SPEED – Output O.4.1. Justification

To summarize the information on the achievement of output 4.1. As specified in the application form, output 4.1. is the multilevel, diagnostic toolkit to diagnose value creation, value delivery and personality development of SP-App entrepreneurs. It is to be measured by:

- The installation/development of an online platform that holds the automated tool
- Test (1) of the tool content and validation of selected questions
- Anonymous pilot-testing reports from 4 entrepreneurs
- The number of parties involved in the development of the tool

Accordingly, below we report in more detail on these measures:

1 - The installation/development of an online platform that holds the automated tool

Below, you can find a screenshot taken from the online web-based platform, developed in particular for the distribution and automation of the diagnostic toolkit. The platform will be opened publicly once the automation of the reports has been developed (coded). This was mentioned and approved in previously in the modification report and previous APR report. This is also the reason why the link is not yet available, but will be so by Q1 2021. Once it is available, the link will also be accessible immediately via the open access website of the SPEED project itself.

The development of an online platform was performed with the intention of providing a direct open access website for multiple entrepreneurs to be able to access and go through the toolkit easily. This both internally (within) the ecosystem, as well as outside of it, providing for more opportunities for access and traction. Through the introductory tekst, a direct link is made with the SPEED-project, and a clear indication is provided of the utility of the tool itself.
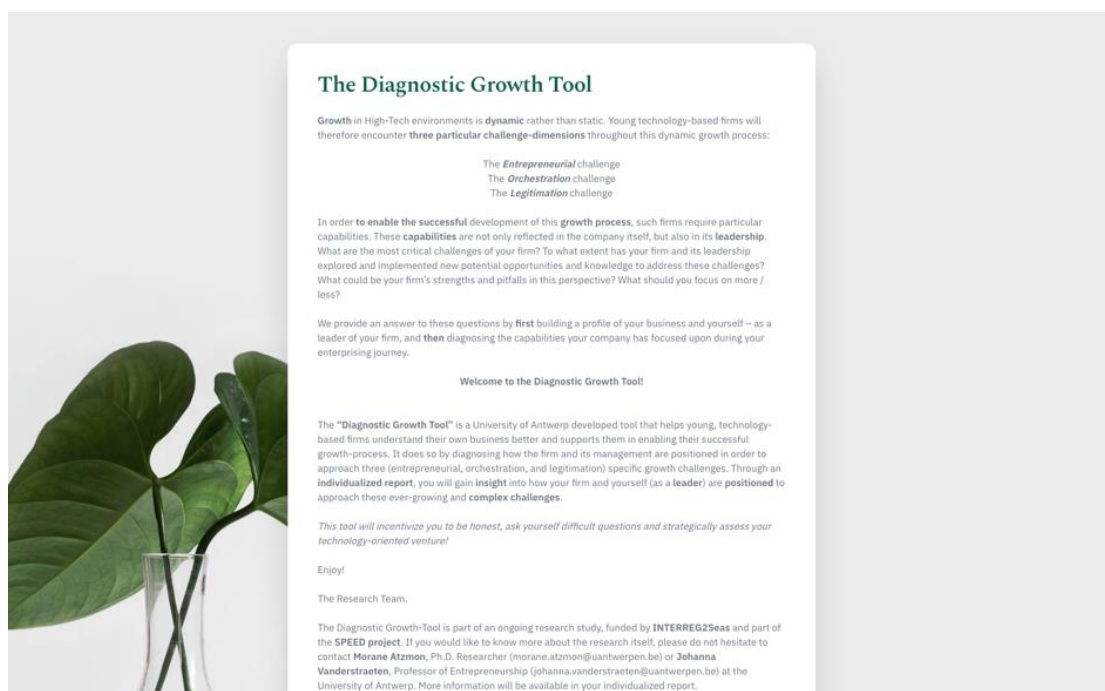
The diagnostic toolkit is dubbed "diagnostic growth tool" for informative and clarity purposes. The tool is developed based on academic scales and validated research. It is set up so that it first makes a profile sketch of the firm going through the tool, and later diagnoses some of the firm's developed capabilities that were found to relate to growth-enabling abilities (related to value delivery, value creation, and personality of the entrepreneur). Once the tool output has been automated, the participants are provided with an immediate output report with their individualized results. (see next output measurement).

Sample question from the profile building section:

Sample question from the diagnostic section:

2 - Test (1) of the tool content and validation of selected questions

In order to develop the tool we went through multiple testing rounds. The **first test** was a general phrasing and understanding test. This round was set up to find out whether our "target group" understood the questions correctly and knew to answer them in a way that was deemed correct for the effective output validation. The actual activity indicated here was a virtual appointment in which notes were taken and later implemented in the effective realisation of the output (minor changes of phrases and leaving out or implementing specific questions).

- Evidence of these activities (done with 3 entrepreneurs) is provided in the evidence register in the form of "evidence of mailings". You can find them under names:
    - Test (1) - Evidence - Entrepreneur 1.pdf (mail)
    - Test (1) - Evidence - Entrepreneur 2.pdf (mail)
    - Test (1) - Evidence - Entrepreneur 3.pdf (mail)

3 - Anonymous pilot-testing reports from 4 entrepreneurs

A **second test** was dubbed "pilot test", which was an actual test of first 4 entrepreneurs to go through the entire toolkit and provide us with comments and suggestions.The evidence of this activity was sampled into a manually developed "pilot report". The firms were promised anonimity, as such, they are not explicitly named in the reports, but have been indicated in the number of parties involved (see next point).

- Evidence of these activities can be found in the evidence register under the following names:
    - D.3.1.4.Diagnostic toolkit output report document - HT entrepreneur 1 - Pilot test
    - D.3.1.4.Diagnostic toolkit output report document - HT entrepreneur 2 - Pilot test
    - D.3.1.4.Diagnostic toolkit output report document - HT entrepreneur 3 - Pilot test
    - D.3.1.4.Diagnostic toolkit output report document - HT entrepreneur 4 - Pilot test

Note: These are not the final automated reports yet. Rather, these provide evidence of the workings of the tool and the correct collection of the data-input for actual automation (it is therefore called a pilot-testing report).

4 - The number of parties involved in the development of the tool

In order to measure the number of people involved in the development of the diagnostic toolkit for O.4.1., we have categorized the involved participants along a couple of aspects.

First, to **categorize the involvement of the participants**, we accounted for **country**, **type of involvement,** and **type of participant**, which you can see in the category column on the left (under "category").

Then, we divided into "**interest**" and "**development**" of the Diagnostic Toolkit (DTK). The first refers to the involved participant expressing interest in also contributing to the output of O.4.2. (which is the actual application of the tool), while the second refers to the participants actually being involved in the *development* of the tool. The development is then related back to one of the categories in the left column. You can see *how* these participants were involved exactly.

Category	Nr DTK interest	Nr DTK Development	Total O.4.1.
BE	**12**	**15**	**15**
Academic		**4**	**4**
Focus group		4	4
AMS		1	1
University of Antwerp		3	3
Service business	**3**	**2**	**2**
Brainstorm sessions	1	1	1
Startups.be	1	1	1
Exploratory interviews	1	1	1
Sirris	1	1	1
Communication	1		
Verhaert	1		
Technology business	**9**	**9**	**9**
Exploratory interviews	5	5	5
Co-Libry	1	1	1
Digitrans	1	1	1
Geckomatics	1	1	1
Rombit	1	1	1
Unifly	1	1	1
Automation of DTK	1	1	1
WebFaster	1	1	1
Pre-test DTK + Pilot test	2	2	2
Dockflow	1	1	1
WebFaster	1	1	1
Pilot test	1	1	1
Dinnergift	1	1	1
DE	**1**	**1**	**1**
Technology business	**1**	**1**	**1**
Pre-test DTK	1	1	1
Schumacher Aufzüge GmBH	1	1	1
FR	**2**	**2**	**2**
Service business	**2**	**2**	**2**
Brainstorm sessions	1	1	1
CITC	1	1	1
Exploratory interviews	1	1	1

IBM	1	1	1
NL	**3**	**3**	**3**
Service business	**1**	**1**	**1**
Brainstorm sessions	1	1	1
JADS	1	1	1
Technology business	**2**	**2**	**2**
Exploratory interviews	2	2	2
ExRobotics	1	1	1
Improvia	1	1	1
UK	**3**	**4**	**4**
Service business	**1**	**2**	**2**
Brainstorm sessions	1	1	1
WSX Enterprise	1	1	1
Focus group		1	1
WSX Enterprise		1	1
Technology business	**2**	**2**	**2**
Exploratory interviews	2	2	2
Dorset Creative	1	1	1
Turbulent Designs	1	1	1
Grand Total	**21**	**25**	**25**