



**LAUNCH**

**EDUCATION**

**PROGRAMME**



[www.launch2020.eu](http://www.launch2020.eu)



@LAUNCH\_H2020



LAUNCH H2020



# ABOUT THE PROGRAMME

The LAUNCH Education Programme has been developed by the project partners with the overarching objective of improving the knowledge and understanding of project developers of key financial and commercial topics. The programme will be developed in three modules, based on the material designed throughout the LAUNCH project.

## KEY OBJECTIVES



### BUILD CAPACITY AND EXPERTISE

Improve the knowledge and understanding of project developers through engaging content, such as webinars, online working sessions, and face-to-face workshops



### DEVELOP MARKET-READY MATERIAL

Better inform the development of LAUNCH materials by gathering input from market parties to improve their market applicability



### DEPLOY MATERIAL ACROSS EUROPE

Facilitate the use of the LAUNCH materials to a wide network of project developers to help the EU sustainable energy market grow

## APPROACH

The LAUNCH project partners have designed the education programme and will run the programme with an initial duration of 1 year. For the programme to be as useful and practical as possible for each participating company, the timeline, content and frequency will be customized according to the specific needs of the participant.

The programme has been designed to be interactive to deliver the best results. The programme will thus focus on the intersection between content, market insights and best practices shared by the LAUNCH partners, and the active engagement of the participant through assignments, readings, working sessions, and sharing of best practices.

*This is a revised version of the brochure that was first published in April 2020. The consortium decided to modify the programme to adapt it to the needs of the participants. The programme now focuses more on fostering peer exchange on lessons learned and experiences trying to apply the LAUNCH standardised material.*

# MODULES

## MODULE 1

**HOW TO  
GROW YOUR  
BUSINESS**

### PART A

The LAUNCH  
standardised  
contract in practice

### PART B

Applying the  
LAUNCH Risk  
Assessment  
Protocol

## MODULE 2

**ACCESSING  
GROWTH  
CAPITAL**

## MODULE 3

**HOW TO KNOW  
YOUR CUSTOMERS AND  
BUILD A STRONG  
PROJECT PIPELINE**

# MODULE 1

## HOW TO GROW YOUR BUSINESS

### Module objectives:

- Improving the understanding of project developers about standardised energy performance contracting, risk assessment by financiers, and the benefits applying the LAUNCH standardised contract and Risk Assessment Protocol (RAP) can bring to their businesses.
- Improving the market-readiness of the LAUNCH standardised contract and the RAP.

## PART A - THE LAUNCH STANDARDISED CONTRACT IN PRACTICE

### Topics covered:

- Off balance sheet transactions and how they can be linked to a project developers' sales messaging
- The benefits that securitisation can bring to businesses operating in the sustainable energy market
- Understanding the main body of the LAUNCH standardised contract
- Understanding and creating the flexible schedules: Co-creating the schedules of the standardised contract with contractors, including feedback sessions and Q&A

### Approach:

- Webinar - Off Balance sheet transactions (conducted in March 2020)
- Working session 1 - Individual introductory session to the standardised as-a-service agreement;
- Working session 2 - Individual session to report feedback on the use of the contract
- Discussion group 1 - Group session to foster exchange and learning of experiences among participants (to be conducted in February 2021). The event will host a financier and project developer as guest speakers;
- Discussion group 2 - Group session to foster exchange on the challenges and the opportunities encountered using the LAUNCH standardised contract (to be conducted in May 2021). The event will host a financier and project developer as guest speakers.

## PART B - APPLYING THE LAUNCH RISK ASSESSMENT PROTOCOL (RAP)

### Topics covered:

- Risk assessment by financiers: What is it? Why is it important? What is required from project developers to complete a risk assessment?
- Completing the LAUNCH RAP: Co-creation sessions with contractors, including feedback sessions and Q&A

### Approach:

- Webinar 1 - Introduction of RAP: What is it? Why is it important? What information is required? (07 May 2020)
- Working session 1 - Individual introductory session to the standardised Risk Assessment Protocol;
- Working session 2 - Individual session to report feedback on the use of the RAP
- Discussion group 1 - Group session to foster exchange and learning of experiences among participants (to be conducted in February 2021). The event will host a financier and project developer as guest speakers;
- Discussion group 2 - Group session to foster exchange on the challenges and the opportunities encountered using the LAUNCH standardised Risk assessment Protocol (to be conducted in May 2021). The event will host a financier and project developer as guest speakers.



# MODULE 2

## ACCESSING GROWTH CAPITAL

*This module will be run as and when there is demand from LEP participants. The LAUNCH team has thus far not seen much demand or need from LEP participants for support on accessing growth capital. This module will, however, still be available for interested parties during 2021.*

### Module objectives:

- Improving the understanding of project developers about how to access growth capital from investors: how applying the LAUNCH standardised financial spreadsheet and equity pitch templates can help a contractor to access growth capital.
- Improving the market-readiness of the LAUNCH standardised financial spreadsheet template and equity pitch presentation.

### Topics covered:

- Financial information requirements of investors: What data/information is required by investors for you to attract equity growth capital?
- How to present your business to a growth capital investor: What information is needed? How should it be presented? Who should present it?
- Completing the financial template and growth capital pitch: Co-creating the financial spreadsheet and equity pitch templates with contractors, including feedback from LAUNCH partners and Q&A

### Approach:

- Series of online working/co-creation sessions (2 hour time slots): Project developers will be given an up-front assignment e.g. develop presentation using the pitch template; draft the financial spreadsheet template.
- Series of pitch sessions (30 minute time slots): Project developers will prepare short pitch presentation. 20 minute on-the-spot feedback from consortium.  
Repeat session 2-3 months later.



# MODULE 3

## HOW TO KNOW YOUR CUSTOMERS AND BUILD A STRONG PROJECT PIPELINE

### Module objectives:

- Improving the understanding of contractors about building a strong sales process and design, and the benefits this can bring to their businesses
- Improving the applicability and usability of the LAUNCH sales material: value propositions, personas, marketing messages

### Topics covered:

- 4 core elements to be developed:
  - Personas
  - Value propositions
  - Sales process excellence
  - Sales process maturity scan
- Design learning steps around the above to create an inspirational journey for project developers to evolve their sales strategies

### Approach:

- Webinar 1 - Introduce value proposition and sales process materials in preparation for workshop in October (10 June 2020)
- Discussion group 1 - "Where to play and how to win for project developers?" - How to identify the right customers and develop a relevant sales process (October 2020)
- Series of online bilateral coaching sessions (1-2 hour time slots): Co-creating personas and value propositions with contractors, including feedback and Q&A. Project developers will be given an up-front assignments e.g. complete the sales process maturity scan; develop a draft value proposition.
- Webinar 2 - Lessons learned and key findings (Q3 2021, date TBD)





## JOIN THE FREE PROGRAMME

If you are a project developer who is willing to learn new tools to be able to:

GROW YOUR  
BUSINESS

ACCESS  
GROWTH  
CAPITAL

UNDERSTAND  
YOUR  
CUSTOMERS &  
BUILD A STRONG  
PIPELINE

Then you should join our programme.

This learning journey will help improve your understanding of the benefits that using the LAUNCH standardised energy performance contract, the risk assessment protocol and sales messages can bring to you and your business.

### INTERESTED?

Fill out our [application form](#) and we will come back to you to plan next steps. If you have any questions, you can contact us at [pilot@launch2020.eu](mailto:pilot@launch2020.eu).



[GO TO THE FORM](#)



## LAUNCH Consortium:



EnerSaveCapital



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