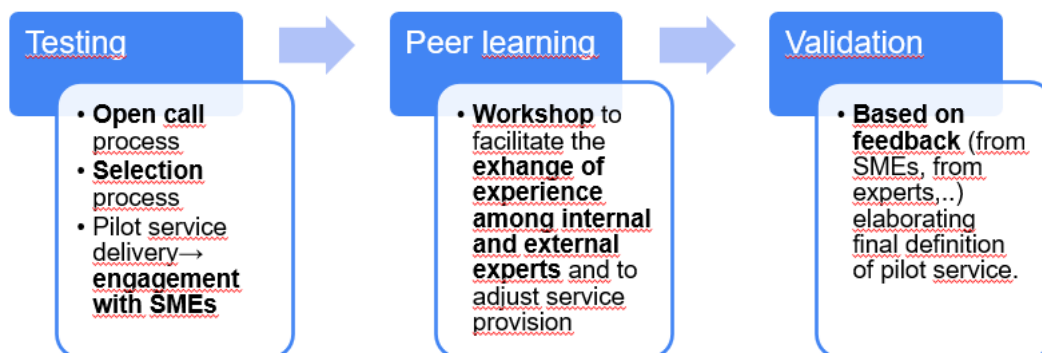


Figure 14: Pilot service's process

The entire implementation period is divided into **3 sub-periods** (September 2025 - February 2026, March 2026 – August 2026, September 2026 - February 2027) in which testing, peer learning and validation activities will take place (figure 15).

Table 19: Distribution of activities per subperiods

	M1 M2	M3 M4	M5 M6	M7 M8	M9 M10	M11 M12	M13 M14	M15 M16	M17 M18
Open Call	1. cut-off date			2. cut-off date					
Testing									
Peer learning workshops									
Reports									
	Sep2025-Feb2026			Mar2026-Aug2026			Sep2026-Feb2027		

SMEs will be engaged in the testing by inviting them via TIGER open call. The foreseen launching date of the open call is **September 16, 2025**. Based on the definitions of pilot services developed so far⁴, pilot services availabilities by subperiods are as follows:

- **For 1st cut-off-date 14.10.2025:**
 - Expert assessment
 - Market entry accelerator
 - Product validation in targeted environment.
- **For 2nd cut-off-date 31.3.2026:**
 - Hackathon
 - Market access strategy for mature technologies

⁴ Defined during July 2025.

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- iii) Platform
- iv) Go2Payers
- v) Sustainability Compliance
- vi) and if needed also Expert assessment, Market entry accelerator, Product validation in targeted environment.

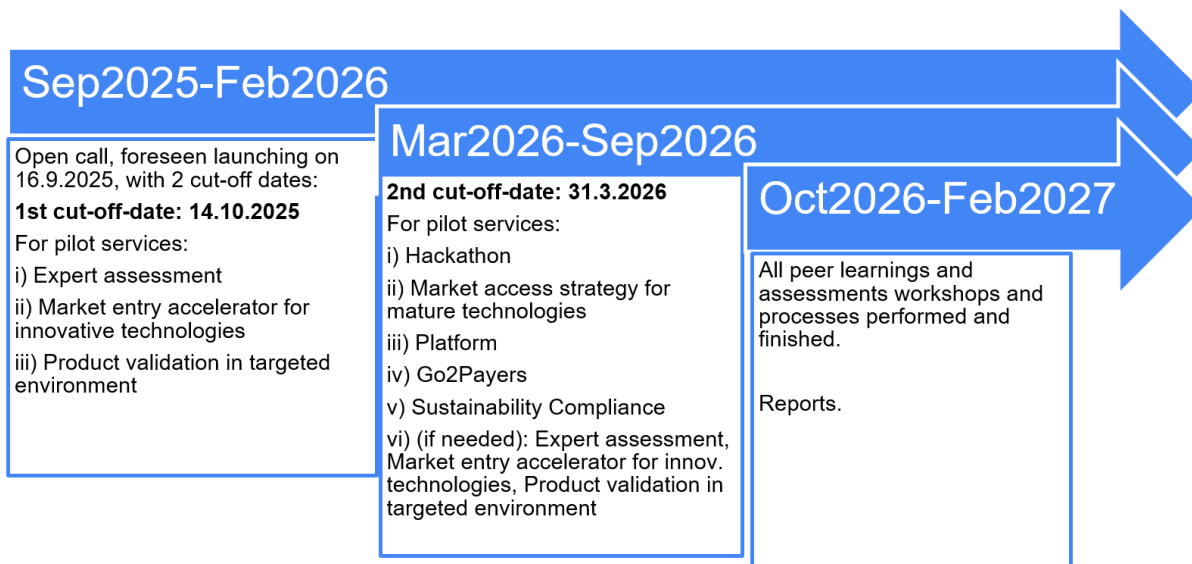


Figure 15: Distribution of activities and availability of pilot services per subperiods

Table 20: Availability of pilot service according to cut-off dates and partners as pilot service provider involved

	EA	HA	MEAIT	MASMT	PVTE	PLT	G2P	SC
1st cut-off date	GGZ IGZ OTH-AW EBM TPLJ		HTS IGZ EBM CCI-NCA		GGZ Polo-AA IZRIIS (EBM)			
2nd cut-off date	*	GGZ IGZ OTH-AW CCI-NCA POLO-AA UNIVE	*	ICS HTS IGZ OTH-AW EBM TPLJ	*	POLO-AA UNIVE	ICS IGZ EBM CCI-NCA	ICS IGZ OTH-AW Polo-AA TPLJ

*If needed also during 2nd cut-off date.

3.2 Coordinated implementation & collaboration

3.2.1 IGZ responsibilities for implementation phase

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As the Activity 2.2. leader IGZ plays a major role in ensuring efficient & effective coordination, technical support, and transparent communication among all PPs during the implementation phase (18 months, Sep2025-Feb2027).

The main tasks of the activity leader are as follows:

1. Providing monitoring tools & technical setup (table 21)
2. Monitoring the methodological implementation of the open call and running the internal communication strategy (table 22)
3. Oversee the coordination of pilot service implementation (kick-off, regular check-ins & updates ...)
4. Checking methodology and potential deviations of implementation of innovation support services pilots
5. Ensuring exchange of knowledge & experience among RCPs
6. Assigning supervision task between ICS (high TRL) and IGZ (low TRL)
7. Elaborating & providing progress reports

Table 21: Tools & technical setup

Purpose	Tool	Frequency / Format
Internal coordination	MS teams	Ongoing, chat-based and channel structure
Document repository	MS teams	Central, updated continuously
Application filtering & data	Excel / .cvs. forms	Created once, updated with each cut-off
Survey & Feedback	TBC after starting	After each service cycle
Meetings	MS teams / Zoom	Scheduled monthly + ad-hoc as needed
Task & form creation (internally, only IGZ)	Monday.com	ongoing

Table 22: Open call communication strategy

Purpose	Tool / platform	Frequency / Timing
A2.2 Kick-off meeting	MS teams (with recording)	First week of September 2025
Summary & Q& A	Sharepoint	After the kick-off
Info Kit (if needed)	Sharepoint	10 days before launching Open Call
RCP Communication	Project email	Daily monitoring
Regular Check -ins	MS teams	After each Roar meeting: every 3 rd Wednesday (30 min)
Status Dashboard	Excel on Sharepoint	Weekly updates

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Partner updates	Pdf / ppt	Every week
Final Coordination call	Teams	1 week after final deadline

3.2.2 Partners activities related to SSM / Tigerpath

Beta testing

Project partners will be actively involved in **beta testing** the systemic support model & TIGERpath, particularly from the perspective of the RCPs, responsible for managing and overseeing Open Call applications in each region. Testing of translations for DE, FR, IT and SI languages is foreseen as well.

Co-design process

The project partners will be actively involved in co-developing proposals for SSM & Tigerpath improvements, with the aim of simplifying and automating the service ordering & delivery process. The goal is to ensure that, by the end of the project, the entire entry process—from application to service delivery will be as streamlined and user-friendly as possible at a transnational level.

3.3 Open call guide

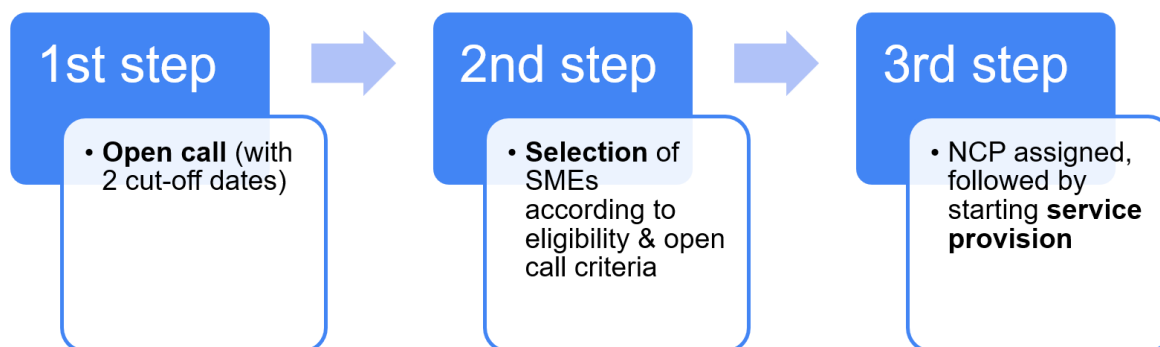


Figure 16: Customer journey protocol

Customers are engaged firstly by entering Open call process, followed by Selection process and if they confirm the participation for TIGER innovation support, final step is the starting of service provision.

3.3.1 Open call submission

TIGERpath will serve as an application interface for testing process, starting with launching an open call via its online form (https://tigerpath.eu/application-form/).

The website will clearly promote that companies that apply for the open call will be entering the pilot process, as they will receive support free of charge by participating, while at the same time providing

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feedback on the implementation of the support, which will serve for the validation process. The application must be submitted in English.

ACTIVITIES TO BE CARRIED OUT:

1. SME submits application on the website



For 1st cut-off date app. from 16.9.-14.10. 2025, for 2nd cut-off date app. from 1.-31.3. 2026.

2. Receiving automated e-mails after submission

→ applicant receives the automated e-mail with the note *“that that application is submitted and that RCP will contact him/her after the eligibility checks is done”*, referring to the cut-off date.

The rule: if SMES applies during September 2025 (1st cut-off date) **for service not available** applicant receives an e-mail “Thank you for your interest. The service you applied for will be available from March 2026 and you are invited to apply then.” In addition, RCPs will maintain communications and notify all interested parties by email of the opening of the public tender before March 2026.

→ RCP receives automated e-mail about new applications. HTS also receives automated e-mail about new applications was submitted.

The rule: There are 5 different RCP⁵ located in different countries and responsible for coordination of supporting process for SMEs coming from their nation.

The rule: RCP from HTS covers potential applications from Liechtenstein and Switzerland.

3.3.2 Eligibility & Selection

Selection of winner applicants consists of i) eligibility check, ii) intro online meeting with selected applicants, and iii) open call evaluation made by jury.

ACTIVITIES TO BE CARRIED OUT:

1. RCPs check eligibility criteria

→ RCPs check i) country origin, ii) status SME & startup under EU condition and iii) relevance to senior & remote care by reading the application.

The rule: If a company operating outside the Alpine space has applied and is registered as an entity in the Alpine space, it is also eligible.

→ RCPs perform eligibility check within 3 working days after open call is closed.



For 1st cut-off date app. from 15.-17.10. 2025, for 2nd cut-off date app. from 1.-3.4. 2026.

2. RCPs consensus meeting

⁵ Michael Pichler from Human.technology Styria for Austria; Monika Cvetkov for Technology Park Ljubljana for Slovenia; Ilhame Ameqrane from Chamber of Commerce and Industry of Nice Côte d’Azur for France; Diego Santaliana from Upper Adriatic Technology Park for Italy; Benjamin Stocklein from Innovation and Business Incubator Nürnberg-Fürth-Erlangen for Germany.

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→ during this meeting non-eligible applicants are confirmed and after the meeting, informing of non-eligible applicants could start.



For 1st cut-off date app. from 20.-24.10. 2025, for 2nd cut-off date app. from 6.-10.4. 2026.

3. RCPs inform non-eligible applicants

→ RCPs informs non-eligible applicants. RCP still invites them to follow TIGER project.



For 1st cut-off date app. from 20.-24.10. 2025, for 2nd cut-off date app. from 6.-10.4. 2026.

4. RCPs invite all eligible applicants to online meeting

→ RCPs invites all eligible applicants to have online meeting. RCPs track and send reminders if the applicant does not respond.



For 1st cut-off date app. from 20.-24.10. 2025, for 2nd cut-off date app. from 6.-10.4. 2026.

5. RCPs perform online meetings with eligible applicants

→ during meeting RCP i) **discusses** which services SME is interested in and how desirable service is provided and in which languages, ii) **explains** the TIGER rules for participating in free support with providing mandatory feedback, iii) **presents** TIGER charter / agreement which needs to be signed.



For 1st cut-off date app. from 3.-10.11 2025, for 2nd cut-off date app. from 13.-20.4. 2026.

6. Evaluation by jury members

Jury members are only members of consortium partners, according to the main criteria i) innovation potential, ii) TRL fits to service, iii) regional balance. Detailed score description and percentage to the overall score (weight) is described in table 24 and ANNEX A. Evaluation is done only for eligible applications.

The rule: Each application is evaluated by two members of consortium partners, from different countries. 1st jury member is RCP (from the company's country of origin or HTS for countries out of consortium), 2nd jury member is randomly selected among partners with equal distribution.

The rule: If there is a big discrepancy deviation (more than 30 %) between 2 evaluations, an inclusion of third partner as a 3rd jury member is foreseen.



For 1st cut-off date app. from 3.-10.11. 2025, for 2nd cut-off date app. from 13.-20.4. 2026.

7. Consensus meeting of all RCPs

→ all RCPs have Consensus meeting to prepare final list of:

- i) selected TIGER SMEs (Scenario A)
- ii) reserve list of TIGER SMEs (Scenario B)



For 1st cut-off date app. from 11.-13.11. 2025, for 2nd cut-off date app. from 21.-23.4. 2026.

8. RCPs inform applicant about selection scenario

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→ RCPs informs applicants about selection scenario. For those within scenario A, a TIGER Charter⁶ is sent as an attachment.



For 1st cut-off date app. from 13.-14.11. 2025, for 2nd cut-off date app. from 23.-24.4. 2026.

9. TIGER charter signing process

→ once the Tiger Charter is signed by both parties, the service provision can begin.

→ RCPs inform internal / external expert to start with service delivery as described in pilot service and connects expert with applicant.



For 1st cut-off date app. from 17.-21.11. 2025, for 2nd cut-off date app. from 27.4.- 8.5. 2026.

Table 23: Eligibility criteria

Eligibility criteria	Description	Reference
1. Country & region origin	Applicants from Alpine Space program regions are eligible.	https://www.alpine-space.eu/about-us/cooperation-area/ figure 17
2. SME and startup under EU definition	The company must i) meet the employee threshold and either the turnover or annual balance sheet total, ii) be independent, meaning it is not owned (more than 25 %) by larger company.	https://ec.europa.eu/docsroom/documents/42921 figure 18
3. Relevance to senior & remote care	The company addresses senior & remote care solution.	



Figure 17: Eligible territories (regions within country)

⁶ TIGER Charter includes statements covering Open Call Requirements that SMEs » i) agree in participating in the testing process, ii) to receive the service for free and iii) to provide feedback«. See ANNEX D.

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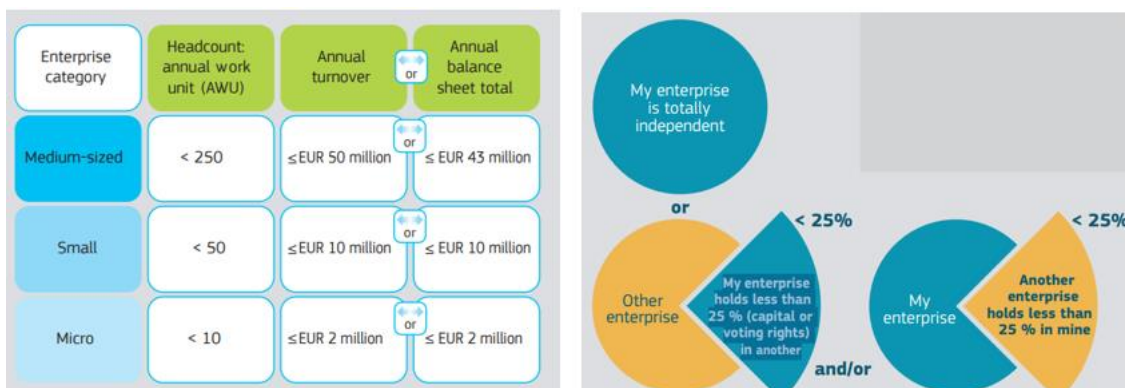


Figure 18: EU definition for SME (left) and independence structure (right)

Table 24: Open call selection criteria

Selection criteria	Description	Weight (%)
1. Innovation potential	The idea/product brings a new or improved approach in the field	50 %
2. TRL fits to service	TRL level fits the service that applicant applies to.	25 %
3. Regional balance	Ensuring fair distribution across alpine Regions	25 %

3.3.3 Service provision

ACTIVITIES TO BE CARRIED OUT:

1. Performing of pilot service provision

→ testing is carried out and involves experts according to defined steps for each pilot service (see Chapter 2).

→ RCPs monitor the progress of status of performing service provision.



TIGER recommendation: testing time for service up to 4 months.

2. Request for questionnaire / feedback

→ The internal expert asks SME to fill out the questionnaire before the last scheduled session of service; Internal expert discuss feedback – especially qualitative / open questions - with SME during last scheduled session.

Approximate dates of individual action are presented in figure 19 and ANNEX B.

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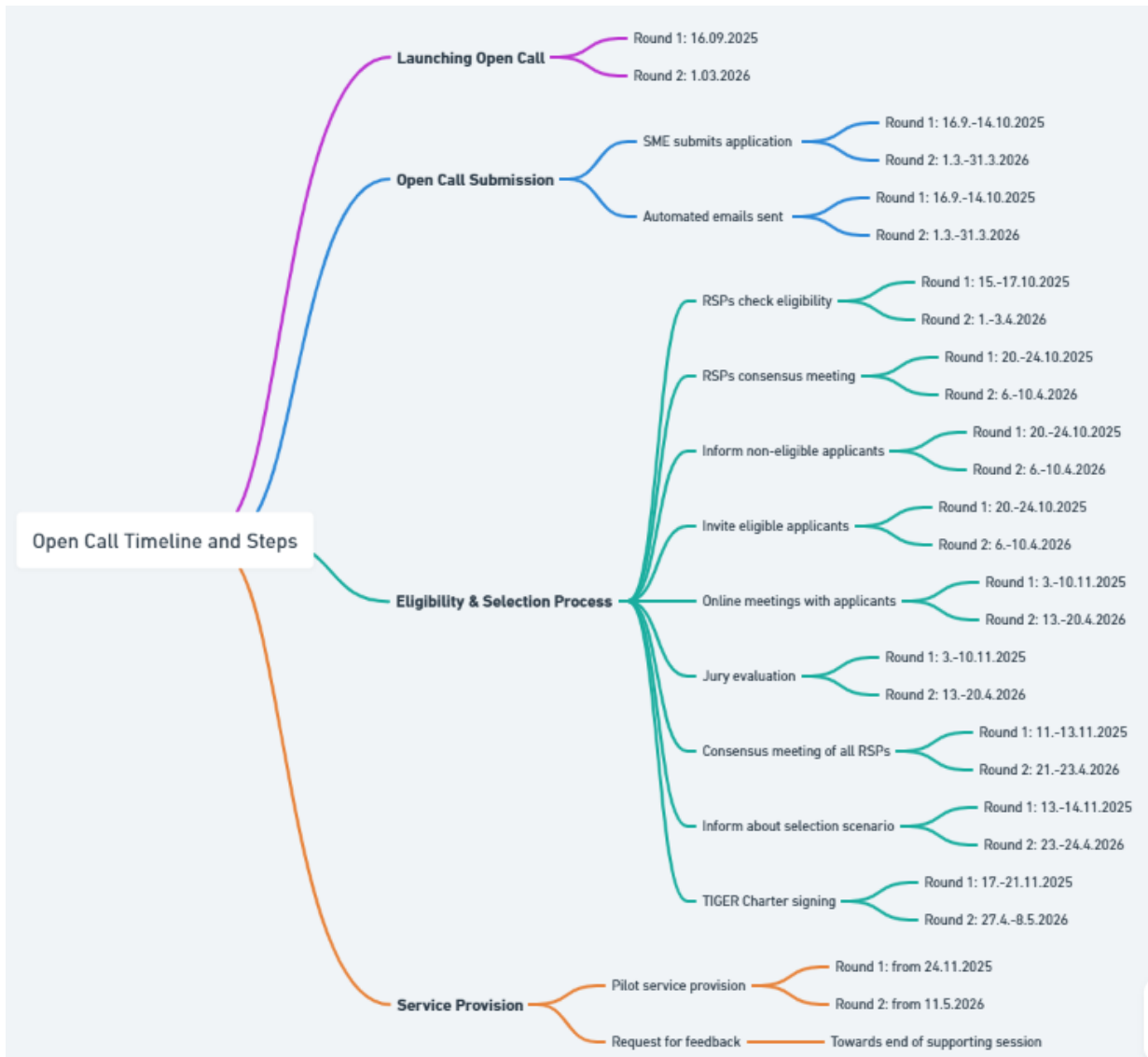


Figure 19: Open call steps and actions within timeline

3.3.4 Validation

Once the questionnaire is provided by the SME, the customer journey ends, however the TIGER pilot service continues its way of implementation of innovative support.

Validation is done when:

- i) service is delivered in at least four regions, AND
- ii) all feedback of supported SMEs are received AND
- iii) received feedback is evaluated with documented suggestion for improvements.

Rules and recommendation to support validation implementation

1. situation when not receiving any application from one region:
 - first step - partner who is missing applicants to do all best to find one;
 - second step - ask all region, also those not providing the service, to help finding SMEs. In this case RCP from region that is lacking the applicant take over the service provision for applicants.
2. Situation when we, in individual region, receive a number of applications above expectations:
 - minimum achieved applicant provision is 1;
 - there is a general recommendation to have another 2 testing done for low TRL and another 1; for high TRL per region, considering the rule: second and the third from each region is possible to be served only after in all other three regions service was already tested;
 - Content lead defines a final recommendation number for testing.
3. Situation who provides service to the applicants from Liechtenstein and Switzerland:
 - Content lead defines this.

3.3.5 Feedback questionnaire

TIGER actors contributing feedback for validation are:

- i) SMEs
- ii) Internal expert = consortium
- iii) External expert (TIGER pool of experts)
- iv) EUSALP AG1 members, observers

In that way the service is co-designed by regional or by transnational health innovation ecosystem. While SMEs are providing feedback during performance of service provision, internal, external experts as well as EUSALP AG1 members and observers are providing feedback before, during and after peer learning workshops.

Elements for questionnaire are divided into:

- general intro questions,

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- quantitative part with chapters Service relevance & Quality and Impact & Future use
- qualitative part with chapters Suggestions & reflection and Tailored service questions.

Questionnaire will be sent via online form, foreseen structure of service feedback questionnaire (see ANNEX E).

4. Peer – Learning and assessment

Peer learning is a structured process for the internal and external experts to mutually learn from each other, facilitate the exchange of experience, ensure quality, adjust the service provision, if necessary, as well as constructively critique and provide feedback to each other on their work.

At the end of peer learning workshops, consortium needs to be able to have a clear picture of adjusted pilot services, resulting in final definitions. For services with positive validation, instruction for replication and transfer are identified. For services that have been tested with negative outcome, a clear explanation and lesson learnt is provide.

4.1 Concept of peer learning

The concept of peer learning is divided into three phases:

- BEFORE peer learning
- DURING peer learning
- AFTER peer learning

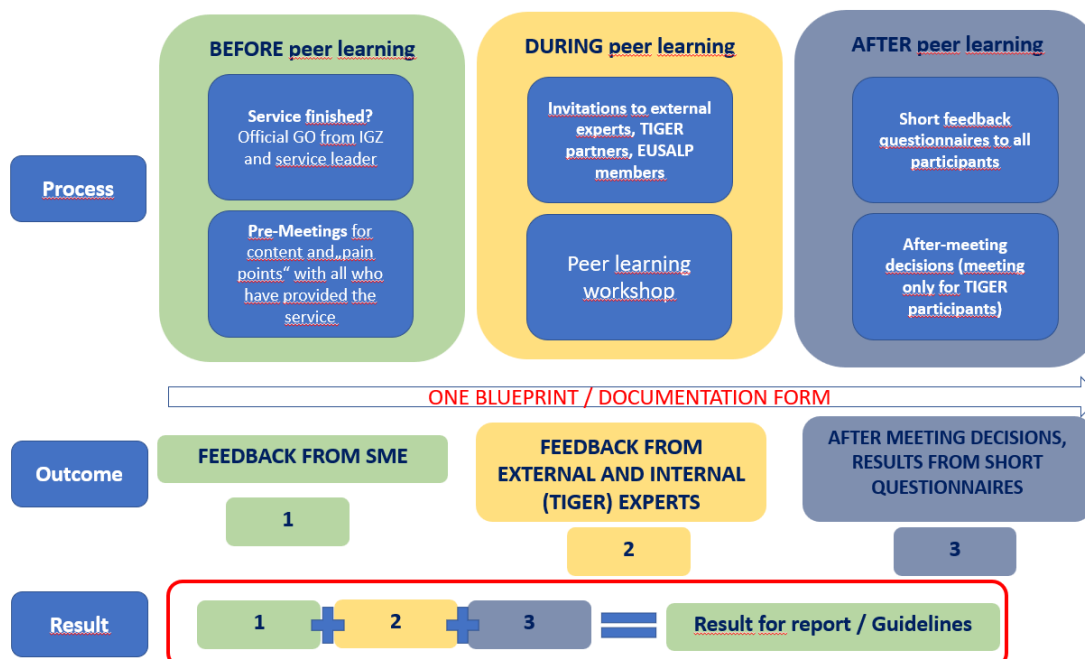


Figure 20: Concept of peer learning

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4.1.1 BEFORE peer learning

Before the peer learning workshops take place, some pre-preparations will be necessary (figure 20). The most important point is the official end of service testing: the content leader must confirm to IGZ and the responsible partners (e.g., by email or document) that the service has been completed. IGZ will then inform OTH AW so that a Pre-Meeting can be organized. During this Pre-Meeting, the content leader will present the service content. All partners who have provided the service will give feedback, and the collected feedback from the SMEs (via questionnaires and on-site responses) will also be discussed. Special attention should be given to pain points, deviations, and obstacles that have been identified during testing. OTH AW will collect and document all this information.

As the main outcomes of this first phase, the feedback from the SMEs, followed by elaborated concept for the individual peer-learning workshop will carry the greatest weight.

Recommended approach:

- to start preparation for each peer-learning workshop within two months after the service is finished.

4.1.2 DURING peer learning

The base of this activity is the performance of peer learning with preparation. External and internal (TIGER) experts, EUSALP members (envisioned one participation per peer learning workshop), the content leader, and OTH AW will be invited to the peer learning workshop. **Once the invitations are sent, the workshop will be set up.**

The number of participants will not be strictly limited, but since the workshop will be held online, it might be advisable to keep the group within a range of 10–20 participants.

The methods and content of the peer learning workshop must be defined individually, depending on the service itself and the outcomes of the Pre-Meeting. OTH AW has extensive expertise in workshop methods and coaching but can also collaborate with external experts for specific topics if needed.

The outcome of this phase should be consolidated feedback from both external and internal experts.

Recommended approach:

- experts to be invited and have possibility to vote for peer learning date and to be invited at least 1 month and a half before performing.

4.1.3 AFTER peer learning

All participants of the peer learning workshop should provide feedback through a short **questionnaire**, which will be sent out after the workshop. To conclude the results, an **after-meeting** will be organized for all TIGER project partners who provided the service and participated in the peer learning workshop. During this meeting, the group will define the after-meeting decisions.

Together with the questionnaire responses, these decision points will form the outcomes of the AFTER phase.

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Throughout the entire process, a uniform documentation template should be used to record all outcomes and results from the three phases. The information collected in this document will feed directly into the project reports and the development of a guideline concept.

4.2 Role allocation

For the peer learning process, several roles must be identified and allocated to the project partners. OTH AW, as the activity leader, will generally supervise the process and be responsible for correct performance. The role allocation follows the same scheme as outlined in Section 4.1.

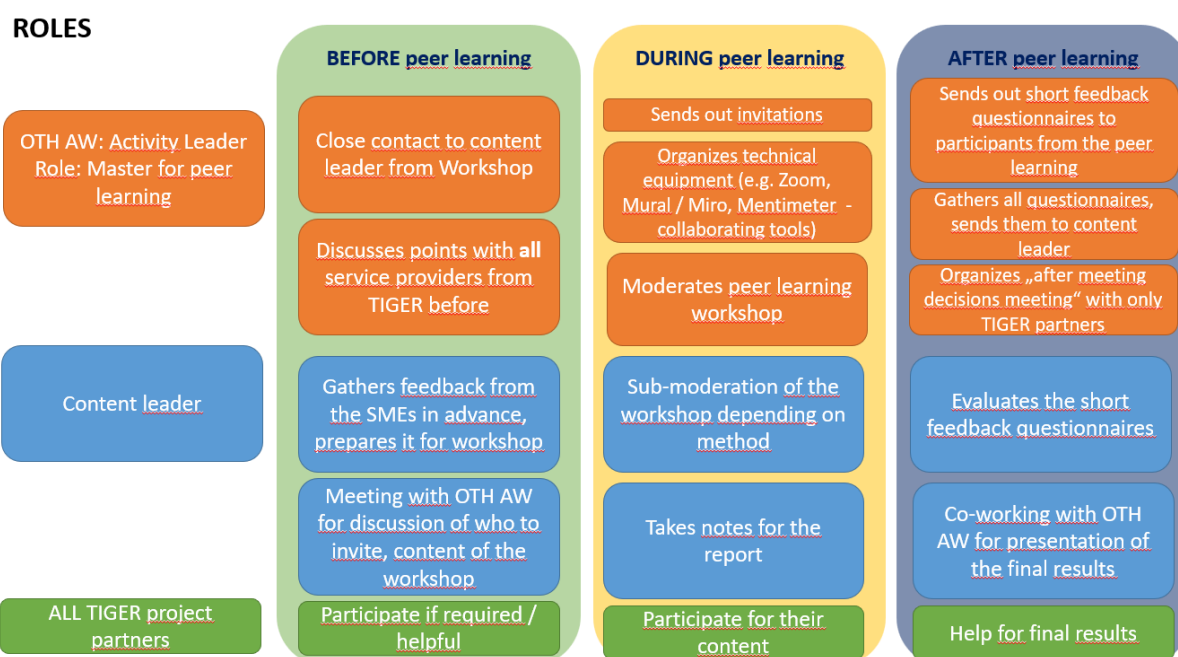


Figure 21: Role allocations

4.2.1 BEFORE phase: preparation

OTH AW will closely collaborate with the content leaders of the service workshops. The primary focus is to discuss the content, pain points, and critical issues, and to summarize these for the preparation of the peer learning workshops.

All notes and identified pre-issues must be prepared by the **content leaders** themselves, as illustrated in the figure 21. Content leaders have to be well-prepared:

- Gather all relevant information
- Provide the necessary background
- Develop a structured concept for the peer learning workshop

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Other **TIGER project partners** may be asked to participate if the content leader considers their involvement useful, as well as contribute to promotion and dissemination among relevant actors in their network.

4.2.2 DURING phase: Implementation

OTH AW will handle the organizational aspects of the workshop. This includes:

- Sending out invitations
- Providing the technical setup and collaboration tools and others

OTH AW will also be responsible for the main moderation of the workshop, unless external moderators are involved (only if necessary, see the description in Section 4.1). The **content leader** will be responsible for:

- Sub-moderation
- Documentation of the workshop outcomes

TIGER project partners should participate according to their service-related expertise.

4.2.3 AFTER phase: Follow-up

OTH AW will again take the managing role. The tasks include:

- Sending out short questionnaires to the relevant project partners
- Collecting the responses
- Forwarding the results to the content leaders for evaluation

In addition, OTH AW will organize the after-meeting with the TIGER project partners to finalize decisions.

The **content leaders**, after reviewing the questionnaire feedback and the after-meeting outcomes, will work together with OTH AW to prepare the final results presentation. This will summarize all key findings.

Further **TIGER members** are also expected to contribute to a structured preparation of the final documentation.

At the end of this three-phase process, OTH AW must be able to deliver a **structured report** to the Lead Partner and the Work Package (WP) Leader, including all the required results.

5. Communication and engagement strategy

Scope of the Work Package 2 is supporting SMEs and start-ups in eHealth and social innovations at all technology readiness levels.

Communication objective defined: Influencing attitude of SMEs and start-ups from the program area in making use of innovation support services on a transnational level by testing 8 novel services till the end of the project.

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Table 25: Target groups and channels

Key target per WP2	Main content for targets	Main channels for targets
SMEs from the programme	Website content about services Tutorials	Communication group Newsletters blocks LinkedIn Webinars

TIGER's Content Calendar⁷

Comm date	Key topic	Secondary topic	Tentpole moment?	Call To Action	Video	Channels
20. Aug 25	Tigerpath's Launch + Explaining the SSM	Three first services: Expert Assessment, Market Entry Accelerator and Product Validation	Yes	Discover Tigerpath and its SSM	Yes	Websites (TIGER + Interreg) LinkedIn Newsletter block Press release
26. Aug 25	Service: Market Entry Accelerator		No	Check the service	Yes	Websites (TIGER + Interreg) LinkedIn Newsletter block
28. Aug 25	Service: Expert Assessment		No	Check the service	Yes	Websites (TIGER + Interreg) LinkedIn Newsletter block
29. Aug 25	Service: Product Validation		No	Check the service	Yes	Websites (TIGER + Interreg) LinkedIn Newsletter block
02.09.2025	Teasing about first open call		No		No	Websites (TIGER + Interreg) LinkedIn Newsletter block
16.09.2025	First open call is open		Yes	Fill the call		Websites (TIGER + Interreg) LinkedIn Newsletter block
Early october	Deadline for first open call is near					
14.10.2025	First open call is closed		No		Yes	Websites (TIGER + Interreg) LinkedIn Newsletter block

5.1 Promotion of services and Tigerpath

On the 20th of August⁸, we will start promoting Tigerpath.eu, the SSM and services which are going to be part of the first open call.

Promotions will include:

- News on Tigerpath.eu
- News on Interreg Alpine Space's TIGER section

⁷ As of July 30, 2025

⁸ during final reviewing of D2.1.1, a Tigerpath's launch was postponed to Monday, 25th August 2025.

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- LinkedIn post, pushed by the partners
- Inclusion in each partner's newsletter
- Press release (eventually pushed by Interreg Alpine Space)

Through the TIGER Communication Group, each partner will be tasked to share the news to its own network.

From the 20th of August to beginning of September, tutorial contents (text and video) will be promoted about the SSM and the services belonging to the first open call.

5.2 Promotion of open call

On the 2nd of September, promotion of TIGER's first open call will start. Its communication will go through various phases:

- Teasing on September 2
- Launch on September 15
- Push "deadline is near" early October
- Last-minute communication on October 14, before its ending

Promotions will include:

- News on Tigerpath.eu
- News on Interreg Alpine Space's TIGER section
- LinkedIn post, pushed by the partners
- Inclusion in each partner's newsletter

Open Call guide prepared → See ANNEX C.

5.3 Promotion of done implementation

The PPs will publish an Innovation Support Guide summarizing all validated services as well as giving recommendations on how to implement them. The Guide will target other service providers willing to uptake the solutions + will be made available upon signed MoU.

Until mid-October, the focus of TIGER's communication will be the open call. Once done, other communication opportunities will be selected:

- Highlighting the companies selected in the first open call.
- Publishing testimonials from companies having participated.
- Publishing contents about the services not part of the first open call.

A TIGER Communication Group meeting will select the right opportunities, which will then be included in an updated content calendar.

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Annexes

ANNEX A: Description of open call criteria with accompanying scoring

Criteria	Points	Score	Name	Description
Innovation potential	5	1	Low innovation	The product is minimally innovative. It replicates existing approaches with little to no modification. There is no clear differentiation from current market or research solutions in senior or remote care.
		2	Slight innovation	The product offers a minor improvement or modest adaptation of existing methods. It shows some originality but does not significantly advance the state of the art in eHealth for senior or remote care
		3	Moderate innovation	The product presents a noticeable improvement or new combination of known elements. It introduces added value and moderate novelty in addressing challenges specific to elderly care or telemedicine, though it remains within conventional boundaries.
		4	High innovation	The product is clearly innovative, offering a new concept, technology, or model with strong relevance to eHealth and senior care. It has the potential to disrupt current practices or significantly improve care quality, efficiency, or accessibility.
		5	Outstanding innovation	The solution is highly original and groundbreaking. It introduces a novel paradigm, technology, or service with transformative potential in the field of senior and remote healthcare. It addresses unmet needs in a unique and visionary way.
TRL fit	2	1	Inadequate TRL fit	The current TRL level of the product or solution does not align with the expected TRL of service that applicant applied for. It is either too early (immature technology, not ready for pilot/use) or too advanced (fully mature with no need for further development in the scope of the project). The mismatch raises feasibility concerns for implementation or added value.
		2	Adequate TRL fit	The TRL level of the solution is appropriate for the proposed service and aligns with the objectives of the call. The maturity of the technology is well suited to the development, piloting, or implementation activities planned in the project. Implementation is realistic within the project timeframe.
Regional balance	2	1	Low	The product is geographically concentrated. There is a lack of diversity in regional involvement, which may lead to unequal benefits across the Alpine space.
		2	Good	The product ensures an appropriate level of geographic distribution across the Alpine regions. It includes or benefits partners from different areas, contributing to balanced territorial development and avoiding concentration in already well-covered regions.

ANNEX B: Open call Timeline

Open Call steps and actions within a timeframe

Steps	Action	Timeline	1st cut-off date: 14.10.2025	2nd cut-off date: 31.3.2026
Launching Open call			16.9.2025	1.03.2026
1. Open Call submission				
	1. SME submits application on the website	during one month	16.9.-14.10.2025	1.3.-31.3.2026
	2. Receiving automated e-mails after submission	during one month	16.9.-14.10.2025	1.3.-31.3.2026
2. Eligibility & selection process				
	1. RCPs check eligibility criteria	3 days after closing	15. - 17. 10.2025	1.-3.4. 2026
	2. RCPs consensus meeting	within 2nd week after closing	20.-24.10.2025	6.-10.4.2026
	3. RCPs inform non-eligible applicants	within 2nd week after closing	20.-24.10.2025	6.-10.4.2026
	4. RCPs invite all eligible applicants to online meeting	within 2nd week after closing	20.-24.10.2025	6.-10.4.2026
	5. RCPs perform online meetings with eligible applicants	within 3rd&4th week after closing	3.-10.11.2025	13.-20.4.2026
	6. Evaluation by jury members	within 3rd&4th week after closing	3.-10.11.2025	13.-20.4.2026
	7. Consensus meeting of all RCPs	within 5th&6th week after closing	11.-13.11. 2025	21.-23.4.2026
	8. RCPs inform applicant about selection scenario	within 5th&6th week after closing	13.-14.11. 2025	23.-24.4.2026
	9. TIGER Charter signing process	within 7th&8th week after closing	17.-21.11.2025	27.4.-8.5.2026
3. Service provision				
	1. Performing of pilot service provision	within 9th week after closing	24.11.2025 →	11.5.2026 →
	2. Request for a questionnaire / feedback	towards end of each supporting session		

*dates are tentative and not fixed, especially for 2nd cut-off date.

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ANNEX C: Open call guide – summary (template)

Innovation support pilot services

The TIGER Open Call provides SMEs and startups in the senior and remote care sector with free innovation support services. Applicants are not just receiving support but also contribute to service validation by providing structured feedback about performance and quality of service.

1 Open Call

→ **launching**

Launching the Open Call: 16.09.2025 (1st), 1.3.2026 (2nd)

• 1st Cut-off Date: 14.10.2025

For Pilot Services:

Expert assessment

Market entry accelerator for innovative technologies,

Product validation in target environment

• 2nd Cut-off Date: 31.03.2026

For Pilot Services:

Hackathon,

Market Access Strategy for Mature Technologies,

Platform,

Go2Payers

Sustainability Compliance,

If needed: * Expert assessment, Market entry accelerator for innovative technologies, Product validation in target environment

→ **Submission**

Applications are submitted via the TIGER platform: <https://tigerpath.eu/application-form/>. Language: English.

2 Selection

→ **Eligibility criteria**

RCP verifies the following criteria:

- ✓ Country & Region: Applicants from Alpine Space eligible regions.
- ✓ SME/Startup status: Must comply with EU SME definition.
- ✓ Relevance: Focus on senior and remote care.

RCP informs non-eligible applicants.

→ **Selection process for eligible applicants**

1. Online meeting between RCP and applicant to i) **discuss** which services SME is interested in and how desirable service is provided and in which languages, ii) **explain** the TIGER rules for participating in free support with providing mandatory feedback, iii) **present TIGER charter** / agreement which needs to be signed.

2. Evaluation of application by Jury Members based on selection criteria:

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- ✓ Innovation Potential (50%)
- ✓ TRL Fit (25%)
- ✓ Regional Balance (25%)

Applications are evaluated by two consortium members from different countries. If there is a >30% score difference, a third evaluator is involved.

3. Consensus meeting of RCPs to finalize:
 - i) Selected SMEs (Scenario A)
 - ii) Reserve list of SMEs (Scenario B)

4. Informing & TIGER charter signing process

Once the Tiger Charter is signed by both parties, the service provision can begin.

3. Pilot Service Provision

Service delivery is coordinated by the internal expert, monitored by the RCP. SMEs provide feedback via a questionnaire before the final session. Qualitative feedback is discussed during the last service session.

ANNEX D: Open call – Charter (template)





TIGER PILOT FEEDBACK CHARTER

Thank you for your interest in participating in the pilot phase of the **TIGER** project. By applying through this **Open Call**, your company is taking the first step toward shaping an innovative service designed to support and accelerate your paths in the life sciences sector.

The TIGER service is currently in its **pilot phase** and is offered **free of charge** to all selected participants. This early access gives your company the unique opportunity to evaluate the service ahead of full market launch and influence its development. To ensure the TIGER service meets the real needs of its users, we rely on **your feedback**.

01 What We Require of You

By joining the TIGER pilot program, your company agrees to:

- **Actively evaluate** TIGER and the chosen service(s) during the pilot phase.
- **Provide honest and constructive feedback** on performance, usability, and overall experience (survey template will be provided).
- Participate in occasional **short surveys**, interviews, or feedback sessions.
- Highlight any issues or improvement opportunities you identify during use and that you are responsive in communication with TIGER actors / experts.

02 Why Your Feedback Matters

Your insights are crucial. They help the TIGER project partners:

- Understand how TIGER and its services perform in real-world settings.
- Identify and resolve usability issues.
- Adapt features to better suit the needs of companies like yours
- Build a solution that creates real value for the life sciences ecosystem.

03 Our Commitment to You

- Participation is **free of charge** and non-binding.
- Your feedback will be managed **confidentially and respectfully**.
- You will be acknowledged as an **early adopter** helping to shape a forward-looking innovation in the life sciences field.

Let us build TIGER together—your input today helps shape the solution of tomorrow. If you have any questions or suggestions about the pilot process, do not hesitate to reach out to the TIGER project team.

Name of company: _____

Person in charge: _____

Date: _____

Signature _____

Name of TIGER partner: _____

Person in charge: _____

Date: _____

Signature _____




Co-funded by the European Union

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ANNEX E: Service feedback questionnaire (template)

Service feedback questionnaire for SMEs (not final version, will be adjusted)

I. Company & service context

1. Company name: _____
2. Country / Region: _____
3. Which service did you use? _____
4. Who provided the service? (Name/Organization): _____
5. Which Regional service point (RCP) supported you ? _____

II. Service relevance & quality

Please rate the following from 1 (Very poor) to 5 (Excellent):

6. Overall, how well did the service fulfil the following?
 - a) Met your expectations 1 2 3 4 5
 - b) Matched the promoted description 1 2 3 4 5
 - c) Addressed your actual business needs 1 2 3 4 5
7. Service delivery quality
 - a) Responsiveness of the provider 1 2 3 4 5
 - b) Clarity of communication 1 2 3 4 5
 - c) Overall efficiency 1 2 3 4 5
8. Perceived value
 - a) How valuable was the service for your business? 1 2 3 4 5
 - b) How likely are you to recommend it to others? 1 2 3 4 5

III. Impact & future use

9. How much would you realistically be willing to pay for this service? € _____
10. Do you see long-term value in the service? Yes Possibly No
→ If yes or possibly, how would you apply it in the future? _____
11. Have you applied the knowledge or support received? Yes Planning to Not yet
→ How and where? _____
12. Have you observed any concrete results? If yes, describe them:
→ _____

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IV. Suggestions & reflections

13. What would have improved your experience?

- Fewer people involved
- More guidance/onboarding
- Shorter delivery time
- Better follow-up

→ Other suggestions: _____

14. What was the most valuable aspect of the service?

→ _____

15. Did any local/regional factors influence your experience (positively or negatively)?

→ _____

16. What lessons did you take away from participating?

→ _____

V. Tailored service questions

(open questions, Content leader provides up to 3 questions)